



**Please choose a topic that you would like to create a digital piece, essay or other creative concept if chosen for this scholarship:**

- **Review of cable industry public policy viewpoints.** Take a thoughtful and journalistic approach in reviewing cable industry viewpoints as portrayed by NCTA on its websites or through other information media and focus and report on one or several points of view that may be of interest to the student. For example, the student could analyze one or more [NCTA policy viewpoints](#) and describe how such policies would benefit both industry and consumers or describe how policy viewpoints might reflect or affect the current and future state of the industry.
  
- **The significance of digital literacy and 21st century skills.** Review information and literature on the importance of [21st century skills](#) in the U.S. education system and reflect on the contribution to skills development by companies in the entertainment and media industry.
  
- **Forecasting trends in new and digital media.** Survey the horizon of digital media trends and provide a forecast of the media landscape five years from now, from the perspective of transformative broadband products, services, and platforms that are likely to take shape and evolve over the five-year period.

**Please write, in 750 words or less, how you would address the topic chosen above in your scholarship project:**

**Scholarship Recipient Requirements and Deadlines:**

Once chosen for the scholarship, each student will develop and deliver the project according to a timeline set up between the student and NCTA representative.

**Scholarship Money and Recognition:** AWMF and NCTA will select one student winner to receive \$5,000, payable to the winning student's educational institution (50% for Fall semester and 50% for Spring semester upon completion of project), and one complimentary ticket to AWM's Women in Media event in the fall of 2018 in New York. Notification will be in May of 2018.

**Additional Information:**

- This scholarship opportunity is open to any female undergraduate or graduate student attending an accredited college or university in the United States in 2018. Those pursuing a media career in an area such as cable, television, radio, digital media, publishing, journalism, advertising, production, creative design, or others are especially encouraged to apply.
- The finished product, pending editorial review, will be featured in NCTA and AWMF media distribution channels; and the student will have the right to use and retain the deliverable material in her own portfolio and for any purposes she sees fit.

**Application with requested materials must be submitted by the close of business on May 4, 2018. For questions, please email [info@allwomeninmedia.org](mailto:info@allwomeninmedia.org) or call 202.750.3664.**

**Alliance for Women in Media Foundation  
2365 Harrodsburg Road, Ste. A325  
Lexington, KY 40504  
202.750.3664  
[info@allwomeninmedia.org](mailto:info@allwomeninmedia.org)**