

WASHINGTON MEDIA SCHOLARS FOUNDATION

Creating *scholarship, learning* and *career advancement opportunities* since 2009.



Robin D. Roberts
Founder & CEO

As we move through 2025, I'm proud to say we've had an incredible start to the year at the Washington Media Scholars Foundation. From welcoming a new class of Media Fellows to seeing record engagement in our Media Case Competition, it's inspiring to witness the enthusiasm and talent of the next generation of media professionals. This year, we also hit an exciting milestone—reaching over 1,000 students through our programs! From scholarships to hands-on learning experiences, we're proud to provide opportunities that help students sharpen their skills, expand their knowledge, and launch their careers in media and communications.

Looking ahead, we're gearing up for one of the most exciting weeks of the year—Media Scholars Week. This June, top student teams will travel to Washington, DC, for a week of networking, mentorship, and competition, culminating in the National Media Case Competition finals. It's always a highlight to see students bring their strategic skills to life and connect with industry leaders who help shape their future careers.

None of this would be possible without our sponsors and supporters. Your generosity and commitment ensure that students from all backgrounds have access to these life-changing opportunities. Here's to a successful spring ahead—we look forward to sharing more exciting updates with you soon.

With gratitude,



2025 Media Plan Case Competition: The Clean Energy Divide in the Grand Canyon State

Breaking Records: A Landmark Year for the Media Case Competition

The 2025 Media Case Competition is off to an incredible start, with a record number of teams advancing to the semifinal round—a testament to the growing enthusiasm and talent of students nationwide. This year's competition is more competitive than ever, as students tackle The Clean Energy Divide in the Grand Canyon State, a case challenging them to develop strategic media solutions for the complexities of clean energy access and public perception in Arizona.

Teams are delving into media planning, audience targeting, and messaging strategies to craft data-driven campaigns that address policy, public engagement, and industry challenges. With clean energy playing an increasingly vital role in today's political and economic landscape, this case presents students with a real-world scenario that reflects the complexities professionals navigate every day.

As semifinalists refine their strategies, anticipation builds—**finalists will be announced on April 7th!** These top teams will move on to the final round in Washington, D.C., where they will present their solutions to industry leaders during Media Scholars Week, June 9th-13th.

Stay tuned as we celebrate this record-breaking year and the bright minds shaping the future of media strategy!

To read more about the 2025 Media Scholars Semifinals visit our website at www.mediascholars.org/media-scholars/.

NATHANIEL KRONISCH MEMORIAL SCHOLARSHIP

"I'm honored to have received this scholarship, Nathaniel's legacy of using your skills to create a positive impact on the industry is something that I hope to continue to embody as I move forward in life."

The Washington Media Scholars Foundation is proud to announce Katie Floyd, a student at Ithaca College, as the 2025 recipient of the Nathaniel Kronisch Memorial Scholarship.

Originally from Colorado, Katie is studying Integrated Marketing Communications with minors in Still Photography and Psychology. She is passionate about understanding how culture, psychology, and media influence the world around us. With a strong foundation in public relations, marketing research, art direction, campaign strategy, and brand management, Katie hopes to use her skills to create meaningful impact in the industry.

The Nathaniel Kronisch Memorial Scholarship empowers students who demonstrate exceptional creativity and a deep understanding of digital media's evolving landscape.

We are excited to see the impact Katie will make in the industry and beyond!



MEDIA FELLOWS

"With the support of WMSF, I've been able to access valuable opportunities that enhance my skills and broaden my network, bringing me closer to achieving these aspirations. This scholarship has not only lightened my financial burden but has also reaffirmed my commitment to making a positive impact in the industry."

Chloe Hill, University of Cincinnati
Spring 2025 Media Fellow



WMSF has awarded 30 Media Fellows scholarships for the Spring 2025 semester. These talented students were selected from a pool of highly accomplished candidates who have demonstrated remarkable dedication, academic excellence, and a strong commitment to media and communication fields.

The Spring 2025 Media Fellows will receive financial assistance along with invaluable hands-on experience, mentorship, and access to industry professionals.

The deadline for the Fall 2025 Media Fellows scholarship is **June 30, 2025**. 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 GENEROUS SPONSORS

We extend our deepest thanks to the sponsors who have generously invested in our organization to date. If you would like to become a 2025 Sponsor, visit www.mediascholars.org/donate/ or email Tori McMichael at tori.mcmichael@mediascholars.org for a sponsorship packet. If you'd prefer to give via check, our address is Washington Media Scholars Foundation, 817 Slaters Lane, Alexandria VA 22314.



To see the list the 2025 Sponsors, visit our website at www.mediascholars.org/sponsors/.

2025 MEDIA SCHOLARS WEEK: JUNE 9TH-13TH

Save the Date
June 12, 2025

Awards Luncheon & Networking Reception

National Association
of Broadcasters

District E
Capital One Arena

1 M St, SE
Washington, DC
12:00-2:00 PM

701 7th St, NW
Washington, DC
5:00-8:00 PM

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