

HS principal



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Campbell

Dear Applicants,

We are excited to announce a community service scholarship opportunity, brought to you by Fisher Brown Insurance and WEAR ABC 3, for hard-working High School Heroes. Fisher Brown and WEAR have designed this scholarship opportunity for current seniors in public and private high schools in Escambia, Santa Rosa, and Okaloosa counties who have demonstrated outstanding community service. There will be twelve (12) grand prize winners, four (4) from each participating county, who will receive a \$1,000 scholarship to the school of their choice among Northwest Florida State College, Pensacola State College, or the University of West Florida.

In this packet you will find a Q&A page about the contest, a contest entry form, and contest rules. Please review the entire packet closely as you do not want to be disqualified for an incomplete entry.

Feel free to contact me at any time if you have any questions or concerns. I look forward to going over your applications and reading your answers. I wish you all the best of luck.

Sincerely,

Kathy Dunagan
WEAR/WFGX
Promotions Manager
4990 Mobile Highway
Pensacola, FL 32506
850-456-3333 x 303
kdunagan@sbgnet.com





QUESTIONS & ANSWERS

WHAT IS THE HIGH SCHOOL HEROES SCHOLARSHIP?

The High School Heroes Scholarship is an opportunity for students who go above and beyond to improve their community. WEAR and Fisher Brown are looking for high school seniors graduating in 2012 who are trying to make an impact in their area through community service/involvement. Twelve (12) High School Heroes will be rewarded with a \$1,000 scholarship.

HOW DO WE PARTICIPATE?

Seniors (graduating in 2012) in a public or private high school in Santa Rosa, Escambia, Okaloosa counties are asked to complete and submit this application, with the completed essay portion, a copy of your high school transcripts with a 2.6 GPA minimum, documented a minimum of 50 volunteer hours since June 1, 2010, and contact information, with name, relationship, and daytime phone number, of two references.

WHAT ARE THE REQUIREMENTS?

1. Provide documentation of a minimum of 50 recorded volunteer hours between June 1, 2010 through August 30, 2011.
2. Provide contact information for two (2) references, including the name of the reference, your relationship, and their daytime phone number.
3. Provide transcripts with a minimum of a 2.6 GPA.
4. Write an essay about yourself describing your volunteer work, which will include the following five (5) **sub-headlines**: Significant impact of volunteer work, reason for volunteering, other involvement and/or special interests, goals and aspirations, and leadership ability (see application form below for full questions). Your response should be no more than four (4) pages in length.
5. All submissions are due to WEAR studios no later than **October 7, 2011 at 5 p.m.**

HOW WILL THE APPLICATIONS BE JUDGED?

Entries will be judged by a panel of judges, comprised of representatives from the Fisher Brown Insurance, Chain Reaction, Escambia County School District, Santa Rosa County School District, Okaloosa County School District and WEAR. Up to a maximum of twelve (12) winners (up to four (4) winners selected from Escambia, up to four (4) winners selected from Santa Rosa County; and up to four (4) winners selected from Okaloosa County) will be selected by the judges based on the following response criteria:

- A. Demonstrated significant impact (30%)**
- B. Reason for volunteering (30%)**
- C. Other involvement and or special interests (20%)**
- D. Goals and aspirations (10%)**
- E. Leadership ability (10%)**

As a condition of winning, each winner will be required to submit a head shot along with appearing in a promotional announcement, which will air on WEAR TV and WFGX TV. Each of the winners' photos

and essays will be displayed on www.weartv.com/contests from November 1 through December 31, 2011

WHAT SHOULD I SAY IN MY REPOSE ANSWERS?

We want to know about you as a person and the work you're doing in the community. We're looking for specific examples, experiences, and other qualities that demonstrate how and why you are making an impact in your community. Be honest, be specific, and be passionate.

HOW ARE THE RESPONSE QUESTIONS WEIGHTED?

Based on the weights given in the "How Will We Be Judged?" Q&A section, we are looking for more information in the higher weighted sections, and less information in the lighter weighted sections. Your response should be no more than four (4) pages in length in total and be sub-headed for the five (5) sections.

WHAT ARE THE BENEFITS OF PARTICIPATING?

The twelve winners will each receive a \$1,000 scholarship to the college of their choice among Northwest Florida State College, Pensacola State College, and the University of West Florida.

WHEN ARE ENTRIES DUE TO WEAR ABC 3?

All entries must be received by the station by **Friday, October 7, 2011 at 5 p.m.** All entries received after or incomplete will be disqualified.

WHERE SHOULD ENTRIES BE SENT:

Drop off or mail to:

High School Heroes
Attn: Kathy Dunagan
WEAR ABC 3
4990 Mobile Hwy
Pensacola, FL 32506

WHEN WILL THE SCHOLARSHIP RECIPIENTS BE NOTIFIED?

On or around October 24, 2011

WHO CAN WE CONTACT FOR MORE INFORMATION?

Kathy Dunagan, WEAR Promotions Manager, 850-456-3333, ext. 303.



High School Heroes Scholarship
Official Contest Rules and Application

Who Can Enter

1. To be eligible to participate in this scholarship, applicants must be an incoming high school senior graduating in spring 2012 and be enrolled in a public or private high school located in Escambia County, Santa Rosa County, or Okaloosa County in Florida.

Employees of Sinclair Broadcast Group, Inc., Sinclair Television Group, Inc., Sinclair Media II, Inc., and any other company which owns, programs or provides other services to television broadcast station WEAR-TV (the "Station"), WFGX, Fisher Brown Bottrell Insurance, Inc., their affiliated companies, advertising and promotion agencies, any and all local television broadcast and cable stations, local radio and other media companies, and the immediate family members of each are ineligible. The term "immediate families" includes spouses, grandparents, parents, siblings, children and grandchildren.

How to Enter

1. No purchase is necessary to enter. Only one entry per student.

2. To submit an entry, each applicant must complete a minimum of 50 recorded volunteer hours between June 1, 2010 through August 30, 2011. Must include contact information (name, relationship, and daytime phone number) for two (2) references, and have a minimum of 2.6 grade point average (gpa). Each applicant must write an essay up to four (4) pages in length, including these key areas, each with its own sub-headline: Significant impact, reason for volunteering, other involvement and or special interests, goals and aspirations, and leadership ability, and must contain a completed entry form, which can be found at weartv.com/contests.

3. The contest starts June 20, 2011. Applicants will mail a complete entry to High School Heroes Scholarship, C/O Kathy Dunagan, WEAR TV 3, 4990 Mobile Highway, Pensacola, FL 32506. A completed packet consists of (1) application, (2) essay, (3) minimum of 50 recorded volunteer hours (4) contact information of two (2) references, and (5) transcripts with a 2.6 GPA or better. Entries must be received by the Station by 5 pm CT on Friday October 7, 2011.

4. The Station is not responsible for lost, late, or misdirected mail or for printing errors, server unavailability, computer, any other electronic malfunction or human error relating to this scholarship.

5. All packets received that are duplicates, mutilated, tampered with, illegible, or from ineligible applicants will be void. All entries become the property of Sinclair Broadcast Group, Inc., Sinclair Television Group, Inc. and the Station and will not be returned.

Judging of the Entries

1. Entries will be judged by a panel of judges, comprised of representatives from the Fisher Brown Bottrell Insurance, Chain Reaction, Escambia County School District, Santa Rosa County School District, Okaloosa County School District and the Station. Up to a maximum of twelve (12) recipients will be selected by the judges based on the following criteria:

A. Demonstrated significant impact (30%)

B. Reason for volunteering (30%)

C. Other involvement and or special interests (20%)

D. Goals and aspirations (10%)

E. Leadership ability (10%)

2. On or about October 24, 2011, the twelve (12) scholarship recipients will be determined by the judges and notified by phone.

3. The decisions of the Station and judges are final. The Station and judges have the right to disqualify any entrant due to the breach of any representation made at the time of entry.

4. By submitting an essay, entrants represent that the essay is their own original work, and portions of the essay or the essay in its entirety may be used by the Stations in any and all media.

The Prize(s)

1. Twelve (12) recipients will receive \$1,000 onetime scholarships to either the University of West Florida, Pensacola State College or Northwest Florida State College by students' choice. Four (4) recipients will be chosen from Escambia County; four (4) recipients will be chosen from Santa Rosa County; and four (4) recipients will be chosen from Okaloosa County. The total value of the scholarship equals one thousand dollars (\$1,000). Each scholarship recipient will be required to appear in a promotional announcement, which air on WEAR TV and WFGX TV. The value of the promotional announcements cannot be determined.

2. The recipient will be notified by phone and must sign and return a release and affidavit of eligibility within five (5) days of their notification.

3. There will be no substitutions or cash alternatives for the prize except at the sole discretion of Station. The Station has the right to substitute a prize of similar value. No transfer or assignment of prizes is allowed.

4. The winner is responsible for paying all local, county, state and federal taxes on scholarship based on the estimated retail value of the prize as set forth in these rules.

5. In claiming your prize, you acknowledge that Sinclair Media II, Inc., Sinclair Broadcast Group, Inc. and Sinclair Television Group, Inc. have the right to publicize your name, character, likeness, photograph, voice and the fact that you are the finalist and/or recipient for promotional purposes without financial remuneration.

Odds of Winning/Miscellaneous

1. Odds of winning depend on the number of entries received.

2. Sinclair Media II, Inc., Sinclair Broadcast Group, Inc. and Sinclair Television Group, Inc. are not liable if the provider of any part of the contest fails to satisfy its obligations to furnish its portion of the scholarship.

3. Sinclair Media II, Inc., Sinclair Broadcast Group, Inc. and Sinclair Television Group, Inc. are not responsible for any liabilities arising directly or indirectly from the award or use of the prize.

4. Complete contests rules are available Monday through Friday during normal business hours at WEAR TV 3, 4990 Mobile Highway, Pensacola, FL 32506 and on the Station's website at www.weartv.com.

5. For a list of scholarship recipients, send a separate, self-addressed, stamped envelope to High School Heroes Scholarship Recipients, WEAR TV 3, 4990 Mobile Highway, Pensacola, FL 32506 by December 31, 2011.

6. This contest is subject to all applicable laws and regulations and is void where prohibited. Sinclair Broadcast Group, Inc., Sinclair Television Group, Inc. Sinclair Broadcast Group, Inc., Sinclair Media II, Inc., and Fisher Brown Bottrell Insurance accept no responsibility or liability in connection with any injuries, losses or damages of any kind caused by or resulting from the acceptance, possession or use of any prize awarded hereunder.

7. Station cannot be held liable for any lost or stolen entries, scholarships or entry information.

8. Station reserves the right to make rules and scholarship entry changes and change the aforementioned contest dates.