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Company drops gifts, awards scholarship

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HIGHLAND HEIGHTS - There will be no Christmas gifts this year for Bonneville Cincinnati clients. Instead, the company that owns WKRQ, WUBE, WYGY, WREW and Queen City Jobs awarded a \$6,528 scholarship to Northern Kentucky University senior Emma Woeste.

"As if school isn't stressful enough, tuition, books and buying a parking pass adds financial stress," said Woeste, who's majoring in public relations. "This scholarship has been a blessing and has lifted a weight off my shoulders."

Bryson Lair, general sales manager of WKRQ Q102 and Rewind 94.9 said his company thought that the scholarship was consistent with its mission to improve the local community.

"We noticed that a student could receive a year's tuition at NKU for what we were spending on these small client gifts and decided that we would redirect these funds," he said. "We thought that the thousands of dollars spent on holiday gifts with our logo on them would be better spent improving the educational life of a young, local student."

Lair said Bonneville's decision has paid dividends.

"In today's climate where many companies are singularly focused on the bottom line, we have had clients comment on how impressed they are with one of Bonneville's corporate missions, which is to improve our local community," he said.

The scholarship is based on three factors: community service, scholastic accomplishments and financial need.

Woeste enters her senior year with a 3.933 grade point average.

"I have learned that you have to have your priorities straight in order to have a GPA like mine," said Woeste of California, Ky. "Sometimes you have to skip the big party and study. Being in the Delta Zeta sorority has really helped me."

Woeste serves as a vice president of her sorority.

"There is a specific GPA required to have an executive office and that pushes me to keep my grades up.

"I also have learned that sitting in the front of class helps me pay attention and take better notes. I'm not tempted to text with the professor right in front of me."

While at NKU, Woeste has been honored with the Outstanding Freshman Award and Drum Major for Peace. She also volunteers at Highlands Nursing Home, as a Sunday school teacher and cheerleading coach.

She recently changed her major to public relations from education.

"I fell in love with the idea of being the bridge between a company and the community," she said. "I

love to talk in front of people, I love being creative, and I love the business world. It just felt like the shoe fit."
