

# THE BBM CANADA SCHOLARSHIP

DEADLINE FOR ENTRY: JUNE 30TH



## Who is BBM Canada?

*BBM Canada, Sondages BBM in Québec, is a not for profit, member-owned tripartite industry organization, which has been operating since 1944. We provide broadcast measurement and consumer behaviour data, as well as industry-leading intelligence to broadcasters, advertisers and agencies. Our sophisticated data tracking and measurement technologies and services gather relevant information on audience behaviours during and after broadcasts, giving our members business critical insights into the impacts of broadcast content and consumer behaviours. By providing important audience and consumer behaviour information and intelligence, we enable broadcasters and advertisers to deliver high quality and relevant programming that meets the clearly defined needs and wants of Canadians.*

## How to qualify:

- The student must be enrolled in a graduate studies program, or be in the final year of an Honours degree with the intention of entering a graduate program, anywhere in Canada.
- The student should submit a 250 word essay, outlining his/her interest and a potential career path in measurement of electronic media and related consumer behaviours. Studies could be in statistics, social research, computer applications, marketing, or other fields that lead to measurement of electronic media audiences. The student may also submit a copy of any course project or paper on research he/she has previously completed.
- The student should attach to his/her application three (3) references/recommendations from appropriate sources. One (1) **must** be from his/her course director or advisor.

## How you will be judged:

You will have demonstrated achievement in and knowledge of statistical and/or quantitative research methodology in a course of study at a Canadian university or post secondary institution.

- Your 250 word essay outlining your interest and thoughts on audience research will be considered very important by the judges.
- Your recommendations, particularly from your course director, will also carry significant weight in the judging deliberations.
- The judges will also consider the part the scholarship will play in the further education of the recipient.
- The judges' decision will be final.

## What the winner will receive:

- \$4,000.00 cash
- A commemorative certificate

# PRIVATE BROADCASTING INDUSTRY SCHOLARSHIPS

P.O. Box 627,  
STN. B  
OTTAWA, ON  
K1P 5S2  
WWW.CAB-ACR.CA

ADMINISTERED BY:



# APPLICATION FOR THE BBM CANADA SCHOLARSHIP

SEND TO: BBM Canada Scholarship  
c/o The Canadian Association of Broadcasters  
P.O. Box 627, Station "B"  
Ottawa, Ontario K1P 5S2

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

HOME ADDRESS \_\_\_\_\_

SIN # \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

ACADEMIC RECORD (list institution(s), year(s) and achievements)

\_\_\_\_\_  
\_\_\_\_\_

ACTIVITIES RELATED TO BROADCASTING/COMMUNICATION (home studies, etc.) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

THREE REFERENCES (academic and/or personal). **One of these must be from your course director or advisor:**

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

## ATTACH TO THIS APPLICATION:

- (1) An essay of 250 words or less telling why you want to study communications and what you hope to accomplish in this field; and
- (2) Letters of recommendations. The recommendations and comments from your course director or professor will carry significant weight.

\_\_\_\_\_  
(Date of submission)

\_\_\_\_\_  
(Signature of applicant)

*The information requested on this form is for the purpose of administering the BBM Scholarship. The information will be provided to the CAB staff and judges responsible for the scholarship, and will be retained only for the time it is required for that purpose.*



**Measuring Audiences.  
Delivering Intelligence.**

**Extra copies of the application for the BBM  
Canada Scholarship are available from:**

*The Canadian Association of Broadcasters  
P.O. Box 627, Station "B"  
Ottawa, Ontario. K1P 5S2*

or visit the CAB web site at **www.cab-acr.ca**