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OKC ADVERTISING EXECUTIVE ESTABLISHES ENDOWED SCHOLARSHIP AT UCO

Oklahoma City advertising executive Gean Atkinson recently established an endowed journalism scholarship in the UCO College of Liberal Arts.

The “Gean B. Atkinson Scholarship for Advertising Excellence” will provide funding opportunities for journalism majors who have an emphasis in advertising or public relations.

A distinguished UCO graduate with both his bachelor’s and master’s degrees in journalism, Atkinson chose to establish his endowed scholarship at UCO because of the pride he has in the accomplishments and growth of UCO over the years.

“UCO is one of Oklahoma’s educational treasures. It has made quality higher education available to thousands of Oklahomans. Whether you’re president of AT&T worldwide or Miss America, UCO has helped to unleash the potential of so many who were destined to become leaders across the state and the nation,” said Atkinson.

“UCO did so much for me that I’m delighted now to help those who show promise in the field of advertising and public relations.”

Atkinson carries an impressive resume of successes including his work as a state legislator, director of communications for a former Oklahoma governor, UCO instructor, published author and, as a veteran of two wars, a decorated marine and naval officer. He is president and CEO of his own advertising agency in Oklahoma City, Atkinson Advertising Associates, Inc.

"It is an honor for an award-winning advertising professional like Gean to invest in our students. As a well-known and respected civic leader we are proud to call him an alumnus and

friend of the College of Liberal Arts,” said Dr. Pamela T. Washington, dean of the UCO College of Liberal Arts.

Requirements for the scholarship include: a junior or senior journalism major with an emphasis in advertising or public relations; an active member of the professional community; employed with an organization whose primary function is advertising; recognized as having the potential to become a significant contributor to the industry; and an Oklahoma resident with at least a 2.5 grade point average.

For more information on scholarship opportunities in the UCO College of Liberal Arts, contact (405) 974-5540.

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