

FOR RELEASE:
Sept. 26, 2019

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THE POLLACK PR MARKETING GROUP ESTABLISHES \$5,000 SCHOLARSHIP FOR USC PUBLIC RELATIONS STUDENTS

Public Relations students at the University of Southern California have a reason to celebrate. On Oct. 1, The Pollack PR Marketing Group (PPMG), with the USC Annenberg Center for Public Relations, will be establishing a scholarship for undergraduate Public Relations students.

Named after agency founder Noemi Pollack, the scholarship will award \$5,000 annually to an undergraduate student pursuing a major or minor in Public Relations at USC with a minimum GPA of 3.0. The merit-based tuition scholarship will be awarded on an academic year basis and the scholar will be expected to actively participate in the research and operations of the USC Annenberg Center for Public Relations.

“The Noemi Pollack scholarship aims to acknowledge and reward promising PR students who will go on to become the mainstays of our industry,” said PPMG President Stefan Pollack, who is also an adjunct professor at USC Annenberg. “We hope that by establishing this scholarship, we can find the next generation of PR practitioners who will align with PPMG’s core values and direction.”

The first scholarship will be awarded in 2020 to mark PPMG’s 20th anniversary partnership with The Worldcom Public Relations Group. The application deadline for the inaugural scholarship is on Oct. 29, 2019.

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ABOUT THE POLLACK PR MARKETING GROUP

The Pollack PR Marketing Group (PPMG) is an agency with 34 years of experience in spearheading clients’ communications programs, media engagements, and integrated marketing campaigns. PPMG is headquartered in Los Angeles with offices in New York and has 88 partners worldwide through The Worldcom Public Relations Group. Clients range

from innovative startups to Fortune 500 companies. For more information, please visit <https://www.pollackgroup.com>