

# RUTH HANCOCK

# SCHOLARSHIP

For Canadian broadcast students who embody her pursuit of excellence.



## ABOUT RUTH HANCOCK (1925-1973)

Ruth Hancock was universally admired in the Canadian broadcasting industry for her diligence, her enthusiasm, her fair-minded approach and her willingness to help others personally and professionally.

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.

In 1973, Ruth Hancock joined the CTV Network as Director of Promotion and Public Relations, and was appointed that same year as the executive assistant to the President of CTV. Ruth was diagnosed with cancer in June 1973 and passed away on December 12, 1973.

In 1974, a scholarship fund was established in her memory by CTV, Broadcast Executives (BES) and the Canadian Association of Broadcasters (CAB).

Ruth had a keen interest in seeing young people have the opportunity to expand their talents in the industry she loved and served so well.

The criteria on which applicants are judged best exemplify the admirable qualities of Ruth Hancock. The Ruth Hancock Scholarships are designed to encourage talented, hard-working students to pursue careers in Canadian broadcasting or broadcast sales/marketing.

## SCHOLARSHIP OPPORTUNITIES

The Broadcast Industry needs enthusiastic, determined people of good character; talented individuals who possess strong leadership qualities and who display a genuine willingness to help others.

- Tuition for one year – tuition will be paid directly to the educational institution
- Bursary to pay for books required by course curriculum, based on book list issued by educational institution
- Access to industry events, tours, internship opportunities, mentoring and NABS customized career coaching and financial counselling services.

## SCHOLARSHIP ELIGIBILITY

- Canadian students attending or accepted into accredited Canadian Broadcasting or Broadcast Sales/Marketing program at the college or university level across Canada

## APPLICATION PROCESS

**Entry deadline:** April 15, 2017; scholarship winners announced by May 15, 2017

Fillable PDF attached, including a signed recommendation from your course director/professor, or secondary school guidance counsellor (for students who are entering their first year of post-secondary education)

Finalists may be interviewed by the Selection Committee in person or by skype at the discretion of the selection committee.

## SCHOLARSHIP BENEFITS

The legacy of Ruth Hancock, and the award of a scholarship to an eligible student will relieve the financial burden of a post-secondary education, without reliance on student loans, which can impact a graduate's financial future. Winners will be expected to be part of a social media campaign announcing the winner, and may be required to participate in post award events, speaking moments, testimonials, to encourage ongoing donations/fundraising for the scholarship fund, and to leverage visibility of scholarship, and the benefits associated with being awarded the scholarship.

## ELIGIBILITY

- All Canadian students enrolled in or accepted into accredited Canadian Broadcasting or Broadcast Sales/Marketing program at the college or university level across Canada

## SELECTION CRITERIA

The following criteria will be considered in determining a recipient:

### ENGAGEMENT:

- The applicant has been engaged in, or is able to demonstrate a genuine interest in the field through activities, committees, programs, volunteer/self-initiated activities at the community level.

### LEADERSHIP:

- The applicant demonstrates qualities that exemplify leadership, motivation and inspiration and the values of Ruth Hancock.

### GEOGRAPHY

- The applicant may qualify for the small market scholarship consideration, and lives in a city/town of less than 300,000 people.

### NEED:

- The individual demonstrates some degree of financial need; and a proven track record with respect to financial responsibility and budgeting.

### ACHIEVEMENT:

- The applicant, as part of the application process will identify any notable achievements within the applicant's educational background and/or community.
- The applicant has included a signed letter of recommendation from their Course Director/ Professor/Secondary School Principal

## GUIDING PRINCIPLES

The scholarship applications will be reviewed confidentially, by a national committee from the industry, against criteria based on geography, merit and need.

The review process may include an in person or skype interview with the selection committee.

The scholarship monies awarded through the Ruth Hancock Scholarship program belong to the individual and may not be transferred to another individual.

The Committee reserves the right to pay a scholarship on behalf of the student, directly to the educational institution, on a semester basis, based on good standing of overall average grade of B. Failure to meet the overall average, may impact the paying of scholarship in subsequent semesters.

The scholarship must be declared as part of any application for OSAP or other government funding, as one of the objectives is to reduce the amount of student debt, at time of graduation.

## SELECTION

NABS is responsible for the overall administration of the Ruth Hancock Scholarship. The confidential selection process is conducted by a Committee of national representatives from the Broadcast Community, and their decision is final. All applicants will be notified by May 15, 2017 (or sooner).