USF mass communications majors compete effectively for national, regional, state and university scholarships. Information about most national mass communications scholarships is available in “The Journalist’s Road to Success,” a career guide published by Dow Jones’ Newspaper Fund and available on the Web at www.newspaperfund.org. Students should also check the school’s bulletin boards for announcements about national, regional, state and university scholarship opportunities. In addition, scholarship information is available from the Office of Financial Aid in the Student Services Building on the Tampa campus.

The school also awards numerous scholarships annually. Most of these scholarships have been supplied by non-university organizations and individuals and are available only to juniors and seniors 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. Although the majority of the scholarships are for about $500 annually, the amounts shown are subject to change.

Applications for these scholarships are available electronically on the School’s website at: http://masscom.usf.edu/ug/scholarships/. The application deadline for scholarships is February 22, 2013, and scholarship recipients are announced in April. The scholarships include the following:

### ADVERTISING SEQUENCE SCHOLARSHIPS

**Endowed Advertising Scholarships:** These 15 $500 scholarships are designated for undergraduate advertising students who are enrolled in or have completed Advertising 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 WTOG, WFTS, WTSP and WTAV, and Zimmerman and Partners Advertising.

### JOURNALISM SEQUENCE SCHOLARSHIPS: MAGAZINE AND NEWS-EDITORIAL OPTIONS

**Garner Rose O’Brien Halderman Endowed Scholarships:** These two $1,500 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 an undergraduate multimedia journalism and production student with an interest in sports journalism. Preference is given to a student with financial need. The scholarship is provided by Media General and honors Tom McEwen, who was sports editor and sports columnist for The Tampa Tribune for nearly 40 years.

**Adele Tyre Memorial Scholarship:** This $500 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.

### BROADCAST SEQUENCE SCHOLARSHIPS: TELECOMMUNICATIONS NEWS AND PRODUCTION OPTIONS

**Garner Rose O’Brien Halderman Endowed Scholarships:** These two $1,500 scholarships are designated for undergraduate multimedia journalism and production students who wish to become broadcast journalists. The scholarships are provided by the Garner, Rose, O’Brien and Halderman families.

**Jack Harris Endowed Scholarship in Broadcasting:** This $750 scholarship is designated for an undergraduate multimedia journalism and production student with an interest in radio or television. The scholarship is provided by the friends of Tampa Bay television and radio personality Jack Harris.

**Jim Liguori Endowed Scholarship:** This $750 scholarship is designated for an undergraduate mass communications student with a telecommunications emphasis. Preference is given to a student with demonstrated leadership skills and with financial need. The scholarship is provided by Ann Liguori, members of the Liguori family and other individuals and organizations in memory of Jim Liguori.

**Tom McEwen Endowed Scholarship:** This $1,000 scholarship is designated for an undergraduate multimedia journalism and production student with an interest in sports journalism. Preference is given to a student with financial need. The scholarship is provided by Media General and honors Tom McEwen, who was sports editor and sports columnist for The Tampa Tribune for nearly 40 years.

**Tampa Bay Television Scholarships:** These two $500 scholarships are designated for undergraduate multimedia journalism and production students with an interest in television. The scholarships are provided by television stations WFLA, WFTS, WTOG, WTSP and WTAV.

**Brighthouse Network Scholarships:** These six $500 scholarships are designated for undergraduate multimedia journalism and production students with an interest in cable television. The scholarships are provided by the local cable provider.
PUBLIC RELATIONS SEQUENCE SCHOLARSHIPS

John Cassato Scholarship: This $1,000 scholarship is designated for an undergraduate public relations student. The scholarship is awarded each spring 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. Eligible students are invited by letter to apply. The application deadline is February 28.

Walter E. Griscti Scholarship: This $1,000 scholarship is designated for an undergraduate public relations student. The scholarship is awarded each spring semester by the Tampa Bay chapter of the Public Relations Society of America in memory of USF professor emeritus Walter E. Griscti, 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. Eligible students are invited by letter to apply. The application deadline is February 28.

Michael B. Manning Scholarship: This $1,000 award is designated for undergraduate Public Relations students or graduate students majoring in the Strategic Communications sequence. This scholarship is provided by friends and family of Michael B. Manning. This scholarship is awarded based upon merit. Preference is given to applicants with an immediate family member in any branch of the military, active or retired.

Deanne Dewey Roberts Scholarship: This $4,000 award is in honor of Deanne Roberts, the founder of Roberts Communications (later renamed ChappellRoberts) and a 1974 graduate of the School of Mass Communications. The scholarship celebrates the life of an inspirational leader with a strong community focus. The scholarship is awarded to a public relations student who has completed at least three credits of public relations coursework and excels in and out of the classroom.

OTHER MASS COMMUNICATIONS SCHOLARSHIPS

Elaine R. Rose Memorial Scholarship: This scholarship is dedicated to the memory of a 2004 graduate who died in an accident in 2007. Preference will be given to students with a career interest in photography. The scholarship is awarded to a public relations student who has completed at least three credits of public relations coursework and excels in and out of the classroom.

Gary K. Bernstein Memorial Scholarships: This one $500 scholarship is designated for undergraduate mass communications students with an interest in photography. The scholarship is dedicated to the memory of a former student.

Garner Rose O’Brien Halderman Endowed Scholarship: These two $1,500 scholarships are designated for fully admitted graduate students enrolled in mass communications concentrations offered at the Tampa campus. The scholarships are provided by the Garner, Rose, O’Brien and Halderman families.

Nelson E. Irving Endowed Scholarship: These two $500 scholarships are designated for undergraduate mass communications students with an interest in photography. The scholarships are provided by the Adah Schaich family.

Camie Lyn Krusoe Memorial Scholarship: These two $1,000 scholarships are designated for an undergraduate mass communications student. The scholarship is dedicated to the memory of a 2004 graduate who died in an accident in 2007.

Kerry Sanders NBC News Fellowship: These two $1,000 scholarships are 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.

MINORITY SCHOLARSHIPS

Tampa Bay Times Minority Scholarships: These two $500 scholarships are designated for minorities who are undergraduates and who have an interest in a newspaper career. The scholarships are provided by the St. Petersburg Times. Applicants must intend to major in mass communications, have completed at least 45 hours of college work and have a 2.7 overall GPA or better.

Tampa Electric Company Minority Scholarships: These two $500 scholarships are designated for minorities who are undergraduates with an interest in journalism, public relations or telecommunications (news option) and who have the potential for excellent performance. The scholarships are provided by TECO. Applicants must intend to major in mass communications, have completed at least 45 hours of college work and have a 2.7 overall GPA or better.