

SINCLAIR

BROADCAST GROUP

Broadcast Diversity Scholarship Rules and Instructions:

INTRODUCTION

The Sinclair Broadcast Diversity Scholarship Fund was established in 2013 to provide financial support to college students interested in a career in broadcast / digital journalism, or marketing. The Fund plans to award scholarships of up to \$5,000 to qualifying and deserving students from diverse ethnic backgrounds who need financial assistance to complete their education.

APPLICATION DEADLINE: 11:59 PM TUESDAY, APRIL 30, 2024

ELIGIBILITY REQUIREMENTS

To be eligible for a Sinclair Broadcast Diversity Scholarship, an applicant must be:

- A U.S. citizen;
- A current college sophomore or junior at a four-year undergraduate college or university (scholarships will be applied to applicant's junior or senior year, respectively);
- From a diverse ethnic background;
- Pursuing careers in the areas of broadcast journalism, digital / social media storytelling or marketing;
- Carrying a minimum 2.50 cumulative GPA (or its equivalent) at the time of application.

An applicant may not:

- Be a full-time employee, or be related to any employee, officer or board member of Sinclair Broadcast Group, Inc., or any of its subsidiaries ("Sinclair").

HOW TO APPLY

Complete the online application form available here:

https://webportalapp.com/appform/sbg_scholarship_2024

You will need to provide the following information and materials in English:

- Contact information;
- Education information;
- Qualification for financial aid;
- Cover letter (must explain personal background, financial need, and career goals in 300 words or fewer);
- Detailed answer to one of two specific questions related to fields of journalism / marketing.

- Two (2) work samples (such as articles, video/audio clips, photos, personal website, or other relevant project);
- Resume; and
- Unofficial College Transcript.

You can start your application, save it, and come back to it later. Submissions are due on the date indicated on the application. Remember, your application is not complete until you have clicked "Submit."

FAQS

1. Do I need to be a journalism, communications, or media major to apply?

No, students of all majors are welcome to apply. Students must be pursuing studies in journalism, broadcasting or media marketing but can come from any related major.

2. What does Sinclair look for when selecting recipients?

Sinclair is looking for applicants that show a genuine interest in the broadcasting, broadcast / digital journalism and marketing career fields, demonstrated by course work and work samples.

3. Is the scholarship based on financial need?

While academic achievements and work experience are factors in the selection process, we will only be giving out scholarships to those that demonstrate financial need.

4. In what format do I submit my materials?

- All supplemental documents are uploaded directly to our online application portal.
- We recommend uploading your supplemental documents as PDF files. You may also upload Word documents.
- Hyperlinks in documents do not always download properly, so please do not include hyperlinks. You may, however, refer to a complete URL in the text of a document or response field.
- Digital as well as broadcast pieces are eligible work samples.

5. Can I mail in a paper application?

No. We are only accepting online applications.

6. I created an account, but now I'm having trouble logging in.

- Make sure you are logging in here: https://webportalapp.com/appform/sbg_scholarship_2024
- Try resetting your password.
- If you still have trouble, contact scholarshipquestions@sbgstv.com.

7. When will the scholarships be awarded?

The scholarships will be awarded during Summer 2024 for the Fall 2024 – Spring 2025 academic year.

8. I am a past scholarship winner. Can I apply for another one?

No, you may not apply for, or be awarded, another Sinclair Broadcast Diversity Scholarship.

9. What may I use the scholarship money for?

Scholarship awards will be sent directly to your school (or otherwise as directed by Sinclair Broadcast Group in its sole discretion in order to comply with applicable laws) for application to your school's tuition and related school fees.

CONTACT US

For information regarding our scholarship program, please email your questions to:

scholarshipquestions@sbgstv.com.

SCHOLARSHIP APPLICATION TIPS

For applicants

- Proofread everything! If you can, get a friend or teacher to proofread your application materials just to make sure you haven't missed any typos. Do not rely on SpellCheck!
- Carefully read and follow all directions and applicant criteria on the scholarship's information page and the online application page.

Cover Letter

- The judges are looking for a personal connection and a compelling narrative. Be professional but use your own voice. Be genuine.
- Make sure you address the requested topics of personal background, financial need, and career goals within the application word limit.
- Convince the judges why they should select you. Highlight your best qualifications.
- Use examples to show you fit the specific scholarship you are applying for, but don't just re-list your resume.
- Proper grammar and correct spelling matter.

Work Samples

- Your work samples are one of the most important application components.
- Judges are looking for applicants who are prepared for careers in broadcasting, journalism, or marketing.
- They are looking for professional quality work, and they know it when they see it!
- Upload your best work samples to a site like YouTube, Vimeo, Sound Cloud or other platform and include the URLs to these samples on your application form.
- Briefly describe your role in each of the pieces, whether as producer, editor, reporter, etc.
- If you have a personal website or use social media platforms to share your work samples, it is important to include these as well.

Resume

- Be organized and consistent. Keep the formatting simple and easy to read so that key information like your name stands out.
- Try to keep your resume to one-page. Effective and informative, yet brief, writing is key to success in the broadcasting, journalism and marketing fields. You are telling your own story with your resume.
- List activities chronologically within each section so the most recent is highlighted.
- Include work history, community service, club affiliations, honors and awards.
- Be detailed and results-oriented. "Produced X stories per week for student news channel with viewership of X" is much better than "Reported for student news channel."
- Things you might want to include on your resume are your relevant experience, achievements, and skills. As a student, you may not have much journalism work experience, but internships or even volunteer experience counts too. Achievements might include awards, scholarships, or professional organization memberships. Specialized skills or experiences like expertise in video editing software, fluency in a foreign language, or attending a journalism conference can set you apart from other candidates.
- Campus media counts as work experience.

- Video or infographic resumes are unique and creative, but for this application you'll need to upload your resume as a PDF or Word document.

RULES AND REGULATIONS

In addition to the conditions listed above, the following rules apply to this program.

Applications: Sinclair Broadcast Group is not responsible for any late or incomplete applications for whatever reason, including failures of the application portal. Late and incomplete applications will not be reviewed. Any applications that contain false information will be excluded from consideration. Sinclair Broadcast Group is not responsible for inaccurate scholarship application details supplied to any entrant by any third party connected with this application. By applying for a Sinclair Broadcast Diversity Fund scholarship, you grant us permission to verify the contents of your application with your school and agree to take any other reasonably necessary steps to enable such verification process. Your application must be completed in the application portal by 11:59pm on the application closing date indicated on the application.

Judging Criteria: Applications will be judged on meeting the eligibility requirements, quality of materials submitted (e.g., creativity, professionalism, maturity, and production), academic achievement, and potential for success in the area of interest.

Recipient Selection and Announcements: All scholarship award decisions are made in the discretion Sinclair Broadcast Group, including its fund trustees and review panel, and are final and non-appealable. Scholarship recipients will be notified by email and/or letter within 60 days of the closing date. If a winner cannot be contacted or does not acknowledge receipt of notification within 14 days, we reserve the right to withdraw the scholarship from the recipient.

Awards: Scholarship checks will be sent to the winner's school's financial aid office or otherwise as directed by Sinclair Broadcast Group in its sole discretion in order to comply with applicable laws. Upon notification of receiving a scholarship, we may need proof of financial aid eligibility and additional tax-related information from you. This will be requested in your award notification. It is the student's responsibility to ensure that this information is provided to Sinclair Broadcast Group. No cash alternative to the scholarship will be offered. The funds are not transferable.

Conditions of Award: If any other funds pay entirely the tuition, fees, books, and on-campus room and board for the student's academic year, you are no longer eligible to receive this scholarship and will forfeit the award.

Responsibilities of Recipients: The recipient must be enrolled full-time as a sophomore or junior at the time of applying for the entire academic year without interruption, barring illness, emergency, or military service. Scholarship funds are to be applied to the next year's tuition (i.e., junior or senior year). It is the recipient's responsibility to verify receipt of funds by their designated institution and to notify Sinclair Broadcast Group should the award check not arrive on or about 30 days from the issue date.

Permissions: Each scholarship recipient agrees to the use of his/her name and image, as well as his/her essay, video(s), images, photographs, website and/or work samples in any publicity material relating to this scholarship. Any personal data relating to a winner or any other entrants will be used solely in

accordance with current federal and state data protection legislation and will not be disclosed to a third party without the entrant's prior consent.

Submission Requirements: The following rules apply to any written, audio, video, images, graphics, photographs or other form of media submitted by an applicant (collectively, "Submission Content"):

- Video submissions must not exceed 5 minutes.
- If any submission content contains images of any persons other than yourself, you must have permission from such person to submit the Submission Content; if Submission Content contains images of any minors, you must have permission from such minor's parent or legal guardian or such minor must be your child or legal ward.
- All submission content must be your own original work.
- Originality Requirement: We value and expect complete originality in your application responses, particularly in the essay section. Your insights and personal contributions are crucial for our evaluation. The use of AI tools like ChatGPT for creating any part of your application, especially essays, is strictly prohibited. Your application should reflect your unique perspective and effort. By submitting your application, you confirm that all content, including essays, is your own original work. Use of AI-generated content will lead to disqualification. Our review process includes methods to ensure content originality. Upholding ethical standards in your application reflects the integrity expected in broadcast journalism.
- Upon our request, you will furnish us with any documentation, substantiation or releases necessary to verify your compliance with these submission terms. If any submission contains any of the above prohibited content, as determined by Sinclair Broadcast Group in its sole discretion, or for any other reason, Sinclair Broadcast Group may deem such application void.

Grant of Rights to Submission Content: In the event you are awarded a scholarship, you agree and hereby grant to Sinclair the right to use the Submission Content for publicity related to the Sinclair Broadcast Diversity Scholarship Fund without compensation or notification to, or permission from, you or any third party. You also agree execute any documents reasonably required by Sinclair in connection with the promotion of the scholarship, including, without limitation, Sinclair's standard appearance release. You agree that Released Parties (as defined below) are not responsible for any unauthorized use of submissions by third parties. Released Parties do not guarantee use of any submission.

General Conditions: By submitting an application, you agree to release, discharge, hold harmless and indemnify the Sinclair Broadcast Diversity Scholarship Fund and its Trustees, Sinclair Broadcast Group and any of its related television station(s), all of their parent, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind (including, without limitation, arising from claims based upon copyright infringement, trademark infringement, invasion of privacy, defamation, or right of publicity) to persons, or property resulting, in whole or in part, directly or indirectly, from your application and/or the use of any content submitted in connection with your application by Sinclair Broadcast Group or any other Released Party.