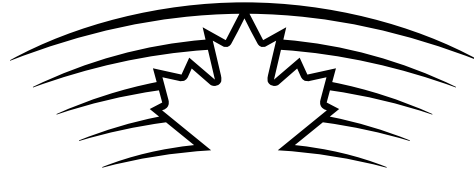


DEADLINE FOR ENTRY: JUNE 30TH



CAB | ACR

Aspiring broadcasters enrolled in a broadcast journalism course at a Canadian college or university are eligible to apply for the \$2500 Jim Allard Broadcast Journalism Scholarship.

Established in 1983 by the Canadian Association of Broadcasters (CAB), in memory of T.J. ALLARD, its long-time executive vice-president, this annual scholarship is offered to the student who "best combines academic achievement with natural talent".

To qualify, simply explain on a separate piece of paper, in about 500 words, why you're interested in broadcast journalism, what your career goal is, and how this scholarship can help you attain that goal.

Complete the application (overleaf) and send it, with your 500 word outline and a signed recommendation from your course director, to the Canadian Association of Broadcasters (CAB).

The deadline for submission to the CAB is June 30th, so please submit your application to the course director several weeks before that date.

In seeking the student who "best combines academic achievement with natural talent," the judging committee also will look for evidence of:

- **STRONG CHARACTER AND LEADERSHIP QUALITIES**
- **A WILLINGNESS TO ASSIST OTHERS IN THE INDUSTRY**
- **GENUINE ENTHUSIASM FOR A CAREER IN CANADIAN BROADCASTING, AS REFLECTED IN ACTIVITIES RELATED TO BROADCASTING, SUCH AS HOME STUDIES, PART-TIME EMPLOYMENT, ETC.**

APPLICATION FOR THE JIM ALLARD SCHOLARSHIP

SEND SUBMISSIONS TO: *JIM ALLARD SCHOLARSHIP
CANADIAN ASSOCIATION OF BROADCASTERS
BOX 627, STATION 'B', OTTAWA, ONTARIO, K1P 5S2*

NAME	SIN #	
ADDRESS	CITY/PROV	POSTAL CODE
TELEPHONE	E-MAIL ADDRESS	
EDUCATIONAL INSTITUTION OFFERING COMMUNICATIONS COURSE		
COURSE TITLE	COURSE LENGTH	
COURSE DIRECTOR	DATE ENROLLED	
LIST EXTRA-CURRICULAR ACTIVITIES RELATED TO BROADCASTING:		

The information requested on this form is for the purpose of administering the Jim Allard 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.

ATTACH TO THIS FORM:

- (1) YOUR ESSAY OF 500 WORDS; AND**
- (2) A SIGNED RECOMMENDATION FROM YOUR COURSE DIRECTOR**

SIGNATURE OF APPLICANT	DATE
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EXTRA COPIES OF THE JIM ALLARD SCHOLARSHIP FORMS 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

T.J. "JIM" ALLARD BEGAN HIS BROADCASTING CAREER WITH CJCA, EDMONTON, IN THE EARLY 1930'S.

IN 1944, HE MOVED TO OTTAWA AS DIRECTOR OF PUBLIC RELATIONS FOR THE CANADIAN ASSOCIATION OF BROADCASTERS.

FOUR YEARS LATER HE WAS NAMED GENERAL MANAGER OF THE ASSOCIATION. HE BECAME EXECUTIVE VICE-PRESIDENT IN 1953, A POSITION HE HELD UNTIL 1973. HE LATER SERVED THE INDUSTRY AS A PRIVATE CONSULTANT.

JIM ALLARD WAS AWARDED THE ASSOCIATION OF CANADIAN ADVERTISERS 'CITATION OF MERIT' IN 1943.

HE IS AUTHOR OF 'THE CAB STORY 1926-1976', AND OF 'STRAIGHT UP', THE STORY OF PRIVATE BROADCASTING IN CANADA FROM 1918 TO 1958. HE WAS UPDATING THAT IMPORTANT STORY AT THE TIME OF HIS DEATH ON FEBRUARY 15, 1982.