

JIM SANDERS MEDIA AND LEADERSHIP SCHOLARSHIP

James Sanders wasn't known by that name. He wasn't often called Jim. People working at the television stations in Sacramento, CA; Columbus, OH; San Diego, CA; and San Francisco, CA where he presided as news director knew him as Sanders. He was a leader, not just a manager. As one former employee said about Sanders after his death in September 2015, "Sanders was all about integrity. From the choice and quality of the stories he put on the air to his mentoring of countless people in all areas of news, he operated from a base of encouragement, never negativity. From a heart full of courage instead of fear. Sanders didn't force you to do your best, he made you want to do your best. And he led by example, holding himself up to the highest standard and trusting that his people would rise to their highest potential. I am not unique in my love and admiration for this funny, charismatic, intelligent man; there are many of us who would have followed Jim Sanders anywhere." This scholarship is to honor and support the leaders of today and tomorrow among the California State University student population. The media industries are changing and as the continued gatekeepers of information, the industries need people to lead, take risks, be creative, have a sense of humor, be intelligent, and challenge the status quo.

- One (1) \$2,500 scholarship will be awarded for the 2023-2024 academic year.
- Each campus may nominate one student.

Applicants must:

- Have an interest in journalism, news media, or communication.
- Aspire to a career in news media, but can be interested in any aspect of the industry including engineering, sales, production (audio, video and sound editing, etc.), graphic design, human resources, etc.
- Be currently enrolled or be entering a first semester as a student at a California State University campus and must hold a student status during the scholarship period.
- Express current leadership qualities or the desire to be a leader in journalism, media, or communication.

Applications are available through the campus Financial Aid Office.

Completed applications submitted by the campus Financial Aid Office to the CSU Foundation must include the following:

Brief Personal Statement (300 word count) that explains why the student wants to pursue a career in journalism, news media, or communication and how they perceive themselves as a leader (career interest can be in any aspect of the industry including engineering, sales, production (audio, video and sound editing, etc.), graphic design, human resources, etc.).

Two letters of recommendation will be requested for finalist only. One letter must be from an instructor who taught the student.

Contact the Financial Aid Department for the **Spring Application Deadline**.