



Creating scholarship, learning and career advancement opportunities since 2009.



Robin D. Roberts
Founder & CEO

As we wrap up our 15th year at the Washington Media Scholars Foundation, I am filled with immense gratitude and pride. What began as a vision to support and inspire students has grown into a thriving community of talented students, dedicated mentors, and passionate industry professionals.

None of this would have been possible without the unwavering support of our sponsors, who have generously invested in the dreams of countless students. Your contributions have helped shape futures and strengthen our industry.

To our advisors and mentors, thank you for sharing your time, expertise, and wisdom. You are the guiding lights that illuminate the path for our Scholars and Fellows, empowering

them to reach their fullest potential.

And to the students who have participated in our programs over the years—thank you for your energy, determination, and brilliance. You are the reason we do what we do, and seeing your growth and success inspires us every day.

As we reflect on these 15 years, I look forward to what we can accomplish together in the years to come. Here's to building an even brighter future, together.

Wishing you a Happy Holiday and a prosperous New Year!

With gratitude,

Robin

2025 MEDIA CASE COMPETITION

Qualifying Round Released!

We are thrilled to announce the release of the 2025 Media Case Competition Qualifying Round! This marks the beginning of an exciting journey for students to showcase their strategic thinking, teamwork, and creativity in tackling a real-world media planning challenge.

The Qualifying Round invites students from across the country to dive into a scenario that mirrors the complexities and opportunities of today's media landscape. Participants will analyze data, develop strategies, and propose innovative solutions—all while gaining valuable industry insights.

Teams that excel in the Qualifying Round will advance to the Finals, where they will compete for scholarships and the chance to present their ideas to leading media professionals.

Qualifying Round submissions are due **February 2, 2025 11:59 PM EST**.

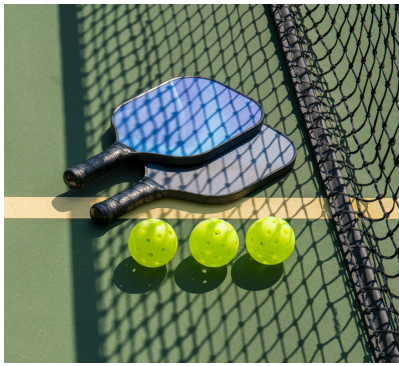
To view the 2025 Qualifying Round documents, visit www.mediascholars.org/complete/.

Curious about the 2025 Media Case Competition and how you can participate? We've got you covered! Our virtual information sessions are the perfect opportunity to learn more about the competition, hear tips for success, and ask any questions you might have.

Upcoming Session:

Date & Time: January 15, 2025 4:00 PM EST

Register [now](#) to secure your spot!



RRA Town Hall:
A Media Planning Competition

NATHANIEL KRONISCH MEMORIAL SCHOLARSHIP



Alko Ballentyne, American University
2024 Scholarship Recipient

In memory of the late Nathaniel Kronisch, CEO of Buying Time Digital, Washington Media Scholars Foundation is proud to establish the Nathaniel Kronisch Memorial Scholarship.

Nathaniel's passion for digital media and commitment to excellence continue to inspire the next generation of storytellers. This scholarship is designed to empower students who demonstrate exceptional creativity and a deep understanding of digital media's evolving landscape. By recognizing their talents, we aim to help them achieve their academic and professional aspirations while celebrating Nathaniel's enduring legacy.

The application for the Nathaniel Kronisch Memorial Scholarship is open and available to undergraduate students.

Applications Due February 16, 2025

MEET OUR SOCIAL MEDIA AMBASSADORS!

We're excited to introduce the incredible students who will serve as our 2024-25 Social Media Ambassadors! These talented individuals are passionate about media, communications, and making a difference in their communities.

Meet the Ambassadors: Madison Lindell, *University of Texas at Austin*; A'lauren Gilchrist, *Norfolk State University*; Earl Lawrence Bumagat, *University of Rochester*; Edwin Singh, *USC East Bay*; Julia Provvisionato, *Syracuse University*; Robert Hill, *Howard University*; and Carrigan Woodson, *University of South Carolina*

Be sure to connect with us on social media at [media_scholars](#) and join the conversation!



2025 SPONSORSHIP OPPORTUNITIES



At WMSF, collaboration is at the heart of everything we do. The generous support of our sponsors drives the success of our programs and events, empowering students and enriching our industry. As a sponsor, you'll enjoy exclusive benefits, including access to our accomplished Scholars and Fellows, prominent recognition across our website and social media platforms, and opportunities to connect with leading professionals in your field. Your sponsorship plays a vital role in helping us provide financial support to deserving students nationwide, fostering the next generation of leaders in media and communications.

To explore our sponsorship opportunities for 2025, scan the QR code or visit our website, mediascholars.org/donate/. If you have any questions or would like to discuss a customized sponsorship package, please contact our Executive Director, Tori McMichael, at tori.mcmichael@mediascholars.org.



2025 MEDIA SCHOLARS WEEK: JUNE 8TH - 13TH



SAVE *the* DATE
06.12.25

WASHINGTON MEDIA
SCHOLARS FOUNDATION

Annual Awards Luncheon & Networking Reception

END OF YEAR GIVING

If you would like to make a fully tax deductible 2024 donation to Washington Media Scholars Foundation, please give by 12/31/24. Visit www.mediascholars.org/donate/, and become a sponsor or make an individual gift of any amount online. If you'd prefer to give via check, our address is Washington Media Scholars Foundation, 817 Slaters Lane, Alexandria VA 22314.