



News Release

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Jim Pattison Broadcast Group Announces 2018 Scholarship

The Jim Pattison Broadcast Group has announced its 2018 Prairie Equity Scholarship competition; aimed at Broadcast students in the Prairie Provinces who are part of under-represented groups.

The Equity Scholarship was instituted in 2009 to address the shortage of broadcasters from four groups; Aboriginal Peoples, Persons with Disabilities, Members of Visible Minorities, and Women. The Jim Pattison Broadcast Group believes that by supporting the career development of these groups, the industry will access an untapped pool of potentially talented employees, encourage diverse viewpoints and backgrounds, enhance relationships with local communities, and broaden the advertiser and audience base.

This year, two \$2,000.00 awards will be made to residents of Alberta, Saskatchewan or Manitoba who, in 2017, are attending or planning to attend a recognized Broadcast Program at a post-secondary institution in one of those provinces. Applicants can access a scholarship information and application package at the websites of the Prairie stations of the Jim Pattison Broadcast Group, or through the Broadcast Programs at Prairie post-secondary institutions. Deadline for applications is October 5th, 2018—with the award to be announced in November.

This year, the scholarship initiative is supported by the following stations of the Jim Pattison Broadcast Group:

- 101.5 KOOL FM, Calgary
- Wild 95.3 FM, Calgary
- Big West Country 92.9 FM, Drayton Valley
- 102.3 NOW! radio, Edmonton
- Up! 99.3 FM, Edmonton
- Big Country 93.1 FM, Grande Prairie
- Q99 FM, Grande Prairie
- Country 95.5 FM, Lethbridge
- B-93.3 FM, Lethbridge
- 102.3 FM CJNS FM, Meadow Lake
- CHAT 94.5 FM, Medicine Hat
- CHAT Television, Medicine Hat
- MY96 FM, Medicine Hat
- Q98 FM, North Battleford
- Saskatchewan Country CJNB, North Battleford
- 93.3 The Rock FM, North Battleford
- XFM, Prince Albert
- Saskatchewan Country CKBI, Prince Albert
- Power 99 FM, Prince Albert
- BIG 105.5 FM, Red Deer
- 106.7 The Drive FM, Red Deer
- B94 FM, Rocky Mountain House
- QX 104, Winnipeg
- 94-3 The Drive, Winnipeg

For further information, contact:

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