Leadership Scholarships for New Students
Revised Fall 2017

The Department of Media, Journalism and Public Relations announces two scholarships, for the 2018-2019 school year. The funding will be awarded by competitive application as a means of calling attention to the work and achievements of entering students. Such attention is intended as an encouragement to their academic achievement, professional preparation, and future leadership — in the department and in their life, career or vocation after their Biola degree.

These scholarships of up to $3,000 each, designated for entering students (freshmen or transfers), relate to all concentrations within both the Journalism & Integrated Media major (Broadcast, Writing & Publishing, Cross-Cultural and Visual) and the Public Relations major (Agency & Corporate, Entertainment & Events, Media Relations and Nonprofit & Ministry). While the evaluation of applications will be done on the basis of portfolios submitted, the department encourages applications from students from African-American background, Latino/Hispanic background, Asian background and Native American background, as well as students with cross-cultural/international and/or multi-lingual backgrounds.

Students who receive this award will see this funding credited to their student account semester by semester for the duration of the student’s time at Biola. But to continue receiving this funding, recipients will be expected to maintain a minimum overall Grade Point Average (GPA) of 3.5 or higher; they must also show ongoing evidence of active participation in media and leadership in campus (or off-campus) media organizations. Recipients’ GPA will be monitored annually. If a student’s GPA falls below the requirement, they will be asked to submit an update letter detailing media activity and leadership involvement as well as plans to raise their GPA back up to the minimum requirement.

Students who fail to maintain the minimum GPA or who neglect their media involvement and leadership will be notified of having been given one semester of probation, after which — if they still have not raised their grades and shown evidence of media activity and leadership — they will forego their leadership scholarship funding.

Application and Submission Process

Scholarship applications must be submitted online. Please upload electronic portfolios or links (elements detailed on next page) to the application form. Please contact Mairin McCuistion (Special Projects Assistant) by email (mairin.mccuistion@biola.edu) or by phone (562) 944-0351 x3624 with any questions.

Scholarship applications are due Monday, January 15th, 2018. Applicants will be notified by Friday, February 16th, 2018.

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**Elements of Scholarship Application**

**Cover letter:** This narrative should highlight and make the case, based on evidence of your work and media experience, for your being the top candidate for this scholarship funding. Evidence of a culturally relevant commitment to Christ in the midst of your future pursuits should be explicit in the narrative.

**Resume:** Should include only relevant experience and preparation.

**Letter of recommendation:** From an editor, media supervisor, media/journalism teacher, student leadership mentor or other teacher/leader who can speak of your leadership and experience qualifications. This should speak explicitly of your promise as a leader in a department such as ours and of your profession or vocational interest area, giving reference to anecdotes about your work.

**High School transcript:** Verifying that you have a 3.5 GPA or higher at the time of application.

**Portfolio** of five (5) or more pieces of journalistic or PR work should be submitted online.

- **Broadcast:** Items should include a cross-section of news, features or sports (based on interviewing and background research). Aired work is preferred — in campus media or professional broadcasts. The portfolio can also include web sites or news or sports graphics you have designed for a TV or radio station or broadcast. All electronic media should be provided as an upload or as links.

- **Cross-Cultural Media:** Items submitted can show written, broadcast or visual work in campus media, ministry material, commercial purposes, or other outlets. Published work is preferred. Although the work does not have to be from a cross-cultural setting, the student can feel free to include such in the portfolio (regardless, explanation of desire in preparation with cross cultural focus should be included in the application letter).

- **Visual Journalism:** Published work is preferred – in campus media or in professional or public relations/ministry print materials. Images used for commercial photography purposes (portrait, wedding, product, fashion, etc) or for web publications can also be included. Images should be storytelling about people, events or trends capturing emotion and/or action. All images should include either captions or descriptions of action/scene. Images should include a cross-section of types of visuals (portraits, sports action, feature, news, etc.).

- **Writing & Publishing:** Published work is preferred — in campus media or in professional or public relations/ministry print materials. Photos and pages designed should be submitted in electronic form (as .jpg or .pdf files) through the scholarship application submission. Pieces of writing should identify you in some way (e.g. byline, name in masthead). Writing should include a cross-section of news, features, sports or opinion writing (based on interviews and background research). Script writing for electronic journalism (radio or TV) can be included in this portfolio as a complement to print writing. Web-based writing that appeared on a web site can be submitted as well; be sure the work identifies you as the writer or include a letter from a media supervisor who can vouch for the work as being yours, preferably done at your initiative.

- **Public Relations (all concentrations):** This can be writing such as news releases of product or organization advertising or marketing. This portfolio can include graphics design pieces used for public relations such as organization promotional materials, media guides or resource lists. The portfolio can also include overviews of events the student has planned or marketed, or video news releases, web sites or web pages that serve a public relations function.