

## McCormick Scholars Program

The Media Management Center at Northwestern University and the McCormick Foundation is pleased to announce the McCormick Scholars Program, designed to cultivate a new generation of outstanding business leaders for the media and information industry.

This program will provide full tuition for three academic quarters to two Kellogg Media Management majors for their second year of study beginning in the fall of 2009. In addition, scholars can apply for an additional stipend to support their summer work either in the media or conducting media research. The purpose of the summer stipend is to enable scholars to undertake worthwhile activities they could not consider without the stipend. Summer stipends may be awarded up to \$25,000.

### Eligibility

Scholarships are available to first-year Kellogg Media Management majors to be used for their second year of study beginning in the fall of 2009. Applicants must demonstrate a deep interest in attaining a leadership position in a media company. Special emphasis will be given to those who focus on news and information media and to students of diverse backgrounds.

### Scholar Requirements:

- Scholars must intern at a media company or conduct media research in the summer between years one and two of their Kellogg MBA program.
- Scholars must obtain faculty approval to do a media management internship or media research and complete that work with an outstanding record.
- Scholars must take one unit of independent study (supervised and approved by the Media Management faculty) that draws on their media management course work and experience from their summer work or research.
- Scholars must produce a product or presentation from their independent study project and present it at a gathering during their second year or at the biennial retreat.

### Summer Stipend

Stipends for summer 2009 are designed to afford scholars the opportunity for high-level media industry exposure, research and work they could not otherwise consider.

Examples of purposes for which a scholar might receive a stipend:

- To take a low-paid or non-paid internship with a particularly interesting media company
- To cover extra travel or living expenses required in order to take an internship
- To conduct research
- To disseminate findings through travel, appearances, papers, videos, etc.

## Biennial Retreat

Starting in January 2009, the Media Management Center will conduct biennial retreats for all current and past Kellogg and Medill McCormick Scholars and will produce related research and publications. Biennial retreats will provide professional development for the McCormick Scholars, further cultivating their leadership skills and keeping them abreast of major trends in news media management. The retreats will also contribute to the creation of an ongoing community of Scholars with their research adding new knowledge about media management.

In accepting their award as a Scholar, applicants agree to return for at least the retreat that is during or immediately after their year as a Scholar and to present their work if they are requested to do so.

## Application Process

Applications for first-year Kellogg Media Management majors who are interested in being a McCormick Scholar are downloadable at <http://kellogg.northwestern.edu/academic/media/scholarship.htm> or available in the Media Management Center office at 301 Fisk.

Applications must be received by noon on February 27, 2009. Submit applications by mail or in person to Sheri Donaldson at the Media Management Center, 301 Fisk, 1845 Sheridan Road, Evanston IL 60208. Contact Sheri Donaldson, 847-467-7691, [sherid@northwestern.edu](mailto:sherid@northwestern.edu), with any questions.

## About the McCormick Foundation

The McCormick Foundation is a longstanding partner with programs at Northwestern University and the Media Management Center. The Scholars Program is a special initiative to commemorate the foundation's 50<sup>th</sup> anniversary with eighty full-tuition merit scholarships, sixty to Medill students and twenty to Kellogg students, over the next ten years. It is designed to cultivate a new generation of outstanding business leaders for the media and information industry.

For more information about the McCormick Foundation, visit [www.rmtf.org](http://www.rmtf.org).

## About the Media Management Center

The Media Management Center conducts executive education, research and projects to address the issues and needs of media organizations worldwide. It is affiliated with Northwestern's Kellogg School of Management and Medill School of Journalism.

The Center's executive education programs include courses for leaders in newspapers, magazines and broadcast television, as well as tailored programs for media companies. Faculty and staff at the Center conduct original and applied research on the most complex issues and trends in the industry. Through its collaborative projects, the Center examines the challenges that impact all levels of media organizations to formulate strategic solutions.

Visit [www.mediamanagementcenter.org](http://www.mediamanagementcenter.org) for more information.