



THE FOARE SCHOLARSHIP PROGRAM

FOARE Mission:

Support the growth and development of the industry charitable foundation focused on research and education.

About FOARE

Established in 1930, the Foundation for Outdoor Advertising Research and Education (FOARE) is a 501(c)(3) charitable foundation fostering research and education on issues of critical importance to the future of the OOH advertising industry and all its stakeholders.

Scholarships offered

- Six general student scholarships consisting of \$3,000 each including a Creative Arts/Design Scholarship consisting of \$3,000;
- The Vern and Elaine Clark Outdoor Advertising Industry "Champion" Scholarship Endowment consisting of \$4,000
- The Ruth Segal Scholarship consisting of \$4,500
- The Reagan Family Scholarship Endowment for urban planning related studies in the amount of \$4,000; and
- The Allman Family Scholarship of \$5,000 for a student majoring in sales, marketing or business development.

Facts and Figures

103 scholarships have been awarded by the Foundation for Outdoor Advertising Research and Education (FOARE) to pursue higher education since the Scholarship Program was established in the 2001-2002 academic year.

Nearly \$300,000 in scholarships have helped to support the education of and career goals of students who are a part of the outdoor advertising family along with those pursuing a course of study related to the industry.

Testimonials

"I feel confident that having that prestigious award on my application for college helped me succeed in being accepted at my first choice college. I believe it also helped me in obtaining the ideal internship for my major in marketing."

- Sarah Cooper
FOARE Scholarship, 2012-2013

"Winning the FOARE Scholarship gave me validation that I was headed into the right industry. Being awarded this national scholarship was a great boost of confidence."

- Brad Mizer
FOARE Scholarship, 2004-2005

To learn more about the FOARE Scholarship Program or make a donation, visit our site:

www.oaaa.org/FOARE

FOARE Going Further

Below are the stories of just a few of the many FOARE winners who have achieved highly successful careers with the support of FOARE scholarships.

Amy Matheu

FOARE Scholarship, 2011-2012 and 2010-2011

MA in Communication and Art Direction at Virginia Commonwealth University – The Brandcenter

After working at both CP+B in Miami and FCB in Los Angeles, Amy has begun freelancing. Her goal is to eventually become a creative director. Amy has produced and created both national and global campaigns. This included a global T.V. spot for Levi's, a seasonal photography out-of-home campaign for Dockers, and social media campaigns for Arby's, A.1. Steak Sauce, and other recognizable brands. While her work is not exclusively in Outdoor, she says, "I strive to present innovative outdoor ad solutions for clients as much as I can." Amy is grateful for the help of FOARE in getting her where she is today.



"With the scholarship I was able to afford to attend the VCU Brandcenter. And without the experience I gained there, I doubt that I would have been able to achieve the level of success I have so far in my career."

S. Christopher Szczerban

Ruth Segal Scholarship, 2005-2006, 2004-2005, and 2003-2004

FOARE Scholarship, 2002-2003 and 2001-2002

JD at Harvard Law School in 2006, BS /BA in Business Administration and Political Science at Boston University in 2003

Upon graduating from Harvard Law with honors in 2006, Chris clerked for the Honorable Leo E. Strine, who is now is the Chief Justice of the Delaware Supreme Court. Following this, he joined the litigation department of the New York law firm, Wachtell, Lipton, Rosen & Katz. His legal practice focuses on complex corporate, commercial and securities cases. Chris noted, "Although I have yet to have an advertising industry client, I look forward to that opportunity." He was selected by Super Lawyers as a New York Metro Rising Star in business litigation in 2014 and 2015.

"I am grateful for the assistance that FOARE has provided to me, and I hope that the Foundation will continue to support the academic and career goals of other talented students in the years to come."

Noelle Stevenson

FOARE Scholarship, 2010-2011 and 2009-2010

BFA. in Illustration at Maryland Institute College of Art in 2013

Noelle started a webcomic in 2012, which won her Slate Magazine's Cartoonist Studio Prize for Best Webcomic of the Year. After completing her degree in 2013, she moved to Los Angeles to pursue a career in writing and comics. She has published work through HarperCollins, DC, and Marvel. Her first two books, Nimona and Lumberjanes, debuted on the New York Times Bestseller List. Two of her comic projects have been optioned as movies. She works full-time as a writer at Disney, and just recently won two Eisner Awards for the comic series Lumberjanes. Her FOARE scholarship helped her at a time when she needed it most.



"The FOARE Scholarship changed everything for me...I would probably have not been able to remain in school if not for the FOARE Scholarship... I'd like to thank [FOARE] for supporting me early on - it meant everything."