

**Alliance for Women in Media Foundation & Ford Motor Company Fund**  
**\$5,000 Student Media Scholarship Competition:**  
***Blazing the Trail: Celebrating the Women of Empowering America®* Information & Application**

For almost a decade, the Alliance for Women in Media Foundation (AWMF) has been telling the stories of inspiring women from American history with its Empowering America program. In 2008, AWMF expanded the Empowering America program to share the stories of these women with middle schools across the country.

In partnership with the [Ford Motor Company Fund](#), the philanthropic arm of Ford Motor Company, AWMF developed educational collateral and put it in the hands of teachers to stimulate and enhance classroom conversations about these female icons, who have pioneered in fields such as science, social reform, public service, sports, journalism, music and aviation. Past subjects of Empowering America programs include Annie Easley, Gloria Estefan, Gabrielle Giffords, Barbara Jordan, Christa McAuliffe, Muriel Siebert, Sonia Sotomayor, and many more.

**AWM invites students to submit a creative and thought-provoking script for a two to three minute video celebrating the many inspiring women from the 2013 Empowering America booklet. Previous winning videos can be viewed [here](#).**

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**Submission Requirements:** Please submit a proposed script for the video along with a sample of previous video work and letter of recommendation from a professor or media professional. The script must include and incorporate the competition theme, ***Blazing the Trail: Celebrating the Women of Empowering America***, and feature **at least four women** from the 2013 Empowering America program (booklet available [here](#)). Here are some questions to consider:

- In what ways have these women influenced the course of American history? What can we learn from them?
- What positive qualities do these women possess that could speak to students or future leaders?
- How do these women leaders and their legacies continue to impact us today?



We encourage you to look at the [2013 Empowering America booklet](#) to get a sense of the featured women, their accomplishments and their journeys. **You are not required to focus on all of the women featured in the booklet, but must include a representative sample.**

**Application Requirements:**

You must be full-time undergraduate or graduate student at an accredited college or university. Please include with your submission the following information in its entirety:

- Name
- College or University, Expected Year of Graduation
- Contact Information (mailing address, phone, email)
- Copy of a valid student ID
- A proposed script/outline for the two to three-minute video, as described above
- A sample of previous video work
- A letter of recommendation from a media professor or media professional

**Prize: AWMF and Ford Motor Company Fund will select one student winner to receive \$5,000, payable to the winning student's educational institution upon completion of the video.** All production expenses are incurred by the student.

**Selection:** The script, sample video and recommendation along with any collateral are due **December 16, 2013**. A panel consisting of representatives from AWMF and Ford Motor Company Fund will choose the winning student. The winning student will be notified by December 20, 2013 with production to occur in December 2013/January 2014. The final video must be completed and received by February 20, 2014 and must include an AWMF-provided tag line. The video must be cleared for the uses noted below. We will launch the video as part of our Women's History month initiative.

**Recognition and Requirements:**

- The winning video will be posted on the AWMF web site for use by middle schools across the country, as well as incorporated into the Empowering America program wherever possible.
- The video will be prominently distributed and displayed on AWM's and social media outlets.
- Determinations of appropriateness will be made in the sole discretion of AWM and Ford Motor Company Fund.
- Application materials will not be returned to the student.
- Employees of Ford Motor Company (sponsor), their subsidiaries, affiliates, and immediate family members are not eligible for the contest. Void where prohibited.

**Please email submission materials to Kate Niswander at [info@allwomeninmedia.org](mailto:info@allwomeninmedia.org).**