



ALABAMA ADVERTISING EDUCATION FOUNDATION

**2017 Dr. Bruce Roche
Alabama Advertising
Education Foundation
SCHOLARSHIP**

APPLICATION

Professional Advertising Chapters in Alabama
will award a

\$2,000

SCHOLARSHIP

to a full-time junior or senior student
AAEF college chapter member in good standing
at an Alabama four-year college or university
who is majoring or minoring
in one of the following:

**ADVERTISING
GRAPHIC DESIGN
MARKETING
PUBLIC RELATIONS**

Deadline for receipt of entries and all materials:

Wednesday, March 1, 2017

(Complete Details Inside)

Dr. Bruce Roche, for whom the original Alabama Advertising Clubs Scholarship was renamed in 1996 by chapters of the American Advertising Federation across Alabama, was the primary scholarship coordinator for over 26 years. His devotion to this program and his further commitment to scholastic achievement among students in the State of Alabama earned him the admiration and respect of his peers. It is in his generous spirit of support for others and his humble dedication to cultivating this scholarship program that we are allowed the opportunity to extend this financial assistance to one our state's finest students this year.

APPLICATION FORM

Full Name of Applicant _____

Mailing Address _____

Phone Number(s) _____

Summer Address and Phone if different from those listed above:

GENERAL INFORMATION

Professional advertising chapters in Alabama have established this scholarship to encourage college students to study and enter careers in advertising. Over \$32,000 in scholarships have been awarded in the 30 years of the program. These scholarships have gone to students from numerous schools across Alabama. (See last page of this application for a list of previous scholarship recipients.)

AMOUNT OF THE 2017 SCHOLARSHIP: \$2,000

ELIGIBILITY REQUIREMENTS: Applicants must

1. be a full-time junior or senior at a four-year college or university in Alabama at the time the scholarship funds are received.
2. be an AAF college chapter member in good standing at a four-year Alabama college or university affiliated with the AAF and the Seventh District of the AAF.
3. be a major or minor in advertising, graphic design, marketing, or public relations.
4. have at least a 3.00 grade point average on a four-point scale in the major or minor and in all academic work at the time of application. This GPA may not be achieved by rounding.

ANNOUNCEMENT OF RECIPIENT: Recipient will be announced following a review by the Scholarship Committee.

USE OF FUNDS: Recipient must use scholarship funds to meet college expenses.

INSTRUCTIONS FOR COMPLETION OF APPLICATION FORM:

1. Provide all information requested in the appropriate spaces. It is recommended that you not write by hand. If the space provided is not enough, put the information on attached sheet(s) of paper and clearly identify the item number to which you are responding. (Note: student's answer portion of this application may be completed online through the website at... <http://aaefscholarship.wix.com/aaefscholarship>)
2. Enclose a letter of recommendation from a recent instructor in your major or minor, or ask the instructor to mail the recommendation to the scholarship coordinator at the address below. You may also submit recommendations from employers and others if you wish. Deadline for receipt (see below) applies to recommendations mailed separately.
3. After you have provided all information requested on this form, and have had the faculty adviser of your student ad club certify your membership, deliver your application to the registrar of your academic unit with a stamped envelope addressed to the scholarship coordinator. Your registrar will be asked to provide information about your classification and academic standing and then to mail your application in the envelope you provide.

IMPORTANT: Completed application, letters of recommendation, and Registrar's Report must be received by the scholarship coordinator no later than Wednesday, March 1, 2017. Send to:

2017 Dr. Bruce Roche AAEF Scholarship
c/o Wanda McKoy • 6699 Service Road • Trussville, AL 35173
(205) 222-0555 • WMcKoy3033@aol.com

1.

Answer these questions. Use additional sheets of paper as needed.

A. In what career area of advertising (or related field) are you especially interested?

B. What courses, by name, have you taken in advertising, graphic design, marketing, and public relations? Also please indicate which courses you are currently/now taking.

C. Does your college or university have an advertising club? Are you a dues-paying member? What office or other responsibilities do you hold? Are you an officer or member of a student organization in a field related to advertising? If so, please identify.

D. Identify any out-of-class activities that demonstrate your interest in advertising and related fields.

E. What work experience do you have in advertising and related fields?

F. What are your career plans? Please be specific.

G. Indicate financial need. This is not the main consideration in awarding the scholarship, but it will be considered. The more specific you can be, the more helpful it is.

2.

A letter of recommendation from a recent instructor in your major should be mailed to the scholarship coordinator at the address on the previous page (or you may enclose it with your application). Recommendation should be written on your university's letterhead. If you also wish to submit a recommendation from an employer or other business person, the letter should be written on that person's business letterhead. Recommendations mailed separately must be received by the coordinator no later than Wednesday, March 1, 2017.

3.

Please provide certification by your ad club faculty advisor that you are a member in good standing. Certification should be written on your University's letterhead and be received by the scholarship coordinator no later than Wednesday, March 1, 2017.

4.

Complete the release below (and deliver with a stamped envelope addressed to scholarship coordinator) to the registrar of your academic unit.

RELEASE:

I authorize the registrar of my academic unit to release the information below to the scholarship coordinator of the Alabama Advertising Education Foundation Scholarship for use in selecting a recipient of the program's 2017 scholarship.

Date _____ Student's Signature _____

Registrar's Report

TO BE COMPLETED BY REGISTRAR OF APPLICANT'S ACADEMIC UNIT

Please report grade point average on four-point scale and carry to two decimal places.

Applicant's **Overall**
Grade-Point Average: _____

Applicant's Grade-Point
Average in the **Major**: _____

Please Check Applicant's Major:

☐ ADVERTISING

☐ GRAPHIC DESIGN

☐ MARKETING

☐ PUBLIC RELATIONS

☐ Other _____

Is the applicant attending full time this semester/quarter? YES ☐ NO ☐

Number of semester/quarter hours **completed** by applicant: _____

Minimum number of semester/quarter hours necessary for junior status at this institution: _____

Signature of Registrar _____

Academic Unit _____ Date _____

College or University _____

NOTE TO REGISTRAR:

Thank you for assisting this student in his/her application for this scholarship. Please send this completed form in the envelope which the applicant has provided for this purpose, or email directly to the Coordinator. **Applications must be received by the scholarship coordinator no later than Wednesday, March 1, 2017.**

Coordinator: Wanda McKoy • 6699 Service Road • Trussville, AL 35173 • (205) 222-0555 • WMcKoy3033@aol.com

Past Scholarship Recipients Have Included:

Alabama State University

Erica E. Perkins

Auburn University

Linda Wallner Bell

Katherine Elizabeth Crabbe

Colleen Marie Ryan Snyder

Samford University

Kimberly Carol Hardwick

Lauren Elizabeth Cantrell

Spring Hill College

Vicky Marie Gore

Theodore Leslie Perry

Troy State University

Jodi Michelle Bush

University of Alabama

Meredith Paige Hawkins

Lanna James

Melinda Lintinger

Shelley Annette Maddox

Daren Nathaniel Mowry

Emily Taylor Roberson

Andrea Seabol

Michelle Leslie Wampler

University of North Alabama

Carla Nesmith Letson



Dr. Bruce Roche is a native of Texas having been born in Fort Worth. While a student in his boyhood home town of Waco, he developed his interest in advertising by working on the local newspaper. He later worked for newspapers in Austin and Temple, Texas, and was Advertising Manager for the daily newspaper at Southern Illinois University. Most of his newspaper experience was gained while working on his educational degrees.

Bruce's education in journalism, communication, and advertising included work at Baylor University, West Texas State University, and in 1957 he received his Masters degree in Journalism from the University of Texas. He received his PhD from Southern Illinois University in 1975.

While getting his education, Bruce also started and pursued his career as a teacher. He taught advertising at Southern Illinois University while working on his degree. And, although he did not attend West Texas State as a student, he taught general journalism there in '71 and '72. He became a member of the faculty at the University of Alabama in 1972, where he established UA Advertising Club in 1973, and the UA Student Ad Team in 1974. Bruce continued there for 22 years until his retirement.

Soon after moving to Tuscaloosa, Bruce became an active member of the Greater Tuscaloosa Ad Club, and served as its President in 1975-76. In 1976 Bruce became a leader in the Seventh "Deep South" District of AAF when he served as Treasurer. He continued his leadership role in the Seventh and was District Governor in 1980-81. He continues to be active in the affairs of the District and usually attends and participates in District meetings in some manner.

For his career of service to advertising education and the advertising industry in general, Bruce has received many additional honors, including the Silver Medal Award of the GTAC in 1979 and the 7th District Otis Dodge Award in 1982. He was selected to receive the Seventh District's Jay Fields Hall of Fame Award in 1988 (which has been awarded to only 6 Former Governors since 1975) and was honored as the Seventh District's Educator of the Year in receiving the Donald G. Hileman Award in 1989.