

# PR firm launches scholarship at UNR

The Abbi Agency, a Reno-based public relations and digital engagement firm, has established a 10-year scholarship fund for Donald W. Reynolds School of Journalism and Center for Advanced Media Studies Strategic Communications students at UNR.

This is the first time in the school's history, part-time students are eligible to apply.

Abbi Whitaker graduated from the Reynolds School of Journalism.

"Most of our team members attended the Reynolds School," Whitaker said in a statement. "I think it's important that all the marketing, advertising and PR agencies in town support students. They are our future employees."

The first Strategic Communications Scholarship will be awarded in the fall 2014.