

## **John J. and Marjorie E. Shepard Communications Scholarship Endowment**

### **Background:**

Established in memory of John J. and Marjorie E. Shepard, to support students in the Grand Valley State University School of Communications. It was their wish that a portion of their estate be designated for a scholarship to benefit students pursuing careers in broadcasting.

John ran Shepard Broadcasting Inc. for over 50 years here in the West Michigan area and played a role in establishing WOOD-TV (Channel 8) and WOOD radio. WLAV-FM was among several radio stations in seven states that were owned and operated by Shepard Broadcasting for 20 years. Marjorie E. Shepard was a devoted wife to John for 51 years and was a great supporter of John's career goals. Their three children and seven grandchildren were the center of her life. Her community involvement included the Babies Welfare Guild, where she was an active member and longtime supporter.

### **Qualifications:**

1. Undergraduate full-time students in the School of Communications, with a cumulative grade point average of 3.0 or greater
2. Applicants should demonstrate financial need by the completion of the Free Application for Federal Student Aid (FAFSA).
3. Preference will be given to students pursuing a career in broadcasting.
4. Scholarships are renewable up to four semesters (with re-application). Scholarship awards begin fall of the following academic year.
5. Individual scholarships are in the range of \$1,500.

### **Application Guidelines:**

#### **1. Cover Page**

Name

Student number

Local address (City, state, zip, telephone, email)

Permanent address (City, state, zip, telephone)

Declared major, Expected Graduation Date

Overall GPA

#### **2. Essay**

Write a two to three page essay including:

- A statement of your background, goals, directions and plans after graduation.
- A statement that speaks to how you have shown promise, participated in extra-curricular activities, provided leadership or otherwise excelled at GVSU.

- A statement of your current academic interests and directions.

**3. Resume**

**4. Your current transcript**

**5. Do you have a current FAFSA on file?** (For this scholarship, students must demonstrate financial need by completion of the FAFSA.)

**Application Deadline: the last Monday in March.**

Turn in application package to:

SOC Secretary, School of Communications, 290 Lake Superior Hall, Grand Valley State University, Allendale, MI 49401 Tel. 616-331-3668