



2011 Scholarship Application

Application deadline: April 21, 2011

Your BBB Foundation is offering two one-year \$2500 scholarships to high-school seniors who graduate in 2011 and enroll in a college or university located in the state of Colorado. To be eligible, you must live in one of the counties serviced by the Better Business Bureau of Southern Colorado and have a minimum 3.0 GPA.

All applications must be in your BBB office by April 21, 2011. We will present the check and honor the scholarship recipient at our Excellence in Customer Service Awards presentation to be held September 23, 2011 in Colorado Springs and will need the recipient or a family member to attend the event.

If you would like to apply, complete this form and attach:

- A biographical sketch or resume typed and double spaced; please include school activities, community, activities, hobbies and interests, employment or volunteer experiences and a short description of an incident that has impacted your life.
- A 1000 word essay typed and double spaced based on the 2011 case study that answers the case study questions and how you apply this knowledge in your life.
- Letter of recommendation from a counselor, teacher or principal of your high school as well as confirmation of your GPA (transcript or report card).

Name of applicant: _____

Applicant address: _____

City: _____ Zip Code: _____

E-mail: _____ Phone number: _____

High school: _____

High school address: _____

Grade point average: _____

Essays will be judged by the Trustees of your BBB Foundation. The recipient will be notified on June 27, 2011 and must show proof of college enrollment before check is issued.

For questions or to submit your application, contact Kathy Miner at kathym@bbbsc.org, (719) 636-5076 ext. 105 or (866) 206-1094 ext. 105.

Applications may be mailed to:

BBB Foundation - Scholarship
25 North Wahsatch Avenue
Colorado Springs, CO 80903



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Case Study and Questions

You are the editor of your college's newspaper.

One Monday morning, you receive a phone call from a fellow student, the president of the college's multi-cultural club, a group that promotes racial diversity and tolerance. She is shocked and angry; over the weekend, a party was held on campus, and pictures were posted on Facebook. The theme of the party was "South of the Border" and some students came dressed in a manner designed to degrade Latinos – as janitors, as pregnant women and as gangsters. You are shocked as well, both by the racism demonstrated by your fellow students, and by their carelessness in allowing their pictures to be posted publicly. You know that this will be your lead story for the paper this week, but you have some decisions to make.

The pictures are openly available online, and following the principles of journalistic integrity, should be printed with the article. How should you handle the pictures? Should you print them as they originally appeared, accompanied by the names of the students? Doing so will forever link the students involved, via a Google search, to this racist event. Employers increasingly use Google searches to research potential employees. All of the students in question are older than 18, and willingly posed for the photos. Although you believe what they did was wrong, do these students deserve to be identified as icons of racism?

Another option would be to print the photos with the faces blurred, and without the students' names. This would demonstrate the nature and attitude of the costumes without naming individual students. One of your reporters disagrees sharply with this course of action, arguing that "the students posed in an attempt to show off, and they should be shown off!" She feels that the students are legal adults and should reap what they've sown. As editor, you must take the long-term ramifications of your decision into consideration and make the judgment call.

After reading this case, please write in 1,000 words or less an essay that covers the following questions:

1. Would you choose to print the photos as they appeared with student names, or blur the faces and omit the names? Thoroughly explain why you chose your course of action.
2. Is posting a photo on Facebook a public or private act? Would anyone's rights have been violated by publishing non-blurred photos with full names accompanying them?
3. Relate an experience in your own life where you faced an ethical challenge. How did you resolve the challenge?

(Based on a scenario written by Jessica Silliman and reprinted with permission of the Markkula Center for Applied Ethics at Santa Clara University, www.scu.edu/ethics.)