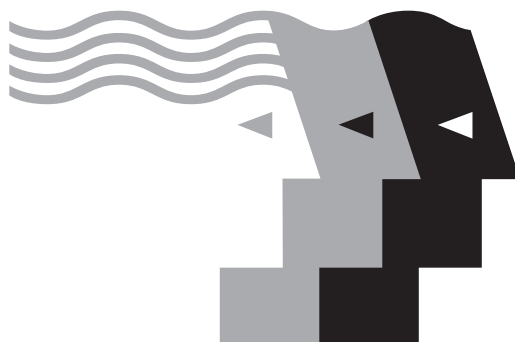




Lemuel Tucker
1938-1991

CENTRAL MICHIGAN UNIVERSITY

LEMTUCKER



JOURNALISM SCHOLARSHIP

THE 14TH ANNUAL MEDIA LEADERSHIP SPEAKER SERIES

2010 Application & Selection Criteria

The Lem Tucker Endowed Journalism Scholarship promotes the participation and success of minorities in journalism through contributions that fund scholarship, research and creative activity to promote excellence in print and electronic media. This award provides a four-year, full-tuition scholarship, and supplementary awards to cover room and board, to a CMU print or broadcast journalism student.

Additional application forms can be downloaded at
www.ccfa.cmich.edu/ltucker/scholarship

CMU

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www.ccfa.cmich.edu/ltucker

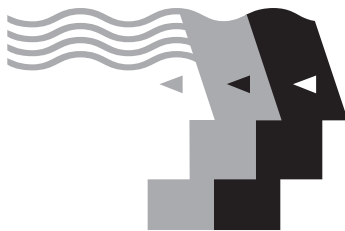
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Lem Tucker

"It is a delicate job balancing black consciousness and the ethics of journalism. Ultimately, the only thing you can do is to be a good reporter." - Lem Tucker (1938-1991). *Beyond Ghetto Sniffing*. Time Magazine. April 6, 1970.

Five years after becoming one of NBC's first African-American television network reporters in 1965, Lem Tucker already had concluded that society's race assumptions could never diminish journalistic integrity premised on good reporting.

Undaunted by the skepticism shadowing 1970s professionals of diverse backgrounds, Tucker advanced from NBC to ABC and CBS, where he gained national acclaim as a Washington Bureau correspondent covering presidential campaigns, the Iranian hostage crisis, the attempted assassination of President Ronald Reagan, and many more historic events.

During the two decades until his untimely death in 1991, Tucker built the reputation that had been forshadowed with his election as the first-ever black CMU student body president. In spirit, the 1960 graduate never left his alma mater, returning often to acknowledge the lessons behind his Emmy award-winning career.

"The honing of my speech skills, my dealings with people in student government, and being the president of the student body - all those things went into the whole that is me." Tucker said during one Mount Pleasant campus visit.

CMU reconized Tucker's professional success with an honorary Doctor of Public Service degree in 1981 and an Alumni Recognition Award in 1985.

Today, his CMU legacy continues with the scholarship established in his honor - the Lem Tucker Journalism Scholarship. This prestigious merit-based scholarship provides tuition along with room and board. The associated high-profile annual speaker series commemorating Tucker's contributions has drawn to the podium of Detroit's Atheneum Hotel notable professionals such as Clarence Page, Gwen Ifill, James Earl Jones, and Soledad O'Brien.

Thanks to Tucker's visionary leadership, commitment and social commentary, these pioneering journalists, and the many friends and supporters of the Lem Tucker Journalism Scholarship and Speaker Series- now in its 13th year - some of CMU's most talented and diverse students are discovering and developing the most pervasive of Lem Tucker's qualities, as they follow his model into careers, succeeding in a variety of communications and multimedia professions.

The Lem Tucker Journalism Scholarship

The purpose of the Lem Tucker Journalism Scholarship is two-fold:

- To honor the late Lemuel Tucker, an African American and CMU alumnus who made an enormous contribution to journalism, and;
- To promote the participation and success of minorities in print and electronic media and to promote excellence in the practice of journalism.
- The LemTucker Scholarship competition is open to all students regardless of race and ethnicity. The Lem Tucker Journalism Scholarship will provide one four-year scholarship to Central Michigan University annually. The scholarship recipient will receive eight semesters of tuition.

To maintain the scholarship, the recipient must:

1. **Maintain a cumulative 2.80 GPA, or better.**
2. **Actively participate each semester in some form of professional media or campus media or co-curricular student activity (i.e. *Central Michigan Life*, *News Central*, MHTV, WMHW-FM.)**
3. **Maintain a degree track majoring in Journalism or Broadcast and Cinematic Arts.**
4. **Earn at least 24 undergraduate credit hours within a Fall and Spring semester sequence each academic year.**

Selection Criteria

Scholarship candidates must be a senior in high school with a cumulative Grade Point Average of 3.0 or better, and score a minimum of 18 on the ACT or minimum of 850 on the SAT. He/she must be accepted as a CMU freshman student for Fall 2010 in order to apply for this scholarship.

To apply, candidates must submit all of the following to the Scholarship Selection Committee by December 2, 2009:

- This completed scholarship application, typed or printed.
- A persuasive cover letter addressed to the selection committee expressing a desire to receive the scholarship.
- At least two letters of recommendation from a media studies teacher or media employer.
- A copy of the applicant's published print or broadcast work (i.e., clipping from a student newspaper or other publication, or a broadcast disk with a total running time of no more than 20 minutes.)
- High school transcripts and SAT or ACT scores. Copies must be attached to this application.
- An essay (no more than two pages double spaced, single sided) on the topic: How I have and how I will promote minority excellence and success in print or broadcast journalism.

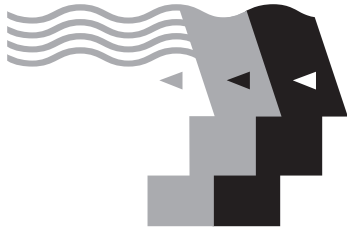
The Selection Committee may choose to interview top candidates. An alternate will be selected in the event the scholarship recipient does not fulfill requirements. He or she will be recognized at the Lem Tucker Journalism Scholarship event in Detroit in the spring of 2010.

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JOURNALISM SCHOLARSHIP
THE 14TH ANNUAL MEDIA LEADERSHIP SPEAKER SERIES

All information must be submitted to the Scholarship Selection Committee by December 2, 2009

Send all materials to:

Lem Tucker Scholarship Selection Committee
C/O Michael Guy
1650 Research Drive, Suite 300
Troy, MI 48083

For information please call:

Michael Guy, Associate Director of Admissions
Central Michigan University, Metro Detroit Outreach
248-526-2616

I certify that the information I have supplied with the application for the Lem Tucker Journalism Scholarship is complete and true to the best of my knowledge.

Signature of applicant

Date

School of Broadcast and Cinematic Arts

The School of Broadcast and Cinematic Arts offers students their choice of five degree programs plus integrating experiences in six co-curricular units and two student organizations. Among these are *News-Central*, a nightly one-hour newscast serving three mid-Michigan counties, WMHW-FM a 13,000 watt HD station, and the extensive sports and entertainment programming provided by cable station MHTV. Students have the opportunity to join chapters of the Radio Television News Directors Organization as well as the National Broadcasting Society. Maintained by student-staffed M2D2 (Moore Media Digital Design), the BCA website provides extensive information at www.bca.cmich.edu.

Department of Journalism

CMU's journalism program, one of two programs in Michigan accredited by the Accrediting Council for Education in Journalism and Mass Communications, balances theory and professional practice to prepare students for a variety of careers in the media. Students may select one of four major concentrations: news editorial, photojournalism, advertising or public relations. All students enroll in a common set of core courses that emphasize information gathering, processing and writing, visual communication, and the philosophical underpinnings of the media, including the role of mass communications in modern society, the role of the media in racial diversity, and the legal and ethical framework within which the media operate.

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A Vision for CMU—

*Central Michigan
University will be a
nationally prominent
university known
for integrity,
academic excellence,
applied research and
public service.*

