

For immediate release

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**SCRIPPS HOWARD FOUNDATION ESTABLISHES
SCHOLARSHIP ENDOWMENT IN COMMUNICATIONS**

The Scripps Howard Foundation has established a \$50,000 endowment in the USI Foundation to perpetually fund the Scripps Howard Scholarships for key communications majors at the University of Southern Indiana. "We are pleased to continue our support of USI and look forward to an on-going and productive partnership," explained Judith G. Clabes, president and CEO of the Scripps Howard Foundation.

In a leadership gift during *Campaign USI*, Scripps Howard Foundation made a \$200,000 commitment to underwrite the cost of equipping and furnishing the Scripps Howard Center for Media Studies which will be located on the first floor of the Liberal Arts Center.

The Scripps Howard Scholarship endowment will underwrite annual \$1,000 merit scholarships to recruit and retain highly qualified incoming freshmen who plan to major in journalism and computer publishing, public relations and advertising, or radio and television. The scholarship recipients will be expected to participate in related activities, such as helping staff *The Shield*, the student newspaper, the television center, or WSWI radio station. The various kinds of activities would include advertising sales, layout, design; news writing, photography, editing, on-air personalities at WSWI, or programming for television. To qualify for renewal of this scholarship, the student must maintain a minimum grade point average of 3.2 on a 4.0 scale.

The scholarship will be awarded for the first time in August 2000 to a top high school senior entering USI. The following year a second \$1,000 scholarship will be awarded, until there are up to four scholarship recipients, adding one new freshman each year.