



The ARF Announces Scholars, Participating Schools and New Donors For The 2021 ARF Workforce Initiative for Diversity and Excellence Program

First group of scholars selected by public university partners at University of California Berkeley, John Jay College of Criminal Justice at the City University of New York, The Ohio State University and University of Wisconsin Madison

AT&T, ViacomCBS and Meredith Corporation join Verizon, the Nielsen Foundation, GfK and Ipsos as newest donors of the program

New York, NY (April 22, 2021) – The ARF (Advertising Research Foundation) today announced its inaugural class of scholars for the 2021 **ARF Workforce Initiative for Diversity and Excellence (WIDE)** from public universities including: University of California Berkeley, John Jay College of Criminal Justice at City University of New York, The Ohio State University and University of Wisconsin Madison.

Launched in 2020, [ARF WIDE](#) was established to improve the quality and diversity of the future workforce of the advertising, media and research/analytics industries. The program awards scholarships to underrepresented student populations who can benefit from access and exposure to the fields of market research and data-analytics. ARF WIDE Scholars also include students who are transfers by way of community college, first-generation undergraduates, or students who have had their families' health and economic security harmed by the COVID-19 pandemic.

This year's scholars include:

University of California, Berkeley (College of Letters & Science)

- Cheukai Makari – Business Administration & Global Development
- Binh Nguyen – Economics & Data Science
- Javier Solis – Sociology/Journalism
- Lez'li Waller – Sociology/Race & Law
- Priscilla Mendoza – Business Administration

The Ohio State University (The Max M. Fisher College of Business)

- Caylie Cyrus – International Business & Marketing/Fashion & Retail
- Gabriel Greening – Business Administration/Marketing

- Katelyn Rine – Marketing
- Rachel Boakye – Marketing
- Caronique Campbell – Finance

John Jay College of Criminal Justice at City University of New York (CUNY)

- Emily Mei – Computer Science
- Fatima Moien – Criminal Justice/Digital Media & Journalism/Law
- Lisimel Mateo De La Cruz – Human Services & Community Justice/Sociology
- Antoinette Croce – Forensic Psychology/Sociology
- Sean Wong – Applied Mathematics & Data Science

University of Wisconsin Madison (A.C. Nielsen Center for Marketing Analytics and Insights)

- Grace Colvin – Marketing/International Business
- Jesús Villa – Marketing/Information Systems
- LaToya Wilson – Marketing
- Olympia Wundrock – Marketing/International Business/Spanish
- Chelsea Wells – Marketing/Management

“This year’s WIDE Scholars have demonstrated a committed path to success despite all odds, and a true spirit of resiliency,” said Scott McDonald, president and CEO, the ARF. “With the support of our public university partners, and our generous donors, we have selected students that will undoubtedly make a difference in their respective fields across marketing, advertising, media and research and I am so very excited to watch these students flourish throughout their time with the program.”

Throughout the program experience, ARF WIDE Scholars will be matched with ARF Young Pro Coaches, who will serve as a bridge between the undergraduate experience and professional workforce, and Executive Mentors from ARF’s robust network of industry leadership. Scholars will also have access to ARF WIDE partners offering paid summer internship opportunities and the ability to join ARF’s programs including: conferences, seminars, professional communities and ARF WIDE Learning Labs.

“We are proud to partner with ARF WIDE to expose UW—Madison’s bright undergraduate students from diverse backgrounds to the careers in marketing analytics and insights. There is a need for real consumer insights in today’s business climate and it is essential that marketing and insights teams are representative of consumer populations so that brands, legacy or new, secure a future in our increasingly multicultural society,” said Kristin Branch, Director of the A.C. Nielsen Center for Marketing Analytics and Insights at the Wisconsin School of Business at UW—Madison, and member of the ARF Charitable Foundation Board of Directors. “Through its long-term position as an organization focused on the voice of the consumer and network of industry leading companies, the ARF is in a unique position to ensure we provide access and opportunity to a new generation of inclusive leadership. UW and the A.C. Nielsen Center are grateful to be involved with this ARF WIDE initiative.”

“ARF-WIDE is opening up new possibilities for our students in industries that weren’t available to them before. The mutual benefits are significant, and we’re excited to be a part of this inaugural partnership,” said Robin Merle, CRFE, Executive Director of the John Jay College Foundation.

ARF WIDE is made possible by the financial contributions of its corporate and individual donors and sponsors, with AT&T, ViacomCBS and Meredith Corporation recently joining existing sponsors, Verizon, the Nielsen Foundation, Ipsos and GfK.

ARF WIDE is currently accepting donations to secure a second program year and will again be a beneficiary of funds raised by the 2021 ARF David Ogilvy Awards, with companies contributing more than \$25,000 recognized as ARF WIDE sponsors at the October ceremony. The ARF Charitable Foundation, approved by the IRS as a 501(c)3 subsidiary of the ARF in 2019, is a fully tax-deductible charity that oversees ARF WIDE. For more information, contact: WIDE@thearf.org.

About The ARF

Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has more than 400 members from leading brand advertisers, agencies, research firms and media-tech companies. For more information, visit www.thearf.org.

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