



UNIVERSITY of WISCONSIN  
**GREEN BAY**  
FOUNDATION

## **Charlie Leonard Memorial Endowed Scholarship For Communication**

**Established:** January 2016

**Account type:** Endowed Scholarship

### **Background:**

Charlie Leonard Fitch, Jr. said that if you didn't tell your own story, someone else would tell it for you. Leonard, who passed away in 2016 at age 81, can't tell his story now, but he laid the groundwork for others to do so. Following a career that included successful years in radio, television, politics and finance, Leonard became a local pioneer in the public relations field. He gave many people their start in the various businesses he was involved with; encouraging them and opening doors for them to learn and grow. He believed in the power of a communication, networking, and always telling the truth.

Through the years, business, political and governmental strategy planning became his trademark. He led a number of community efforts including a successful referendum campaign to move historic buildings from Green Bay to Allouez for the establishment of Heritage Hill State Park, the Neville Public Museum, the Resch Center, the KI Convention Center as well as assisting the Oneida Tribe of Indians of Wisconsin with approval to build their landmark hotel across from Austin Straubel Airport, and lobbying of leaders at Northeast Wisconsin Technical College to lease 47 acres of land for the development of the Green Bay Botanical Gardens.

In Charlie's memory, this scholarship was established by Leonard & Finco Public Relations, Inc. in 2016 to support students studying the field of Communication and Public Relations.

### **Scholarship Selection Criteria**

The University shall, on a yearly basis, have the discretion to determine which student or students pursuing a course of study at the University of Wisconsin-Green Bay shall receive a scholarship under the Charlie Leonard Memorial Endowed Scholarship for Communication program. The recipient(s) and at least one alternate shall be chosen by the College of Arts, Humanities and Social Sciences using the following selection criteria (based on the time of application):

- a) Must be a full-time undergraduate student at UW-Green Bay
- b) Must have declared a major in Communication
- c) Must show exceptional promise and potential to be a dynamic and passionate professional in the field of Communications or Public Relations
- d) Must have a minimum cumulative grade point average of 3.0 on a 4.0 scale
- e) As a renewable scholarship, the award will be given to the previous year's recipient as long as he or she maintains a minimum cumulative grade point average of 3.0 on a 4.0 scale. No student shall receive this scholarship for more than four years.

### **First Award Available**

2017-2018