



ZIMMERMAN SCHOOL OF ADVERTISING & MASS COMMUNICATIONS SCHOLARSHIPS

2018-2019

The Zimmerman School of Advertising & Mass Communications would like to announce the student scholarships that are available for 2018-2019. 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 and university announcements about national, regional, state and university scholarship opportunities. In addition, scholarship information is available from the Office of Financial Aid.

Preference is given to students who demonstrate:

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

Applications for these scholarships are available electronically on the School's website at <http://masscom.usf.edu/ug/scholarships.aspx>. The application deadline for scholarships is Wednesday, Jan. 31, 2018, at 5 p.m. Recipients will be notified by Friday, February 16, 2018, and the specific scholarships awarded are announced at our annual banquet on Thursday, April 19, 2018. The scholarships -- paid into student accounts in Fall Semester 2018 unless specifically requested otherwise in the application -- 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.

DIGITAL MEDIA SCHOLARSHIPS

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. 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.

Tampa Bay Times Endowed Scholarship: This \$1,000 scholarship is designated for undergraduates majoring in the News-Editorial sequence. The scholarship is provided by the St. Petersburg Times.

Jim Liguori Endowed Scholarship: This \$1,000 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. Additional criteria: full- or part-time students, at all academic levels, Tampa campus.

Litewave Media Film Scholarship: This scholarship will be awarded to a full or part-time rising junior or senior in the Zimmerman School of Advertising and Mass Communications who demonstrates outstanding ability in video production and editing as demonstrated by a portfolio sample. Applicants will create a 30-60 original video (YouTube or Vimeo) that demonstrates their reasons for applying for this scholarship and expresses their aspirations and future goals. Applicants also may provide a portfolio sample, if available. Preference will be given to a student who demonstrates financial need.

Please include a URL link to your portfolio in your essay section. Recipient will be selected by selection committee.

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: 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. 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.

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 PR courses at USF.

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 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.

Gary K. Bernstein Memorial Scholarship in Photography: This \$500 scholarship is to provide support for Photography students. Scholarship criteria: full- or part-time, all academic levels, Tampa campus, College of Arts and Sciences.

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.

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.

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.

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

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 broadcast news sequences 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.