

NAME: \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ DOB \_\_\_\_\_  
HIGH SCHOOL \_\_\_\_\_  
GRADUATION DATE \_\_\_\_\_  
PARENT'S NAME, ADDRESS AND PHONE # \_\_\_\_\_  
\_\_\_\_\_

1) What College, University or Technical School do you attend or plan on attending? \_\_\_\_\_

Anticipated graduation date. \_\_\_\_\_

2) What is your major? \_\_\_\_\_  
Minor? \_\_\_\_\_

3) What was your cumulative grade point average at the end of last semester? (verification required) \_\_\_\_\_

*Attach copy of transcript and highlight courses in your major.*

4) In what extracurricular activities are you involved? \_\_\_\_\_  
\_\_\_\_\_

5) Have you worked at a broadcast facility? \_\_\_\_\_

If yes, where and name of supervisor \_\_\_\_\_  
\_\_\_\_\_

Duties \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6) Why do you want to pursue a career in broadcasting?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7) Any additional comments you would like to make concerning broadcasting or your career goals? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

NOTE: Be sure you have fulfilled all the requirements stated in the rules and determination before submitting your application. Incomplete applications will not be considered. Feel free to make your application more attractive by adding additional information.

Submit to: NMBA Scholarship Program  
2333 Wisconsin St., NE, Albuquerque, NM 87110  
If you need more space, please attach additional paper.

NEW MEXICO  
NMBF  
Broadcasters  
Foundation  
Scholarship Program  
2333 Wisconsin St., NE  
Albuquerque, NM 87110



ANNOUNCER  
SALES CAREER  
TRAFFIC CAREER  
PROGRAMMING  
PUBLIC AFFAIRS  
COMMUNITY AFFAIRS  
ENGINEERING  
ACCOUNTING  
MANAGEMENT  
NEWS PRODUCER  
NEWS WRITER  
NEWS REPORTER  
NEWS ANCHOR

Offering scholarships to individuals who desire a career in any area of the radio or television broadcast industry!

NEW MEXICO  
NMBF  
Broadcasters  
Foundation

# THE RULES

The New Mexico Broadcasters Association (NMBA) will award up to \$25,000 in scholarships to residents of New Mexico who meet the criteria outlined below. These scholarships will be awarded at the NMBA Annual Convention in June and must be used during the 2009-10 school year. These scholarships are for individuals who desire a career in any area of the radio or television broadcast industry, i.e., news, announcing, sales, traffic, programming, public or community affairs, engineering, accounting, management, etc.

## THE KINDS OF JOBS

**ACCOUNT EXECUTIVE** - The person who sells advertising time and works closely with businesses to help them market themselves to the station's listeners or viewers.

**ANNOUNCER** - Announcers are a radio station's "voice" and are often the people with whom the public identifies. This person introduces programs and music, reads commercial copy and public service announcements, and is involved in the overall public presentation of the station.

**ENGINEER** - The chief engineer is responsible for the technology necessary to put the station's broadcast on the air. The engineer works to maintain broadcasting capabilities and provide quick solutions to problems that may arise with the transmitter, tower, satellite receiver and other related equipment.

**COPY WRITER** - This staff member writes commercial and promotional copy in support of the station's sales, marketing and promotion efforts.

**GENERAL MANAGER** - The person responsible for the overall operation of a station. This position requires business knowledge, leadership ability and a technical understanding of how a station operates.

**MUSIC DIRECTOR** - This person manages the station's music library and works with the program director in selecting new recordings to be played as they are submitted by record companies.

**NEWS DIRECTOR** - The news director runs the news department. The news director assigns stories to reporters on staff, monitors the wire service and is involved with identifying the important news issues within the community.

**PROMOTION DIRECTOR** - This position promotes the station's image, programs and activities. The promotion director works closely with the program director to create on-air promotions and also with the sales department in securing new clients and maintaining current advertisers.

**PROGRAM DIRECTOR** - Responsible for the entire on-air product, the PD governs the sound of the stations. With control over production, talent, work schedules, and program schedules, the PD's programming objectives support the goals of the general manager and the general sales manager.

FOR MORE JOB DESCRIPTIONS VISIT US ONLINE AT [WWW.NMBA.ORG/JOBS](http://WWW.NMBA.ORG/JOBS)

## REQUIREMENTS AND DETERMINATION FOR SCHOLARSHIP

- Students must be a resident of New Mexico.**
- Students must use the scholarship to attend an accredited college, vocational institution or university in the State of New Mexico.**
- Scholarship funds are payable directly to the student and may be used to defray the cost of tuition, books, supplies and fees.**
- A letter of recommendation from an appropriate school official, confirming academic achievement & commitment to a broadcasting career is required.**
- You must be entering your sophomore, junior or senior year.**
- Completion of application form is required.**
- Official transcripts must be included in application.**
- Deadline for submitting entries is Friday, April 23, 2010**

**ALL APPLICATIONS** must be at the NMBA Offices by Friday, April 23, 2010 by 5:00 pm in order to be considered. Please make a copy of your completed application for your records.

**ALL APPLICATIONS** will be reviewed by the Scholarship Committee of the New Mexico Broadcasters Association.

**RACE, GENDER AND AGE** are not factors in determining scholarship recipients. Nontraditional and re-entry students are encouraged to apply.

**ALL RECIPIENTS** are asked to attend our Annual Membership Breakfast on Saturday, June 12, 2010 at 7:30 am in Albuquerque.

PLEASE RETURN COMPLETED  
APPLICATION AND  
ACCOMPANYING MATERIALS TO:

NMBF SCHOLARSHIP PROGRAM  
2333 WISCONSIN ST., NE  
ALBUQUERQUE, NM 87110

INCOMPLETE APPLICATIONS WILL NOT BE  
CONSIDERED

