



ZIMMERMAN SCHOOL OF ADVERTISING & MASS COMMUNICATIONS SCHOLARSHIPS 2019-2020

The Zimmerman School of Advertising & Mass Communications would like to announce the student scholarships that are available for 2019-2020. Most of these scholarships have been supplied by non-university organizations and individuals and are available only to students who have declared a major in mass communications, have completed at least six hours of mass communications courses at USF, are currently enrolled in mass communications courses at USF and have a 3.0 overall GPA.

Preference is given to students who demonstrate:

- Excellent academic standing
- Involvement in Mass Comm student clubs, organizations and agencies, or student media on campus

Information and a link for applications for these scholarships are available electronically on the School's website at <http://masscom.usf.edu/ug/scholarships.aspx>. The direct link for applying is <https://goo.gl/forms/ohc0ut6UdTp342dI2>. The application deadline for scholarships is Thursday, Jan. 31, 2019, at 5 p.m. Recipients will be notified by Friday, March 1, 2019, and the specific scholarships awarded are announced at our annual banquet on Thursday, April 18, 2019. The scholarships are paid into student accounts in Fall Semester 2019 unless specifically requested otherwise in the application (for summer Education Abroad, for instance).

The available scholarships are:

NEED-BASED SCHOLARSHIPS

To apply for these need-based scholarship, you must have unmet need as demonstrated by an award letter. You must email a copy of your Oasis award letter in a PDF with your application for these scholarships to vanneste@usf.edu in order to be considered:

Tom McEwen Endowed Scholarship: These \$1,000 scholarship is designated for full- or part-time, undergraduate Journalism majors within the Zimmerman School of Advertising & Mass Communications in the College of Arts & Sciences on the Tampa campus. You must possess an excellent record of academic achievement and demonstrated financial need. First preference in the selection process will be given to those students with a career interest in sports journalism.

Cammie Lyn Krusoe Memorial Scholarship: These \$1,000 scholarships are designated for a Florida resident undergraduate Mass Communications student with financial need. The scholarship is dedicated to the memory of a 2004 graduate who died in an accident in 2007.

John and Jerry Wing Alexander Endowed Scholarship: These \$3,000 scholarships are designated for students in the College of Arts and Sciences who are majoring in Mass Communications, matriculating full time, having completed at least two years at the undergraduate level, demonstrating superior academic performance, with preference to be given to those students also in financial need.

ADVERTISING AND PUBLIC RELATIONS SCHOLARSHIPS

Advertising Endowed Scholarship: These \$1,000 scholarships are designated for undergraduate advertising students who are enrolled in or have completed ADV 3008. The scholarships are provided by the Bradenton Herald, Patrick Hill, the Gannett Foundation, the Lakeland Ledger, Media General (with contributions from both The Tampa Tribune and television station WFLA), the New York Times Regional Newspaper Group, Jack Painter, the Radio Broadcasters Alliance of Tampa Bay, Roberts Communications, the Sarasota Herald-Tribune, television stations WFTS, WTOG, WTSP and WTVT, and Zimmerman and Partners Advertising.

John Cassato Scholarship: This \$1,000 scholarship is designated for an undergraduate public relations student. The scholarship is awarded each fall semester by the Tampa Bay chapter of the Public Relations Society of America in memory of John Cassato, a former public affairs officer of the Jim Walter Corporation. This scholarship requires residency in the 15-county West Coast area served by the Tampa Bay PRSA chapter, a 3.0 overall GPA, enrollment in 12 or more hours at USF and enrollment in or completion of at least one public relations course.

Walter E. Grisetti Scholarship: This \$1,000 scholarship is designated for undergraduate public relations students. The scholarships are awarded each spring semester by the Tampa Bay chapter of the Public Relations Society of America in memory of USF professor emeritus Walter E. Grisetti, APR. This scholarship requires residency in the 15-county West Coast area served by the Tampa Bay PRSA chapter, a 3.0 overall GPA, enrollment in 12 or more hours at USF and enrollment in or completion of at least one public relations course.

Michael B. Manning Scholarship: This is a \$1,500 scholarship to a full-time student in the College of Arts & Sciences on the Tampa campus in the Zimmerman School of Advertising and Mass Communications. This student will be a currently enrolled undergraduate in the Public Relations sequence or currently enrolled graduate in the Strategic Communication sequence. Preferred awardee should have an immediate family member (parents, siblings, children) in any branch of the military, active or retired. (APR-Accredited in Public Relations).

Deanne Dewey Roberts Scholarship: This \$6,000 scholarship is awarded to a full-time, currently enrolled Mass Communications undergraduate student in Public Relations in the College of Arts and Sciences on the Tampa Campus. This scholarship is based on merit. The student should have completed at least 3 hours of public relations courses at USF.

MULTIMEDIA JOURNALISM & PRODUCTION SCHOLARSHIPS

Robert L. Hudson Endowed Scholarship: This is a one-year, \$5,000 scholarship is for News-Editorial majors at the junior or senior level. Criteria for the award will be academic excellence, expressed interest in the scholarship, as well as in a newspaper career, and the potential for exceptional service in such a career.

Garner Rose O'Brien Halderman Endowed Scholarship: These \$2,000 scholarships are designated for undergraduate multimedia journalism and production students who wish to become print or online journalists. The scholarships are provided by the Garner, Rose, O'Brien and Halderman families.

Tom McEwen Endowed Scholarship: This \$1,000 scholarship is designated for full or part-time, undergraduate Journalism majors within the School of Mass Communications in the College of Arts & Sciences on the Tampa campus. Excellent records of academic achievement and demonstrated financial need. First preference in the selection process will be given to those students with a career interest in sports journalism.

Adele Tyre Memorial Scholarship: This \$1,000 scholarship is designated for an undergraduate multimedia journalism and production student who wishes to become a broadcast or print journalist. The scholarship is provided by the family of Adele Tyre in memory of the first black female television reporter in the Tampa Bay area.

Kerry Sanders NBC News Fellowship: This \$3,000 scholarship is merit-based. Criteria for the award include: Be enrolled full-time at the Tampa Campus as a degree seeking undergraduate student in Mass Communications. GPA must be equal to or higher than 3.0 or B. Preference will be given to a senior who is participating in an unpaid practicum or internship at WFLA.

Tampa Bay Times Endowed Scholarship: These \$1,000 scholarships are designated for undergraduates majoring in the News-Editorial sequence. The scholarship is provided by the Tampa Bay Times newspaper.

Jim Liguori Endowed Scholarship: This \$1,500 scholarship is to provide an annual award to a student of high academic standing who demonstrates a strong capacity for leadership.

Tampa Bay Television Endowed Scholarship: These \$1,000 scholarships are for Broadcasting majors in the Zimmerman School, in the College of Arts & Sciences.

MASS COMMUNICATIONS SCHOLARSHIPS

Bright House Networks Scholarship: These \$1,000 scholarships are designated for mass communications students.

Gary K. Bernstein Memorial Scholarship in Photography: This \$500 scholarship is to provide support for student photographers. Students must submit a URL link to their online photography portfolio.

Nelson E. Irving Endowed Scholarship: These \$1,000 scholarships are designated for undergraduate Mass Communications students with an interest in photography. The scholarships are provided by the Adah Schaich family. Students must submit a URL link to their online photography portfolio.

Donald G. Bishop Scholarship in Mass Communications: This \$500 scholarship is for a mass communications undergraduate or graduate student.

MINORITY SCHOLARSHIPS

Student applicants for these awards must have ethnic minority status, as defined by the federal EEOC guidelines.

Tampa Electric Company Minority Scholarship: This \$1,000 scholarship is designated for a minority undergraduate in the news-editorial, public relations or broadcast news sequences. Selection criteria are academic excellence, expressed interest, desire to be a reporter and the potential for excellent performance.

Tampa Bay Times Endowed Minority Scholarship: These \$1,000 scholarships are designated for minority undergraduate students in the news-editorial sequence.

GRADUATE SCHOLARSHIPS

Jack Harris Endowed Scholarship in Broadcasting: To provide scholarships for full- or part-time graduate students pursuing studies in telecommunications in the College of Arts and Sciences on the Tampa campus.

Advertising Endowed Scholarship: These \$1,000 scholarships are designated for graduate students who are pursuing advertising.

Donald G. Bishop Scholarship in Mass Communication: This \$500 scholarship is for a mass communications undergraduate or graduate student.