



ALABAMA ADVERTISING EDUCATION FOUNDATION

Your 3.0 could earn you

\$2,000!

## 2013 Bruce Roche Alabama Advertising Education Foundation Scholarship

Professional Advertising Chapters in Alabama will award a \$2,000 scholarship to a full-time junior or senior student AAF college chapter member at an Alabama 4-year college or university who is majoring or minoring in one of the following:

**ADVERTISING  
GRAPHIC DESIGN  
MARKETING  
PUBLIC RELATIONS**

**APPLICATION:** Applicants must have at least a B average (at least a 3.0 grade point average on a 4.0 scale) in their major or minor and in all academic work. Applicants must use the application form available from the AAF District 7 website at: [www.AAFDistrict7.com](http://www.AAFDistrict7.com), or from the coordinator of the Alabama Advertising Education Foundation Scholarship Program. (see below)

**DEADLINE:** Applications and all related materials must be **received** by the coordinator no later than **Monday, May 20, 2013**. Recommendations, if submitted separately, must also reach the scholarship coordinator by the same deadline.

**NOTIFICATION OF RECIPIENT:** Winner of the scholarship will be notified by the coordinator or scholarship committee, so that the scholarship funds may be used in Fall Semester of 2013.

**For Application Form Contact Your Campus Representative:**

or

**Wanda McKoy, Scholarship Coordinator**  
2009 Carraway Lane • Birmingham, AL 35235 • (205) 222-0555

**Applications available online at:**  
**[www.AAFDistrict7.com](http://www.AAFDistrict7.com)**

*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.*

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 CTAC 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.