

DAA Media + Marketing Establishes Exclusive \$50K Advertising Scholarship to Louisiana State University

DAA Media + Marketing (DAA), announces exclusive \$50,000 Advertising Scholarship to the Louisiana State University (LSU) Manship School of Mass Communication.



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[DAA Media + Marketing \(DAA\)](#), an independent, full-service marketing agency, is proud to announce their commitment of an exclusive \$50,000 Advertising Scholarship to the Louisiana State University (LSU) Manship School of Mass Communication.

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DAA CEO Nancy Steiner

The first selected students will be awarded this fall. Criteria for the selected LSU students will be determined by the university.

"DAA has been a valued partner of the Manship School for many years, and this generous investment reflects our shared commitment to preparing the next generation of communication leaders," said Manship School Dean Kim Bissell, Ph.D. "As DAA celebrates its 50th Anniversary, we are especially proud to recognize a company whose leadership includes distinguished Manship alumni and whose team continues to invest in our students through

career fairs, classroom engagement, mentorship, and career opportunities. This gift strengthens a partnership rooted in innovation, collaboration, and a shared commitment to empowering the next generation of communicators to create what matters."

The \$50,000 scholarship commitment to LSU builds on DAA's yearlong 50th Anniversary initiative to give back to the organizations and communities that have helped shape the agency's success over the past five decades. Building on this commitment, DAA has pledged an additional \$50,000 throughout 2026 through a combination of financial and in-kind contributions. The agency has

also continued investing in the next generation of industry leaders through mentorship, career opportunities, and initiatives like the DAA Emerging Leaders Laptop Giveaway, which will award Apple MacBooks to five students pursuing degrees in advertising, marketing, graphic design, or communications.



"Reaching this 50-year milestone as a company has given us the opportunity to reflect on our five decades in business and on the relationships that we have had the privilege to build throughout the years," said DAA CEO Nancy Steiner. "That, along with our passion for mentorship, and creating the unique opportunities that our young professionals in our field need to get ahead is something that collectively fuels us as a Team and as a company. We are so honored to have the ability to partner with LSU and to present this scholarship opportunity to deserving students in the Manship School. We very much look forward to seeing their dreams realized and to see them rise as future leaders in our industry."

About DAA Media + Marketing:

DAA Media + Marketing is a nationally recognized, independent agency delivering full-service media, creative, and strategic solutions designed to drive measurable business outcomes. Known for combining the scale and resources of a larger firm with the agility and precision of a boutique partner, DAA is trusted by leading brands across industries to execute campaigns that perform - from high-impact national initiatives to data-driven, hyper-local activations. Consistently honored for both rapid growth and workplace excellence, DAA has earned recognition on multiple industry lists celebrating innovation, culture, and performance. With a client-centric approach and deep channel expertise, DAA partners with organizations to solve complex marketing challenges, accelerate brand momentum, and fuel long-term business growth.

For more information about DAA Media + Marketing, please visit: www.daa-mediemarketing.com and for more information about the 50th Anniversary, please [click here](#). Also, please follow us: Facebook: @DAAMediaMarketing, Instagram: @DAAMedia_marketing, and LinkedIn: DAA Media + Marketing.

About LSU's Manship School of Mass Communication:

LSU's Manship School of Mass Communication ranks among the strongest collegiate communication programs in the country, with its robust emphasis on media and public affairs. It offers undergraduate degrees in public relations, journalism, political communication, digital

advertising and pre-law, along with four graduate degree programs: Master of Mass Communication, Ph.D. in Media and Public Affairs, Certificate of Strategic Communication and a dual MMC/Law degree. Like us on Facebook: @ManshipSchool, or follow us on X: @ManshipSchool, Instagram: @ManshipSchool and LinkedIn: LSU Manship School of Mass Communication.

For more information about LSU's Manship School of Mass Communication, please click [here](#).

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