

2022 TOM PETERSON MEMORIAL SCHOLARSHIP APPLICATION

Scholarship amount: \$1,000

Submission Deadline: Friday, March 11, 2022

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.

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.

To request an application contact to Becky day at becky@kba.org before March 11, 2022.

The scholarship winner will be announced with the Kentucky Broadcasters Association Impact Broadcast Awards on Saturday, April 9, 2022, at the Kentucky Derby Museum in Louisville.