The Zimmerman School of Advertising & Mass Communications would like to announce the following scholarships are available for 2016-2017. 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. The availability and amount of the scholarships listed are subject to change. 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.

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 29, 2016, and scholarship recipients are announced at our annual banquet in April. The scholarships include the following:

**ADVERTISING SEQUENCE 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.

**Drew Rashbaum Memorial Scholarship:** This $1,000 scholarship is awarded to a full-time undergraduate student in either the Journalism or Advertising sequence. The award is merit-based. Preference is given to those students who excel in writing.

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

**Garner Rose O’Brien Halderman Endowed Scholarship:** These $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:** These $1,000 scholarships are designated for an undergraduate multimedia journalism and production student with an interest in sports journalism. Preference is given to students with financial need. The scholarships are 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.

**Tampa Bay Times Endowed Scholarship:** These $1,000 scholarships are designated for undergraduates majoring in the News-Editorial sequence. The scholarships are provided by the St. Petersburg Times.

**Robert L. Hudson Endowed Scholarship:** This one-year, full-tuition 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.
**Drew Rashbaum Memorial Scholarship:** This $1,000 scholarship is awarded to a full-time undergraduate student in either the Journalism or Advertising sequence. The award is merit-based. Preference is given to those students who excel in writing.

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

**Garner Rose O’Brien Halderman Endowed Scholarships** These $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 $1,000 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:** These $1,000 scholarships are designated for undergraduate mass communications students with a telecommunications emphasis. Preference is given to students with demonstrated leadership skills and with financial need. The scholarships are provided by Ann Liguori, members of the Liguori family and other individuals and organizations in memory of Jim Liguori.

**Tampa Bay Television Scholarships:** These $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 WTVT.

**PUBLIC RELATIONS SEQUENCE SCHOLARSHIPS**

**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. Eligible students are invited by letter to apply.

**Walter E. Griscti Scholarship:** These $1,000 scholarships are 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. 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.

**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 full tuition award is in honor of Deanne Roberts, the founder of Roberts Communications (later renamed ChappellRoberts) and a 1974 graduate of the Zimmerman School of Advertising & 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**

**Bright House Networks Scholarship:** These $1,000 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.
John and Jerry Wing Alexander Endowed Scholarship: These $3,000 scholarships are designated for undergraduate or graduate mass communications students who are enrolled full time and who have demonstrated superior academic performance. Preference is given to students with financial need. Winners are designated from each Zimmerman School of Advertising & Mass Communications area: advertising, multimedia journalism and production, public relations, and graduate studies. Each scholarship recipient is identified as an "Alexander Scholar." The scholarships are provided by the estate of John and Geraldine Wing Alexander.

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.

Kerry Sanders NBC News Fellowship: This $3,500 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.

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

PHOTOGRAPHY SCHOLARSHIPS

Gary K. Bernstein Memorial Scholarship: This $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.

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.

MINORITY SCHOLARSHIPS

Tampa Electric Company Minority Scholarship: This $1,000 scholarship is designated for a minority undergraduate with an interest in journalism, public relations or telecommunications (news option) and who has the potential for excellent performance. The scholarship is provided by TECO.

Tampa Tribune Minority Scholarship: This $1,000 scholarship is designated for a minority undergraduate who has an interest in a newspaper career. The scholarship is provided by The Tampa Tribune.

GRADUATE STUDENT SCHOLARSHIPS

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

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.

John and Jerry Wing Alexander Endowed Scholarship: These $3,000 scholarships are designated for undergraduate or graduate mass communications students who are enrolled full time and who have demonstrated superior academic performance. Preference is given to students with financial need. Winners are designated from each Zimmerman School of Advertising & Mass Communications area: advertising, multimedia journalism and production, public relations, and graduate studies. Each scholarship recipient is identified as an "Alexander Scholar." The scholarships are provided by the estate of John and Geraldine Wing Alexander.