

The Larry W. McCormick Communications Scholarship for Underrepresented Students

for undergraduate study in journalism or mass communications

Offered by The Lullaby Guild, Inc.



ANNUAL AWARD: \$2,500

Criteria: Must be an underrepresented student (e.g. African American, Hispanic American, Native American, Alaskan American, Pacific Islander/Asia, other) enrolled at the junior or senior level in the journalism or mass communications department of an accredited college or university in the United States (U.S.)

APPLICANTS: One scholarship will be awarded to the best candidate.

PURPOSES: To enable the recipient to continue his/her studies in mass communication and to promote a level of excellence in mass communication on the undergraduate level by underrepresented students. (The term “mass communication” is meant to cover such media as audio-visual, electronic and print journalism.)

The Larry W. McCormick Communications Scholarship for Underrepresented Students is offered annually in recognition of the late Mr. McCormick, a journalist.

**APPLICATION FORMS FOR THE 2009-2010 ACADEMIC YEAR ARE
AVAILABLE FROM:**

Scholarship Committee

The Lullaby Guild, Inc
6709 LaTijera, Suite 116
Los Angeles, CA 90045
Phone: 1-310-335-5655

Completed applications must be postmarked no later than **February 27, 2009**. Sorry, incomplete applications will not be reviewed.

**THE LARRY W. McCORMICK COMMUNICATIONS SCHOLARSHIP
FOR UNDERREPRESENTED STUDENTS
UNDERGRADUATE AWARD**

LARRY W. McCORMICK became one of the first African Americans in Los Angeles to anchor a news broadcast when he joined KCOP-TV in 1969. The following year, he became weatherman for KABC-TV and in 1971, he began his 33 year association with KTLA-TV. Mr. McCormick's versatility was put to work as he took on many roles at the station, including anchor, weatherman, and sportscaster – as well as public affairs program host. Mr. McCormick became co-anchor of KTLA News at the Ten Weekend Edition in 1973.

Over the years, Mr. McCormick received a number of Golden Mike Awards presented by the Radio and Television News Association. In 1994, he received the prestigious Governor's Award, the highest honor presented annually by the Academy of Television Arts and Sciences. He received an Emmy in 2003 for "Making It: Minority Success Stories." To document his many achievements, the Oral History Program at UCLA completed a two-volume 1200 page manuscript for its archives, "African Americans in Motion Pictures and Television: Larry McCormick."

Mr. McCormick had a strong community presence. Fiercely committed, he volunteered much of his free time to various non-profit organizations, especially those in the African American community. He served as Master of Ceremonies for over 40 years for the annual Ebony Fashion Fair hosted by the Lullaby Guild. For his community service on and off the air, Mr. McCormick received over two hundred awards, citations, and honors from government, civic and community organization. He died in 2004.



BASIC INFORMATION:

**THE LARRY W.
McCORMICK
COMMUNICATIONS
SCHOLARSHIP
FOR UNDERREPRESENTED
STUDENTS**

**UNDERGRADUATE AWARD
2009-10 ACADEMIC YEAR**

One scholarship will be awarded each year.

The Larry W. McCormick Scholarship Committee will meet in March to review all completed applications and to make the selection for the award.

Finalists may be called by the scholarship committee for a brief telephone interview. The winner will be notified by telephone soon after the selection has been made. All applicants will receive written notice of the decision.

APPLICANTS ARE JUDGED ON THE FOLLOWING CRITERIA

- Academic achievement as revealed by official transcripts, and grade point averages
- Three letters of recommendation
- Journalistic experience and/or evidence of journalistic talent
- Clarity of purpose in plans and goals for your future in journalism or mass communications
- Involvement in volunteer community service

AWARD ISSUED

One half of the \$2,500 award will be paid after the recipient provides proof of enrollment for the fall term in an undergraduate program at an accredited college or university in the United States. The remainder of the award will be paid after the recipient provides proof of enrollment for the spring term.

CONDITIONS OF PARTICIPATION

By participating in the Larry C. McCormick Scholarship Awards program, applicant and his/her parent/legal guardian agree to abide by and be bound by the decisions of the Lullaby Guild, Inc., and selection committees, which are final and binding in all respects. By participating and receiving an award, the award recipient and his/her parent/legal guardian release and agree to hold harmless the sponsors and all coordinating entities from and against any and all liability arising out of participation in this program, of the receipt, use, or misuse of an award. Applicants and their parents or legal guardians must assign all rights,



BASIC INFORMATION CONT.

title and interest, including, without limitation, copyrights in the application forms submitted to the Lullaby Guild, Inc. Furthermore, winners grant the Lullaby Guild, Inc the right to use their image or any element of application materials in all press materials in connection with

the Lullaby Guild, Inc. Children of the Guild are ineligible for the communications award.

APPLICATION SUBMISSION CHECKLIST

A completed application consists of the following materials:

- Application Form. 4 copies, typed.
- Official transcript{s}
- Three typed letters of recommendation
- Your typed personal statement of 500 words or less about your interest in journalism or mass communication
- Your personal statement regarding your volunteer service{s}



INSTRUCTIONS FOR APPLYING

**THE LARRY W.
MCCORMICK
COMMUNICATIONS
SCHOLARSHIP FOR
Underrepresented
STUDENTS**

**UNDERGRADUATE AWARD
2009-10 ACADEMIC YEAR**

- Complete all portions of the application form.
- **Type or print all answers**
- Applications and all supporting documents must be submitted in English

**SUBMIT APPLICATIONS
POSTMARKED BY
February 27, 2009.**

- Only complete applications will be considered

**SEND ALL MATERIALS
TO:
LARRY W. MCCORMICK
SCHOLARSHIP COMMITTEE
The Lullaby Guild, Inc.
6709 La Tijera, Suite #116
Los Angeles, CA 90045**

* Please submit one original and five copies of all materials (Only one copy is needed of transcripts and letters of recommendation).

Provide all the following supporting materials:

1) EVIDENCE OF ENROLLMENT AT THE JUNIOR OR SENIOR

LEVEL in the journalism or mass communications department of a duly accredited college or university in the United States.

2) THREE LETTERS OF RECOMMENDATION ARE REQUIRED:

- (a) from the chairperson or professors of the department in which you are majoring as an undergraduate
- (b) an employer or supervisor from an agency for whom you have worked
- (c) a supervisor from an agency for whom you have volunteered community services

All letters of recommendation should be sent by the writer directly to the Scholarship committee.

3) OFFICIAL GRADE TRANSCRIPT from your current institution of higher learning and any others you have attended. Transcripts must be submitted directly by the applicant with his/her completed application.

4) A STATEMENT OF NOT MORE THAN 500 WORDS

about your interest in journalism or mass communications and your planned course of study.

5) NO MORE THAN 3 EXAMPLES OF YOUR

JOURNALISTIC WORK (audio-visual, electronic, print).

If you request it in writing, these materials will be returned to you after the committee has completed its work..

6) A RECENT PHOTOGRAPH OF YOURSELF (either

digital or print), preferably head and shoulders, suitable for publicity use if you are awarded the scholarship..



2009 Application Form

The Larry W. McCormick Communications Scholarship

For Underrepresented Students
(Completely fill out this application form in blue or black ink.)

NAME _____
(First) (Middle) (Last)

SOCIAL SECURITY NUMBER _____

PRESENT ADDRESS _____

(Telephone) △ (Email Address)

PERMANENT ADDRESS _____

(Telephone) △

DATE OF BIRTH _____

COUNTRY OF CITIZENSHIP _____

PRIMARY ETHNICITY (Select only one)

- | | | |
|---|--|---|
| <input type="checkbox"/> African American | <input type="checkbox"/> Hispanic American | <input type="checkbox"/> Pacific Islander/Asian |
| <input type="checkbox"/> Alaskan American | <input type="checkbox"/> Native American | <input type="checkbox"/> Other |

WORK, VOLUNTEER, AND LEADERSHIP EXPERIENCES AND ACTIVITIES (List, in reverse chronological order, position held, activities and leadership roles, latest position at top.)

Nature of Position	Location	Inclusive Dates
_____	_____	_____
_____	_____	_____
_____	_____	_____

At the beginning of the 2009-2010 academic year,
 Where will you be enrolled?
 What will your academic standing be?
 How many total hours will you have?

Junior Senior

ACADEMIC RECORD (List, in reverse chronological order, all colleges, professional or business schools attended, latest at top.)

Name of School	Location	Dates of Study	Degree Received	(Expected) Date of Graduation
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

HONORS (List scholarships, honors or awards you have received.)

CERTIFICATION: Applicant must read and sign below to be eligible for consideration.
 I certify that all the information provided is complete and accurate to the best of my knowledge. I certify that I intend to be enrolled as a full-time college student for the 2009-2010 academic year. I authorize the Lullaby Guild, Inc to share or publish my GPA and application information, when necessary, for the purpose of public relations. I understand that all application materials become the property of the Lullaby Guild and cannot be returned. Falsification of information will result in revocation of any award granted. All decisions/notifications by LG are final. I hereby certify that I have read this application and accept all conditions specified.

Applicant's signature _____ Date _____