

2021 TOM PETERSON MEMORIAL SCHOLARSHIP APPLICATION

Scholarship amount: \$1,000

Submission Deadline: April 23, 2021

About the Scholarship:

The Tom Peterson Memorial Scholarship was established by his family to support students in Kentucky pursuing a career in communications and journalism. Tom, who passed away in 2011, was a bright, witty, compassionate man with a passion for fact gathering and storytelling. A Chicago native, he graduated from Murray State University and began his communications career as a reporter for the Shelbyville (KY) Sentinel News. He later worked for a Louisville public relations firm and co-founded his own marketing firm, PRIDE Inc., in 1980. Tom also was a columnist for LEO, Louisville's alternative newspaper, covering local news media, and a contributor to Louisville Magazine. Tom and his wife, Laura, were longtime election coordinators for The Associated Press. In 2006, the University of Louisville named Tom executive-in-residence in marketing communication at the school's College of Business. The scholarship is coordinated by the Kentucky Associated Press Broadcasters, which represents AP-member TV and radio stations in Kentucky.

Applicants must meet the following criteria:

Applicant must be a full-time student with a major in broadcast journalism, journalism, mass communications, digital media or telecommunications; must be a sophomore, junior, or senior. The recipient must possess the personal qualities of character, integrity, dependability, industriousness, and human compassion, which produce broadcast exemplars and community leaders.

Please provide the information requested below:

Applicant name _____

Check one: SENIOR _____ JUNIOR _____ SOPHOMORE _____

Major _____ Cumulative GPA _____

Graduation date _____

Local Address _____

Permanent Home Address _____

E-mail Address _____

Phone _____

Based on the criteria listed above:

- 1) Write an essay of up to 300 words about why you believe you are qualified for the scholarship.
- 2) Write a statement of your career goals of up to 100 words.
- 3) Send a copy of your resume with the completed application.
- 4) Send up to three samples of your work or provide online link(s) to your work.

Submit application, essay, statement of career goals, resume, and samples of work via email to Becky day at becky@kba.org by April 23, 2021, the deadline date.

Signature _____

Date _____

The scholarship winner will be announced with the Kentucky Broadcasters Association Impact Broadcast Awards virtual presentation on Tuesday, June 8 at 2:00 p.m.

