

# THE RUTH HANCOCK SCHOLARSHIPS

## PRIVATE BROADCASTING INDUSTRY SCHOLARSHIPS

### GIVE YOUR CAREER A BOOST!

Do you REALLY want a career in Canadian broadcasting or Broadcast Sales/Marketing?

Are you a Canadian student enrolled in a recognized communications or marketing course in Canada?

**A "YES" to both questions qualifies you to apply for one of four \$1,500 RUTH HANCOCK SCHOLARSHIPS.**

***This year a fourth scholarship is being offered to students attending a school from Small Market locations (population under 300,000). If this applies to you, please check the box on the application form.***

This form has all of the information you need to apply. **ENTRY DEADLINE: JUNE 30TH.**

On a separate paper simply explain, in about 500 words, why you're taking a communications or marketing course, what your career goal is, and how one of these scholarships will help you attain that goal.

#### APPLICANTS ARE EXPECTED TO DEMONSTRATE:

- ▶ **STRONG CHARACTER AND LEADERSHIP QUALITIES**
- ▶ **A WILLINGNESS TO ASSIST OTHERS**
- ▶ **A GENUINE INTEREST IN PURSUING A BROADCASTING CAREER, AS REFLECTED IN EXTRA-CURRICULAR ACTIVITIES RELATED TO BROADCASTING OR BROADCAST SALES/MARKETING, AND/OR SELF-INITIATED UNDERTAKINGS**
- ▶ **COMMUNITY INVOLVEMENT AND/OR VOLUNTEER WORK**

Complete the application and send it, with your 500 word outline and a signed recommendation from your course director/professor, to the Broadcast Executives Society (BES).

Winning one of these prestigious scholarships will bring you \$1,500 and an important advantage when seeking employment in the highly competitive broadcasting industry.

Sponsored by the Broadcast Executives Society (BES) and the Canadian Association of Broadcast Representatives (CABR), the Ruth Hancock Scholarships are designed to encourage talented, hard working students to pursue careers in Canadian broadcasting or broadcast sales/marketing.

The broadcasting industry needs enthusiastic, determined people of good character; talented individuals who possess strong leadership qualities and who display a genuine willingness to assist others. If you are one of those special people, do yourself and Canadian broadcasting a favor by applying now for a Ruth Hancock Scholarship.

*When she died in 1973, Ruth Hancock was executive assistant to the President of the CTV Television Network. For 12 years she was manager of the Toronto office of the Canadian Association of Broadcasters, and executive secretary of both the Broadcast Executives Society and the Central Canada Broadcasters' Association.*

*The special "qualities" on which applicants are judged best exemplify the admirable qualities of Ruth Hancock.*

20 BLOOR ST. E.  
SUITE 75150  
TORONTO, ON  
M4W 3T3

Broadcast  
Executives  
Society



CABR • ACRR

# APPLICATION FOR RUTH HANCOCK SCHOLARSHIPS

SEND TO: RUTH HANCOCK MEMORIAL SCHOLARSHIPS  
c/o Broadcast Executives Society  
75150-20 Bloor St. E., Toronto, Ontario, M4W 3T3  
**\*\*No Couriers Please\*\***

I QUALIFY FOR THE SMALL  
MARKET SCHOLARSHIP

NAME \_\_\_\_\_ SIN # \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY/PROV \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

EDUCATIONAL INSTITUTION OFFERING COMMUNICATIONS or BROADCAST SALES/MARKETING COURSES \_\_\_\_\_

COURSE TITLE \_\_\_\_\_ COURSE LENGTH \_\_\_\_\_

COURSE DIRECTOR/PROFESSOR \_\_\_\_\_ DATE ENROLLED \_\_\_\_\_

HAVE YOU WON OTHER AWARDS/SCHOLARSHIPS/SPECIAL RECOGNITION? IF SO, PLEASE LIST:  
Please attach another page should the space below be insufficient.

LIST EXTRA-CURRICULAR ACTIVITIES RELATED TO COMMUNICATIONS and/or BROADCAST SALES (i.e. home studies, part-time employment, etc.) Please attach another page should the space below be insufficient.

LIST ANY COMMUNITY SERVICE or VOLUNTEER WORK. Please attach another page should the space below be insufficient.

The information requested on this form is for the purpose of administering the Ruth Hancock Scholarships. The information will be provided to the judges responsible for the scholarship, and will be retained only for the time it is required for that purpose.

## ATTACH TO THIS FORM:

- (1) YOUR ESSAY OF 500 WORDS; AND
- (2) A SIGNED RECOMMENDATION FROM YOUR COURSE DIRECTOR/PROFESSOR

\_\_\_\_\_  
SIGNATURE OF APPLICANT

\_\_\_\_\_  
DATE

## EXTRA COPIES OF THE APPLICATION FORM FOR THE RUTH HANCOCK SCHOLARSHIPS ARE AVAILABLE FROM:

Broadcast Executives Society  
75150-20 Bloor St. E.  
Toronto, Ontario M4M 3T3  
c/o Bob Reaume (1-800-565-0109 ext. 1003)  
breaume@acaweb.ca

### JUDGING COMMITTEE

Representatives from:

BROADCAST EXECUTIVES SOCIETY



The Society serves as a forum for the broadcast industry, with ancillary networking, social, educational and charitable activities.

CANADIAN ASSOCIATION OF BROADCAST REPRESENTATIVES



The CABR promotes the interests, values and professionalism of broadcast representatives in national radio, TV and specialty TV sales.