



Creating scholarship, learning and career advancement opportunities since 2009.



Robin D. Roberts
Founder & CEO

As we commemorate the 15th anniversary of the Washington Media Scholars Foundation (WMSF), I am filled with immense pride and gratitude for the journey we have undertaken together. What began as a wish to give back and help others in their early careers, much like someone did for me, has become a dynamic platform that empowers and inspires the next generation of media leaders.

In the past 15 years, we have supported over 900 students through scholarships and career development opportunities. Their success stories are a testament to the impact of our collective efforts. Our annual Media Plan Case Competition has become a cornerstone event, challenging students to think creatively and strategically. The innovative solutions presented by our scholars continually raise the bar for excellence in media planning and strategy. Our Media Fellows Program continues to grow, offering financial support and connecting students with industry leaders who provide guidance and support throughout their early careers.

As we look ahead, our commitment to our mission remains steadfast. None of this would be possible without the unwavering support of our sponsors, partners, volunteers, and dedicated team members. Your belief in our mission and your generosity have been the bedrock of our success.

Thank you for being an integral part of the WMSF family. Together, we will continue to inspire, innovate, and lead.

With gratitude,

2024 MEDIA CASE COMPETITION Winners Announced

We are thrilled to share the exciting news from our 15th Anniversary Washington Media Scholars Foundation (WMSF) Awards Luncheon, where we celebrated the remarkable achievements of our students and announced the winners of this year's Media Plan Case Competition. The luncheon was a testament to the incredible talent and dedication of our scholars, who continue to raise the bar for excellence in media strategy and planning.

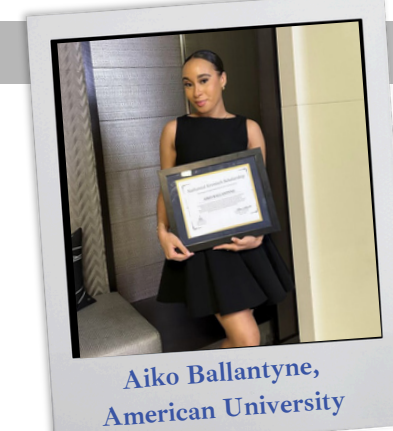
On Thursday, June 8th, the finalists gave their final presentations to a panel of judges. A total of \$26,500 in student scholarships was awarded at the final event, capping off a week-long immersive student experience.

Abby Jensen and Shelby Moore of Brigham Young University received the 2024 Excellence in Media Award along with a \$5,000 scholarship each. Ithaca College's Katie Miller and Molly Fitzsimons were named runners-up in the competition and were awarded a \$3,000 scholarship each. The Mia Guion Scholarship and a \$2,500 scholarship were awarded to Stacia Drey of Iowa State University for demonstrating the highest levels of professionalism, participation, preparation, and presentation skills. Additionally, all other finalists received a \$1,000 scholarship. The Excellence in Leadership award was presented to NBCUniversal President & General Manager, Jackie Bradford. Alyssa Andrews, 2019 Media Scholars Excellence in Media recipient, gave the keynote address.

Visit our website to learn more about our [Media Scholars](#).



Excellence in Media Winners, Shelby Moore and Abby Jensen from Brigham Young University



Aiko Ballantyne,
American University

NATHANIEL KRONISCH MEMORIAL SCHOLARSHIP

In memory of Buying Time Inc CEO, Nathaniel Kronisch, whose passion for excellence, dedication to the community, and unwavering commitment to education left an indelible mark on all who knew him, we have established the Nathaniel Kronisch Memorial Scholarship. The Nathaniel Kronisch Memorial Scholarship aims to recognize and support outstanding students who exemplify the values and qualities that Nathaniel cherished. Through this scholarship, we seek to honor his legacy by investing in the education and future success of promising individuals who demonstrate a passion for digital media and an advocate of data-driven, research-based solutions. **Congratulations to the first recipient of the Nathaniel Kronisch Memorial Scholarship, Aiko Ballantyne, a rising senior at American University.**

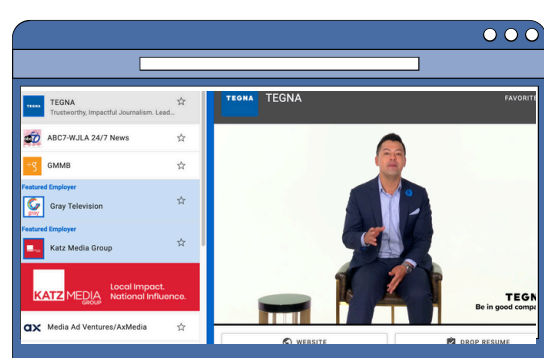
WMSF IN THE NEWS

The Washington Media Scholars Foundation has been making headlines, showcasing our ongoing commitment to empowering students. We are grateful to our sponsors for this recognition. Explore the links below to read about our scholars and leaders in the news.

- [WMSF 15th Anniversary](#)
- [Meet the 2024 Media Scholars](#)
- [NBC 4 President Honored for Leadership](#)



2024 VIRTUAL CAREER FIAR



Mark your calendars! Our fourth annual Virtual Career Fair is scheduled for October 8th. This virtual format allows candidates and executives to connect from locations across the country. Our current students and alumni span across the United States making WMSF an excellent talent pool for any company looking to hire in all areas of media. This career fair is a benefit of sponsorship for all 2024 sponsors and free of charge for all candidates.

Please contact Tori McMichael at tori.memichael@mediascholars.org for more details.

2024 MEDIA FELLOWS DEADLINE

"This scholarship will allow me to continue working throughout the school year and cover expenses that I would normally struggle with paying for. WMSF clearly recognizes the importance of assisting students in their academic careers, and for that, I am extremely grateful."

Hailey Castillo
University of Alabama
Media Fellow, 2023



There is still time to apply for the 2024 Media Fellows Scholarship! A successful Media Fellows Scholarship application should include an essay, a letter of recommendation, and a professionally crafted resume. The essay should include the student's personal financial needs statement and describe their academic achievements and career goals. **The deadline is June 30, 2024.** To read more about our Media Fellows scholarships and meet past recipients, visit our website at www.mediascholars.org/media-fellows/.

THANK YOU TO OUR SPONSORS

We extend our heartfelt thanks to our 2024 Presenting Sponsors, Gray Television and Katz Media Group, for their generous support and commitment to empowering the next generation of media professionals. The unwavering support and commitment to education and innovation in the media industry from our extensive list of sponsors has significantly impacted the lives of our scholars. To see the complete list of sponsors, please visit our website: mediascholars.org/sponsors/ If you would like to become a 2024 Sponsor or make a tax-deductible donation, visit www.mediascholars.org/donate/ If you'd prefer to give via check, our address is Washington Media Scholars Foundation, 817 Slaters Lane, Alexandria VA 22314.

