

PROCTER & GAMBLE
Media & Programming
Procter & Gamble Worldwide
International Electronic Media Student Exchange Program
Scholarship Award

Between the
Institut für Kommunikationswissenschaft (IfkW) at the Ludwig Maximilian's
Universität (LMU), Munich, Germany
and the Electronic Media Division of the
University of Cincinnati

The Division of Media & Programming of Procter & Gamble Worldwide is sponsoring this international student exchange program, recognizing an Electronic Media Division major who exhibits a strong interest in global media industries. After having been matriculated for a minimum of one semester at the IfkW in Munich, Germany, the successful scholarship recipient may have the opportunity to intern with a local media organization in Germany in such areas as Public Relations, Marketing, Sales or Production. These internships are usually paid in the amount of approximately \$600 per month.

The scholarship overseas commences on **October 1, 2002** and will continue through **August 31, 2003**.

In order to be considered for this international scholarship, certain criteria must be met:

- The student must be of **Junior** (or **Senior** by special invitation only) standing.
- A strong interest in international affairs must be evident.
- A speaking knowledge of German must be documented.
- A high GPA, demonstrated initiative and responsibility, pride and quality of work and general standards of excellence will be considered in the student's evaluation.
- A strong service record to the Electronic Media Division must be evident.

The international scholarship award will carry a stipend of **\$9,000.00** to be paid before departing for Germany, in order to defray relocation costs and other expenses.

In order to prepare the successful scholarship recipient to live in Germany, he/she will be encouraged to enroll in an intensive, five-week German language course offered by UC (August/September 2002) as well as a four-week intensive language and culture course while residing in Munich, offered by LMU, in October 2002. The semester at LMU commences on October 14, 2002.

The successful scholarship recipient will have to register for a minimum of 12 credit hours each quarter (Internship, Directed Study or other course work per agreement), while absent from UC. These credits will count toward graduation. Several of these credits may be replaced by coursework taken in Germany – to be determined once the student has returned to the E-Media Division. Except for a small fee per semester to the LMU, there are no additional tuition costs to be paid while studying in Munich, Germany.