

## WTLW TV Broadcast Scholarship

**Purpose** - To annually assist a student in the pursuit of a career in broadcast television and/or related career in broadcast journalism, public relations, sales marketing, graphics design, web design, photo journalism, or other forms of mass media.

WTLW TV will award one \$1000 scholarship which may be applied toward tuition, room/board or books.

**Eligibility** – Any student who is currently enrolled as a senior in high school and is planning on attending post-secondary college. All applicants must reside within WTLW TV's viewing area which includes Allen, Auglaize, Hancock, Hardin, Van Wert, Putnam, Mercer and Paulding counties.

Previous winners of this scholarship are not eligible to apply.

**Criteria** - The Scholarship Committee of the Board/ Management of WTLW TV will review all qualified applications taking into consideration current grades, extra curricular activities, demonstrated work ethic, local volunteer activities and successful completion of the application and essay.

**Deadline** – All applications must be received by Tuesday, February 15, 2022. The winning application will be selected on Wednesday, February 16, 2022.

**To Apply** – Complete the application. In addition, submit an essay, no longer than one page (double spaced), answering the questions:

- What career do you plan to pursue and why did you select it?
- In what activities have you participated related to your career choice?
- What activity or affiliation have you found to be most rewarding and why?
- How will your personal morals and convictions affect the pursuit of your career goals?

**Applications must be received by Tuesday, February 15, 2022.**

**Send to this address:**

**WTLW TV Scholarship  
1844 Baty Rd.  
Lima, Ohio 45807**

## **Examples of Careers in the Broadcast Industry**

### **News Anchor**

The moment you mention working on television broadcasting station, a News Anchor is the first job that comes into mind. It can be said you are the face of the station when it comes to the informative role of a News Anchor. The news anchor is the person who appears on-screen during the broadcast. This is a person who has gone through all the stages of journalism and has evolved from being a simple rip and read personality to developing relevant commentary, along with perfecting interview skills.

### **Producer**

The work of the Producer is to develop all the content necessary to execute a show. He or she is tasked with the job of booking guests, scripting, and story development, all while working directly with the News Director, the Assignment Desk, and Anchor.

### **Graphic artist**

Are you a computer savvy person who likes, design and production? This is definitely the career for you in broadcasting. A graphic artist designs all the logos, maps, chyron images, lower third identifications, station bugs, and most of the graphics used during a show.

### **Video Editor**

A video editor receives and edits all raw footage used during a newscast. They are typically located on-site, but can also be in the field with the Reporter editing from the station Van. Depending on a market size, a Field Reporter may also be responsible for editing their own packages to be sent back to the station.

### **Sales Manager**

The broadcasting industry is a business and must generate revenues through advertising sales. This position is very important in the organization, as almost all the revenue comes from adverts. The Sales Manager has the responsibility of recruiting and developing a strong sales staff. Knowledge of market trends and their target audience is something the sales manager should always be conversant with.

### **Studio Engineers**

This is a wide field which encompasses several jobs within it. The jobs are technical in nature and involve the handling of equipment in audio production and others. Studio lighting, audio consoles, and studio cameras are some of the jobs you can get as an engineer within the organization.

### **News Writer**

Contrary to the belief of many, the news writer is not the news anchor. The news writer is the person who prepares the news which is read by the news anchor. However, you may find that in a smaller market, anchors may also be responsible to write news for their daily broadcast. This person must have

exemplary writing skills. Other responsibilities include: the monitoring of news feeds, booking guests for interviews aired live, and researching story information. Again, in smaller markets a News Writer and Producer execute the same responsibilities.

There are more enticing careers in radio broadcasting. Some of the great jobs available in radio are:

- Sports Directors
- News Directors
- Music Directors
- Sales manager
- Engineers
- Promotions
- Integrated Marketing Managers/Online Media

### **News Directors**

The news director controls what the reporters read in the news. He has to sort out the most important news which will be of interest to the audience and assign it to the reporter on duty. The work of monitoring the wire service is under the responsibilities of the news director.

### **Music Directors**

The Music Director is responsible for maintaining the stations' music library. He or she receives new recordings from record labels and coordinates with the Program Director in order to schedule that day's programming. Many smaller market stations combine the role of Music Director with the role of a Program Director and On-air Talent, along with the Music Producer role itself.

### **Sports Directors**

Radio understands that their audience needs updates on local sports or popular international sports. The work of the sports director is to give an update of the live happenings in the sport. It is also the duty of the sports director to oversee the live commendation of the sport if the radio has this service.

### **Sales Director**

The work of the Sales Director is to work with the sales staff and marketing department to create custom campaigns for their clients. They monitor each campaign to ensure that it is executed properly and successfully in order to generate revenue.

### **Engineers**

There are many engineering jobs in the radio station. The chief engineer, for instance, is the person who controls the kind of technology which the radio uses. Sound engineers are also needed in the station. Depending on the market size, there may be just one Engineer to handle multiple stations in a station cluster.

# WTLW TV Broadcast Scholarship Application

\$1000 awarded by WTLW TV, 1844 Baty Rd., Lima, Ohio 45807

wtlw.com 419-339-4444

Email questions to Kevin Bowers, General Manager: kbowers@wtlw.com

## Application Process

Completed application must be received via mail by Tuesday, February 15, 2022. Scholarship winner will be determined on Wednesday, February 16, 2022.

**WTLW Scholarship**  
1844 Baty Rd.  
Lima, Ohio 45807

Completed application must include: application form, essay page, copy of high school transcript.

I have interest in pursuing a career in broadcast television and/or related career such as broadcast journalism, public relations, sales marketing, graphics design, web design, photo journalism, or mass media.

## About You

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Father/ Guardian: \_\_\_\_\_ Mother/ Guardian: \_\_\_\_\_

Telephone(s) (if different from above) \_\_\_\_\_

## Your School

Name of high school from which you will graduate: \_\_\_\_\_

Current grade point average (please indicate scale): \_\_\_\_\_

Post- Secondary school you plan to attend this fall: \_\_\_\_\_

School's address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone: \_\_\_\_\_

## Honors and Activities

List your academic honors and other accomplishments: (attach additional sheets if necessary)

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List school, church, club, volunteer and community activities including offices held:

(attach additional sheets if necessary)

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### Essay

Please submit one typewritten page (double spaced) addressing the following questions:

- What career do you plan to pursue and why did you select it?
- In what activities have you participated related to your career choice?
- What activity or affiliation have you found to be most rewarding and why?
- How will your personal morals and convictions affect the pursuit of your career goals?

### Applicant's Signature

I certify that the information given by me on this application and attachments is true and correct, to the best of my knowledge.

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

School representative (principal or guidance counselor):

*I certify that this student has been enrolled at the fore-mentioned school.*

Name (please print): \_\_\_\_\_ School: \_\_\_\_\_

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