Sonja Hillgren Social Media Scholarship

Attention: agriculture advocates and social media mavens. Here’s your chance to expand your experience, learn from a team of professional journalists and, of course, earn money. Farm Journal is excited to announce a new experiential scholarship opportunity for college students through its Sonja Hillgren Scholarship.

Scholarship winners will become members of the #FJSocialSquad, comprised of three students with a passion for food and agriculture. Recipients will receive a $1,500 scholarship and gain valuable workplace experience as they showcase food and agricultural and how they intersect with our communities. Selected students will gain experience in media and business and some of the finer technical aspects of these industries.

In addition to the scholarship, students will receive training from Farm Journal, and their work will be eligible for publication online and in Farm Journal’s print publications. Scholarship winners will be required to create four to six social posts on Farm Journal content each week and complete three pieces of content throughout the semester. Staff members will teach students valuable career skills transferable to future endeavors.

In the thriving world of food and agriculture, Farm Journal is committed to investing in students who will soon be the face of this industry. The scholarship program honors the late Sonja Hillgren, award-winning journalist, former editor of Farm Journal and former president of the National Press Club.

Students will be selected based on application answers, their current social media usage and past achievements and involvement in campus and industry organizations. Candidates should provide a copy of their current resumes and headshots in addition to completing the application in an email to sonjahillgrenscholarship@farmjournal.com. Applications (in the attached page) are due January 17, 2020.

About Farm Journal

Farm Journal is the nation’s leading business information and media company serving the agricultural market. Started 142 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; live events including conferences, seminars and tradeshows; nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal also is the majority shareholder of the online equipment marketplace, Machinery Pete LLC. In 2010, the company established the non-profit, public charity Farm Journal Foundation dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.
Name:
Address:
Phone:
Email:
Year in college:
Major:
GPA:
Employer (if applicable):
Twitter Handle:
Facebook URL:
Instagram Username:
LinkedIn URL:
Reddit/any other social profiles:
Hometown news outlet:

Please provide detailed answers to the following questions:

1. Tell us about yourself. Where are you from. What do you want to do after graduation? What you are passionate about?
2. What is your interest and background in the food and agricultural industry?
3. How do you use social media today, and how frequently do you post?
4. What role does social media play in influencing societal opinions?
5. In what way does social media create news stories? How can you identify and create news from social media channels?
6. What makes a good blog post? How do you check your facts?
7. Why should you be selected for this program?