AD+PR Undergraduate Scholarships

January, 2016

The Department of Advertising + Public Relations will offer several scholarships for Advertising majors and for students who plan to pursue a career in Public Relations. These scholarships will be awarded to outstanding students majoring in Advertising and/or Advertising with a PR Specialization at an Awards Ceremony on Friday, April 15, 2016, 11:30 a.m. in COM 147 with reception to follow. Students graduating in May 2016 are not eligible for these scholarships.

Each scholarship will be awarded to one or more students, and award amounts will vary from $500 to $1000 or more. All awards are to be used for Summer 2016, Fall 2016, or Spring 2017 tuition and fees at the University and will appear on the recipient's fee receipt. Students interested in being considered should complete the application that accompanies this information and submit a single PDF file that includes 1) your completed application form, 2) your application letter, and 3) your resume to: adprhelp@msu.edu by 4:00 p.m. on Friday, February 12, 2016. Applicants should carefully consider their eligibility before applying and present their qualifications as indicated.

Undergraduate Students - Advertising

Jerry Apoian Scholarship will be awarded to a junior or senior Advertising major with specific interest in commercial production and with demonstrated financial need. Gerald M. “Jerry” Apoian is a 1971 MSU Advertising graduate. At the age of 7, his first job was delivering papers and during his teen years he drove trucks and took other jobs, which allowed him to pay his way through college. Throughout his life he maintained a passion for his work. Following a successful career in advertising with numerous directing and writing credits, he continued as a production consultant at APR, where he worked until his passing. His friends and coworkers established this scholarship in recognition and respect for his successful career. Applicants should carefully articulate their experience/interest in producing audio or video commercials.

The E. Ross Gamble Memorial Scholarship will be awarded to an MSU junior or senior majoring in Advertising. Selection will be based on academic achievement and promise for success in the advertising profession. Preference will be shown to those having a cumulative GPA of 3.0 or better with financial need.

The George Katsarelas Endowed Memorial Scholarship will be awarded to a high achieving Advertising junior or senior pursuing a career in advertising. Applicants must demonstrate they have had practical experience and must have a minimum of 3.0 GPA. Financial need may be considered. This scholarship is in memory of George Katsarelas, MSU alum and Executive Creative Director at Leo Burnett Detroit, Inc. His
colleagues note George’s ability to lead, mentor, and help them be great in their own right, a rare quality, indeed.

*Mid Michigan Creative Alliance Scholarship* will be awarded to an MSU junior or senior majoring in Advertising. Selection will be based on financial need, academic achievement, and promise for success in the advertising profession. Preference will be shown to those having a cumulative GPA of 3.0 or better and financial need will be considered.
Undergraduate Students – Advertising, continued…..

*The Schalon Scholars Fund* will be given to provide tuition support or support for internship experiences for juniors or seniors majoring in advertising and/or enrolled in the Department of Advertising, Public Relations, and Retailing. Students must include a *brief essay describing previous and current volunteer commitments to non-profit organizations, and how they intend to continue providing volunteer service after graduation.*

*Susan Brink Sherratt & Richard Sherratt Scholarship* will award scholarships to Advertising majors with financial need. *Susan Brink is a 3rd generation Spartan who struggled finding a major until a friend recommended majoring in Advertising. She thrived in the major and followed with a career in advertising.*

Undergraduate Students – Advertising with Public Relations Minor

*Richard E. Augenstein Public Relations Scholarship* will be awarded to a sophomore, junior, or senior, majoring in Advertising, who is pursuing a Public Relations Specialization and/or is active in the Public Relations Student Society of America (PRSSA). Public Relations master’s student may also apply. The applicant should have a strong academic record. The application letter must clearly indicate interest and intention to pursue a career in Public Relations.

*J. Christopher Preuss Scholarship* is awarded sophomores, juniors, or seniors in the department of Advertising and Public Relations. This award was established to recognize Chris Preuss’s successful career in public relations. Mr. Preuss is an alumnus of CAS and is Executive VP of for Hill + Knowlton and works on the Ford account, focusing on global product communications plans, programs, and storytelling. In 2011, Mr. Preuss was awarded the Outstanding Alumni Award from the College of Communication Arts & Sciences. Applicants should clearly define their professional goals in advertising or public relations; financial need may be considered.

*The Stan Stein Scholarship* was established by alum Stan Stein and his employer, Weber Shandwick Worldwide to help support deserving students as they prepare for a career in the public relations industry. Recipients are selected on the basis of professional goals related to public relations and financial need is considered. Preference is given to students who are majoring in Advertising with a Public Relations Specialization. Stein feels like his comprehensive education at MSU and CAS prepared him for his successful career. He wants to encourage graduates to “…give back appropriately to Michigan State, and remain connected to our great university.”