



About the Washington Media Scholars Foundation

Based “Inside the Beltway,” the non-partisan 501(c)(3) Washington Media Scholars Foundation (WMSF) provides the opportunity for college students to gain firsthand knowledge of the public policy advertising field, and to meet – and potentially work for – leaders in the media industry. Website: www.MediaScholars.org.

The foundation organizes programs that connect deserving students with top executives from broadcast, radio, digital, cable, print, media research, planning and placement, public policy and major trade associations. In addition to networking opportunities, the foundation provides academic scholarships to undergraduates pursuing a career in the strategic media sales, research, planning and placement field, with a demonstrated financial need.

The foundation coordinates two initiatives: the Media Scholars Program and the Media Fellows Program. These signature platforms fulfill our mission to create scholarship, learning and career advancement opportunities for college students interested in public policy media strategy, research and management.

Media Scholars Program and Media Plan Case Competition

The Media Plan Case Competition represents the cornerstone of the Media Scholars Program. It challenges students to think strategically, take advantage of original methods of communication, and dive into the deep-end of developing public policy advertising campaigns.

Through this process, WMSF identifies talented students from across the country, ultimately selecting twelve finalists to participate in a week of networking and out-of-the-classroom educational opportunities at top advertising, media and broadcast firms in Washington, D.C.

The top six teams compete for the National Excellence in Media Award and \$16,000 in scholarships. The award winners are announced at a Networking Reception held at the Newseum. In 2016, over 400 media industry executives from across the country attended this event.

Media Fellows Program

The Media Fellows Program provides scholarships to students pursuing a career in a field related to public policy media strategy, research and management. Each calendar year, the foundation aims to distribute a minimum of \$50,000 – depending on the funds available to us for distribution and the demonstrated need of applicants.

In 2015, The Washington Media Scholars Foundation distributed a total of \$50,000 in scholarship awards to 38 students. With the 2015 scholarship awards, we will have helped 142 students from across the United States through the Media Fellows Program.

Impact

Since 2010, the Washington Media Scholars Foundation has directly helped 275 students through the Media Scholars Program and the Media Fellows Program. In addition, the foundation has distributed over \$320,000 in scholarship awards and is supported by 75 top media companies and organizations.

Contact

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WHAT PARTICIPANTS HAVE SAID ABOUT THE WASHINGTON MEDIA SCHOLARS FOUNDATION

"I've always been interested in learning about the media industry and the WMSF case competition gave me an opportunity to put things I have only learned about in theory into practice. Couple that with the opportunity to network with industry leaders and see the inner workings of the best companies in the business - it was an opportunity I couldn't pass up."

Michal Pisarek, Cornell University, 2016

"I'm always looking for opportunities to challenge myself outside of the classroom. I entered the WMSF case competition because it's a unique opportunity to develop problem solving skills while tackling issues that real organizations face. The work you do in this competition will make you a better media professional." **Megan Tackett, Indiana University, 2016**

"The Washington Media Scholars Program is a great chance for students to combine theory with practice. For students to get access to some of the best minds in the business is simply an incredible opportunity."

Ken Goldstein, Ph.D., Professor of Political Science, University of San Francisco

"This was the perfect opportunity to compound the knowledge I have gained from my academic background with a crash course in the skill set required to be a successful professional in the media industry." **Elizabeth Aaron Pugh, University of South Carolina, 2014**

"I wanted to extend my gratitude for making the Media Fellows scholarship opportunity available to students. The scholarship will certainly help and alleviate the financial pressures of receiving an education. Moving forward I can assure you I will put my best effort forth in hopes to influence the media and public policy in a manner that will serve as invaluable to communities globally."

Sadé Powell, Winston-Salem State University, 2012

"I did not want the weekend to go by without saying "THANK YOU" so much to you and the Washington Media Scholars Foundation for all that you do in helping college students. I am so happy to be a recipient of the Media Fellows Scholarship. Being a junior, this helps tremendously midway through college and for that I am grateful. Thank you again." **Phineas Azcuy, Lehman College - CUNY, 2012**

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