



Introducing the **Washington Media Scholars Program**

An exciting and unique opportunity for college students to learn more about the Public Policy advertising business, travel to Washington D.C. to meet with key media industry leaders, and compete for Scholarships & the National Excellence in Media Award.



1 2010 CASE COMPETITION

Students from across the country will form two-person teams to represent their schools and compete in the 1st Annual Washington Media Plan Case Competition.

Register today at www.mediascholars.org

2 MEDIA SCHOLARS WEEK

The 12 finalists from the Case Competition will be invited to Washington, D.C. for an educational week of meetings with industry leaders from all aspects of the public policy advertising business.

June 6-11, 2010 • Washington, D.C.



3 NETWORKING RECEPTION

The winning team will be announced at an industry networking reception to be held at the Newseum, where the winners will be presented with Scholarships & the National Excellence in Media Award.

June 10, 2010 • Newseum in Washington, D.C.



Learn how you can enter > compete > win > at www.mediascholars.org