

**Application Form – 2019 CABLE EXECUTIVE MANAGEMENT PROGRAM** **SCHOLARSHIP**

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| **Name:**  |
| **Job Title:** |
| **Company:**  |
| **Email:**  |
| **Phone:**  |

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| 1. **In one paragraph, please tell us why you should be awarded the CTAM Canada Scholarship to the Cable Executive Management Program:**
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| 1. **Submit an Essay on the following topic (max 2000 words):**

Millennials are starting to enter a new life stage (those born between 1981 & 1988).  Please discuss your perceptions of how they currently consume content, how their consumption may change as they get older, and what steps our industry can take to meet those expectations.  Your answer can reference pricing, packaging, platforms or other levers, and it can discuss the transition path for traditional broadcast or distribution companies. Your answer will be evaluated partly on its leveraging of the Charlton research for CTAM. |

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| 1. **In one paragraph, please describe your current or previous involvement with CTAM Canada:**
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| **Submission Checklist:*** **Completed application form (above)**
* **Written essay on topic (max 2000 words)**
* **Current CV**
* **One recommendation letter from your company**
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The **deadline is 8PM EST on March 4, 2019**.  Please submit applications to CTAM Canada via info@ctam.ca

**Please note:** The successful candidate will attend the program in Boston, this year taking place from June 9-14, 2019. The winner will be announced in March 2019. Good luck!