



alabama advertising
education foundation

Dr. Bruce Roche Scholarship Application

Alabama American Advertising Federation chapters are
awarding a

\$2,000 Scholarship

to a full-time junior or senior at an Alabama four-year college or
university majoring or minoring in one of the following:

ADVERTISING | GRAPHIC DESIGN | MARKETING | PUBLIC RELATIONS

EMAIL COMPLETE APPLICATIONS
TO SARAH JONES, AAEF
SECRETARY AT AAEFALABAMA@
GMAIL.COM

**Deadline for receipt of
application is**

November 30, 2022

(See Complete Details Below)

GENERAL INFORMATION American Advertising Federation chapters in Alabama have established this scholarship to support college students studying for careers in advertising. More than \$34,000 in scholarships have been awarded in the 30 years of the program. Past scholarship recipients represent numerous schools in Alabama.

Dr. Bruce Roche was the primary Alabama Advertising Clubs scholarship coordinator for more than 26 years. In honor of his service, the scholarship was renamed after him in 1996 by chapters of the American Advertising Federation throughout Alabama. 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. Learn more about Dr. Roche at tinyurl.com/AAFD7-Roche. View past recipients at tinyurl.com/RocheRecipients.

The Alabama Advertising Education Foundation is comprised of all AAF professional chapters in the state of Alabama. The AAEF is dedicated to supporting college students majoring in advertising-related fields in the state of Alabama through a bi-annual scholarship in addition to a fund to support National Student Advertising Competition teams that advance to the national competition. Each professional AAF chapter in the state contributes to both funds on an annual basis.

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. Major or minor in advertising, graphic design, marketing, or public relations.
3. 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.

IMPORTANT **Completed application, letters of recommendation, and unofficial transcript must be received no later than Wednesday, November 30, 2022. Email to Sarah Jones, AAEF Secretary at AAEFalabama@gmail.com.**

INSTRUCTIONS FOR COMPLETION OF APPLICATION FORM

1. Provide all information requested on a separate document.
2. Enclose a letter of recommendation from a recent instructor in your major or minor, or ask the instructor to email the recommendation to the scholarship coordinator at the address above. You may also submit recommendations from employers and others if you wish. Deadline for receipt applies to all recommendations emailed separately.
3. Include a copy of your unofficial transcript that includes your current GPA, courses completed and courses currently enrolled in.

Dr. Bruce Roche Scholarship Application

Completed application must be received no later than November 30, 2022. Email to Sarah Jones, AAEF Secretary, at AAEFalabama@gmail.com.



Full Name _____ Email _____

Mailing Address _____

Holiday/Summer Address (if different from above) _____

Section 1: Summary of Intent

Please provide a short submission of no more than 500 words that includes the following details:

- A. In what career area of advertising (or related field) are you especially interested?
 - B. What courses have you taken in advertising, graphic design, marketing, and public relations that have prepared you for your desired career?
 - C. Identify any extracurricular activities that demonstrate your interest in advertising and related fields.
 - D. Do you have any internships or work experience in advertising or a related fields that we should know about?
 - E. 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.
-

Section 2: Recommendations

A letter of recommendation from a recent instructor in your major should be emailed 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 emailed separately must be received by the Secretary no later than Wednesday, November 30, 2022.

Section 3: Unofficial Transcript

Please download an unofficial transcript from your school's registrar system. The transcript must indicate current overall GPA on a four point scale, as well as a list of courses completed and those currently enrolled in.

RELEASE I authorize the scholarship coordinator of the Alabama Advertising Education Foundation Scholarship to view and share transcript and submission information with judges for use in selecting a recipient of the program's 2022 scholarship.

Date ____/____/____ Student's Signature _____
