



Funded by the ALBERTA HERITAGE FOUNDATION
FOR MEDICAL RESEARCH Endowment Fund

MEDIA FELLOWSHIP GENERAL GUIDELINES

Program Description

The Media Fellowship program began in 1991 and provides opportunities for Alberta university students with strong biomedical science backgrounds to spend 12 weeks during the summer working as reporters, researchers, and production assistants with CBC radio in Alberta.

Specific objectives of the Media Fellowship Award Program are:

1. to strengthen the relationship between scientists and the media;
2. to provide young scientists, at a critical stage in their careers, with the opportunity to observe and participate in how events and ideas become news;
3. to improve the fellows' skills in communicating complex technical subjects to the public;
4. to increase the fellows' understanding of editorial decision-making and the ways news is communicated to the public;
5. to enhance the coverage of science and technology issues by the media; and
6. to contribute to improved public understanding and appreciation of science and medical research.

Eligibility

Those candidates who meet the following criteria are eligible to apply:

- Undergraduate or graduate level Alberta university students with strong biomedical backgrounds
- Students who are continuing their university studies in the Fall in any discipline
- Students who demonstrate excellent writing skills
- Applicants who work well independently and within a team

Review Process

Applications are evaluated by members of the Media Fellowship Review Committees. Two separate committees are utilized in this review process; one panel to review applications submitted from the University of Calgary and one panel for the University of Alberta.

The Media Fellowship review process includes the following:

- AIHS administrative review of application to screen for eligibility and completeness;

- Media Fellowship Review Committees shortlist applicants after reviewing all applications received according to the key attributes listed below;
- Media Fellowship Review Committees schedule interviews with shortlisted candidates;
- Media Fellowship Review Committees recommended funding decisions to AIHS.
- Final funding decisions are made by AIHS

Each Media Fellowship Review Committee employs a standard CBC evaluation summary as a framework to guide the selection process. The summary assesses the following **key attributes** of each candidate:

- Self-motivation;
- Analytical/critical thinking;
- Knowledge of the community;
- Writing skills;
- Technical aptitude;
- Knowledge of science/medical research;
- CBC team fit;
- Knowledge of CBC/media.

Each of these key attributes is assessed using the following scale:

DESCRIPTOR	RATING SCALE
Self-motivation	Out of 5
Analytical/Critical thinking	Out of 5
Knowledge of Community	Out of 5
Writing ability	Out of 4
Technical aptitude	Out of 4
Knowledge of Science	Out of 4
CBC team fit	Out of 5
Knowledge of CBC/media	Out of 4

Successful candidates of the Media Fellowship award are considered employees of CBC Radio. As such, there is some flexibility granted to this process and certain additional attributes may be assessed, depending on the CBC's human resource requirements for a given summer.

Term of Award

The award is tenable for 12 weeks during the period of May to August.

Location of Training

- University of Calgary students are placed with CBC Radio Calgary.
- University of Alberta students are placed with CBC Radio Edmonton.

Stipend

The stipend amount is determined at time of hire. CBC Radio is responsible for the human resources and financial administration for the Media Fellowship placement.

Applications

The candidate can only submit one application per competition.

Please submit applications on the current Media Fellowship form as provided below:

[Application Form](#)

Please submit complete application packages to:

Karen Thomas, Media Relations Specialist
Alberta Innovates – Health Solutions
c/o Media Fellowship Program
Alberta Innovates – Health Solutions
Suite 1500, 10104-103 Avenue NW
EDMONTON, Alberta
T5J 4A7

If you have any questions or would like to speak with someone at AIHS, please contact Karen Thomas, Media Specialist, at karen.thomas@albertainnovates.ca

Results of the Media Fellowship competition are made available approximately 6 to 8 weeks after the close of the competition. Candidates are notified by the AIHS Media Specialist regarding the outcome of their submission.

Application deadline: Friday, March 18, 2011

Renewals

Media Fellowship awards are not renewable, but students are free to re-apply in subsequent years.

Reporting Requirements

AIHS meets with the media fellows and CBC Radio at 6 weeks to obtain an informal progress report. Media fellows are required to submit a final report to AIHS upon completion of the award, describing their experiences, what they learned, and any suggestions to improve the program/process. CBC Radio submits a financial statement to AIHS upon completion of the award. Additional information is provided to successful applicants.