



**BRADLEY**  
UNIVERSITY

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## **MULTICULTURAL BROADCASTING WORKSHOP**

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**“STRIVING FOR CULTURAL DIVERSITY IN THE BROADCASTING INDUSTRY!”**

Dear Administrator or Counselor:

The Illinois Broadcasters Association and the Department of Communication at Bradley University are pleased to seek your assistance in identifying outstanding creative students who qualify to participate in our renowned **MULTICULTURAL BROADCASTING WORKSHOP** which will be held June 17 - 21, 2012. Now in its sixteenth exciting year, this prestigious expenses-paid workshop introduces the best Illinois high-school juniors and seniors of all cultural and ethnic backgrounds to the outstanding career opportunities in television, radio, and digital communications. Our goal is to recruit, develop, and inspire the next generation of broadcasting professionals drawn from the rich multicultural spectrum of Americans in the Twenty-First Century. We seek your help in identifying and encouraging qualified applicants from your school.

The five-day expenses-paid workshop will be held in the world-famous state-of-the-art Caterpillar Global Communications Center on the campus of Bradley University in Peoria. The curriculum includes hands-on experience with the most advanced industry-standard technology. Workshop students study with Emmy Award winning broadcasting professionals from the leading stations and university programs in our state.

All students will be housed in a Bradley residence hall with supervision. We have room for 24 students from around the state. All the costs for the workshop (housing, meals, supplies, awards banquet, and entertainment) are underwritten by scholarships from Bradley University and the Illinois Broadcasters Association. The only cost to the students will be a \$50.00 registration fee and any travel or incidental expenses they may incur. **Enrollment is limited to 24 students and acceptance is competitive. Please encourage and assist in the applications from your best students.**

Information concerning the workshop, application procedure, and selection process is enclosed. Please feel free to duplicate all the enclosed materials for distribution to the appropriate school personnel. Applicants should be juniors or seniors in the Fall of 2012. Members of ethnic minorities are especially encouraged to apply and identify their status.

We hope you can help us identify students who would benefit from what will be an exciting experience. If you have any questions, please contact either of us.

Dennis Lyle, President/CEO  
Illinois Broadcasters Association  
Phone: 618-985-5555  
FAX: 618-985-6070  
E-Mail: [iba@ilba.org](mailto:iba@ilba.org)

Dr. Bob Jacobs, Professor  
Workshop Coordinator  
Phone: 309-677-2973  
FAX: 309-677-3750  
E-Mail: [jacobs@bradley.edu](mailto:jacobs@bradley.edu)

**ILLINOIS BROADCASTERS ASSOCIATION - BRADLEY UNIVERSITY**  
**16<sup>th</sup> ANNUAL MULTICULTURAL BROADCASTING WORKSHOP**  
**June 17 - June 21, 2012**

**APPLICATION FORM**  
(Please Print or Type)

NAME: \_\_\_\_\_ HOME PHONE: \_\_\_\_\_

ADDRESS: (Home) \_\_\_\_\_  
(City) \_\_\_\_\_ (Zip) \_\_\_\_\_ (County) \_\_\_\_\_

SCHOOL: (Name) \_\_\_\_\_ (Phone) \_\_\_\_\_

Recommendation Letter From (Person) \_\_\_\_\_

(Title) \_\_\_\_\_ (School Phone) \_\_\_\_\_

Name of IL State Representative \_\_\_\_\_ Name of IL State Senator \_\_\_\_\_

**PERSONAL STATUS:**  
(Required Information)

\_\_\_\_\_ Age  
\_\_\_\_\_ Gender  
\_\_\_\_\_ GPA  
\_\_\_\_\_ IL Resident (Y/N)

**ETHNICITY:**  
(Optional Information)

{ } Hispanic { } Alaskan Native  
{ } American Indian { } Pacific Islander  
{ } African American { } Asian American  
{ } Caucasian { } Other

In the Fall of 2012, I will be a: { } Sophomore { } Junior { } Senior

**THE FOLLOWING RELEASE MUST BE SIGNED BY BOTH THE STUDENT AND THE PARENT/LEGAL GUARDIAN**

The undersigned specifically allows the IBA and Bradley to use photographs, film clips or other likenesses of student participants in any and all promotional, educational, or other materials prepared by IBA or Bradley in connection with the 2012 Workshop or future Workshops.

\_\_\_\_\_  
Student's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Parent/Legal Guardian's Signature

\_\_\_\_\_  
Date

**SELECTION:** Participants will be selected, in part, on the basis of scholastic achievement, extracurricular activities, and personal interest in broadcasting. Summarize your interest below (type or print). Use the back of this form if you require more space. **RETURN YOUR COMPLETED FORM AND LETTER OF RECOMMENDATION FROM THE TEACHER OR ADVISOR BY APRIL 23rd TO:**

*Bob Jacobs, Slane College of Communications and Fine Arts  
Bradley University, Global Communications Center, Peoria, IL 61625.*

**PERSONAL INTEREST IN BROADCASTING**

Continue on the reverse side of this form, if necessary