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### **FINKE RECEIVES MICHELLE PARKER SCHOLARSHIP**

(WATERLOO, Iowa)—Morgan Finke of Loras College has been chosen as the recipient of the 2010 Michelle Parker Scholarship by the Iowa Broadcast News Association. The award was presented at the IBNA annual convention Saturday, May 1, in Cedar Rapids.

The IBNA Michelle Parker Scholarship is designed to recognize outstanding promise at an early career stage for an individual intending to pursue a career in television. The scholarship is named for the late Michelle Parker, a 30-year veteran of KCCI-TV 8 in Des Moines. The scholarship amount is \$500 and was funded by memorial donations made by viewers and KCCI staff.

Finke is a media studies major from West Bend, Wis. She has served as a reporter, anchor and associate producer for Loras's television station, LCTV 13. Finke has interned with KWWL in Waterloo and WISN-TV in Milwaukee, Wis.

"I can only dream of being able to someday look back at my career in journalism, and know that I didn't let the journalists who came before me down, and I carried on their passion for telling stories and reporting the news," Finke wrote in her scholarship application.

" 'Lead by example,' that's Morgan's motto, as she is always willing to take the difficult story assignments, as well as breaking news," said Jill Specht, coordinator of media operations at Loras College. "While I often hear the excuse from young reporters, 'I don't have enough time to do this story,' Morgan makes the time to take a last minute assignment. She knows the news doesn't happen around her schedule."

Craig Schaefer, professor of media studies at Loras College, said, "Morgan has jumped at several breaking stories when there have been academic conflicts. That's a tough decision for a student, but it tells you very squarely where Morgan's passion lies. She's a reporter who understands the importance of immediacy in serving her public."

This is the second year of the Parker Scholarship, established by her family and co-workers. Parker died on May 4, 2008.

IBNA is a nonprofit organization of radio-TV news directors, reporters, producers, public relations professionals and others from Iowa and its adjacent states, working together to improve electronic media news for stations and the public.

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