SCHOLARSHIP PROGRAM
INFORMATION
AND
APPLICATION
2020 – 2021
REVISED MAY 7, 2020
THE 2020-2021 FOARE SCHOLARSHIP PROGRAM
NEW DEADLINE: JUNE 30, 2020

NEW ELIGIBILITY CRITERIA

DUE TO THE COVID-19 PANDEMIC, SCHOLARSHIPS FROM THE FOUNDATION FOR OUTDOOR ADVERTISING RESEARCH AND EDUCATION (FOARE) FOR THE 2020-2021 ACADEMIC YEAR WILL BE AWARDED ONLY TO THE FOLLOWING:

- STUDENTS WHO ARE CURRENT OR FORMER EMPLOYEES OF THE OUT OF HOME ADVERTISING INDUSTRY;
- STUDENTS OF FAMILY MEMBERS WITH A CONNECTION TO THE OUT OF HOME ADVERTISING INDUSTRY; AND
- STUDENTS WITH OTHER OUT OF HOME ADVERTISING INDUSTRY CONNECTIONS.

APPLICATIONS FROM STUDENTS WHO DO NOT FIT THIS CRITERIA WILL NOT BE ACCEPTED FOR THE 2020-2021 ACADEMIC YEAR.

ALL APPLICATIONS SHOULD BE SUBMITTED BY E-MAIL.

SCHOLARSHIP PROGRAM BACKGROUND

162 students have received scholarships from the Foundation for Outdoor Advertising Research and Education (FOARE) to pursue a higher education since the Scholarship Program was established in the 2001-2002 academic year. Applicants have received scholarships for pursuing study in a wide range of fields ranging from marketing to the medical sciences.

The FOARE Scholarship Program provides assistance to students enrolled in undergraduate and graduate college and university programs. The Scholarship Program supports the education and career goals of those who are part of the Out Of Home (OOH) advertising industry family along with other students pursuing a course of study related to the industry. FOARE awards eleven scholarships on an annual basis. The following scholarships are awarded:

- The Allman Family Business Development, Marketing and Sales Scholarship Endowment in the amount of $5,000;
- The Nancy Fletcher Leader Scholarship in the amount of $5,000;
- The Ruth Segal Scholarship consisting of $5,000;
- The Reagan Family Scholarship Endowment in an amount up to $5,000;
- The Vern and Elaine Clark Out Of Home Industry “Champion” Scholarship Endowment consisting of $5,000;
- Five general student scholarships consisting of $5,000 each; and
- A Creative Arts/Design Scholarship consisting of $5,000.

**APPLICATION DEADLINE: JUNE 30, 2020**

The deadline for receipt of all completed applications is **June 30, 2020**. Incomplete applications will not be accepted after this date. E-mail or fax applications will not be accepted. Questions about the FOARE Scholarship Program should be directed to: Thomas M. Smith by e-mail: tmfsmith@rcn.com or by calling (202) 364-7130.

**WHO IS ELIGIBLE?**

- Currently enrolled undergraduate and graduate students;
- High school seniors accepted to an undergraduate program;
- Students who have completed an undergraduate program and have been accepted into a Master’s or Doctoral program.
- All applicants must either be a current or former employee of the out-of-home advertising industry; have a family connection to the out-of-home advertising industry; or have some other (specific) connection to the out-of-home advertising industry.

All applications will be considered for the general student scholarships and the Ruth Segal Scholarship. Applicants who designate an interest in a career in business development, sales or marketing will be considered for the Allman Family Business Development, Marketing and Sales Scholarship. The Nancy Fletcher Leadership Scholarship will be awarded to a woman applicant. Only applications that include a portfolio sample will be considered for the Creative Arts/Design Scholarship.

The FOARE Scholarship Program is an important way for the industry to support families associated with OOH advertising, including industry employees, and those students who may be interested in helping to shape the future of the industry. Applicants should be very specific in detailing their connection to the OOH advertising industry.

**CRITERIA**

All scholarships are awarded on the basis of:

- Academic Excellence
- Career Goals
- Community/Extracurricular Activities
- **Relationship/Connection To The Out Of Home Advertising Industry**
- A portfolio sample (For The Creative Arts/Design Scholarship Only)
THE ALLMAN FAMILY BUSINESS DEVELOPMENT, MARKETING AND SALES SCHOLARSHIP ENDOWMENT

The Allman Family Business Development, Marketing and Sales Scholarship Endowment recognizes the important link between sales, marketing and business development that have been a hallmark of the family’s experience within the OOH industry. Established by Don and Cathy Allman, the scholarship reflects the Allmans’ passion for sales, marketing, and business development. The Allman Family Scholarship Endowment will provide a $5,000 scholarship on an annual basis to a student enrolled in a business management or other business-related program with a focus on sales, marketing, and business development.

Having worked at Foster and Kleiser and TDI, Mr. Allman joined Titan Worldwide in 2002 as its President and CEO. In September 2015, Titan merged with Control Group to become Intersection, where he served as Vice Chairman. Out of home advertising has been integral to Don and his family for nearly 40 years. Don met his wife, Cathy, while she was working for Foster and Kleiser (now Clear Channel) in Pittsburgh, PA.

The scholarship is designed to recognize a student committed to forging a career in business development, sales, or marketing. Both undergraduate and graduate students will be eligible to receive the scholarship. Candidates for the scholarship will be evaluated on the basis of their academic performance and career goals. Candidates also would be required to submit an essay about business development and their career aspirations.

NANCY FLETCHER LEADERSHIP SCHOLARSHIP

The Nancy Fletcher Leadership Scholarship, in the amount of $5,000, is awarded to a woman who has demonstrated leadership qualities and skills. The scholarship recognizes the work of Nancy Fletcher, who served for 28 years as the President and CEO of the Out Of Home Advertising Association of America (OAAA). An attorney and former billboard company executive, Ms. Fletcher began her career as a lobbyist in the Minnesota State Legislature.

Before joining OAAA, Ms. Fletcher served as senior vice president for Patrick Media Group. She previously spent more than a decade with Naegele Outdoor Advertising in various capacities, including serving as president/general manager of the Minneapolis/St Paul division and general counsel for the parent corporation.

During her tenure at OAAA, the association evolved into an effective full-service trade group that positions Out Of Home (OOH) within advertising; markets the medium; and successfully protects the OOH industry in court and the U.S. Congress.

The scholarship is designed to recognize and encourage young women with OOH industry connections to aspire to leadership positions. Candidates for the scholarship must demonstrate through their academic life, community activities, and career goals the passion and leadership qualities and skills that have helped shape Ms. Fletcher’s career as an industry leader.
**THE REAGAN FAMILY SCHOLARSHIP ENDOWMENT**

The Reagan Family Scholarship Endowment in an amount up to $5,000 is awarded to a qualified graduate student(s) studying city or urban planning or a similar discipline, preferably enrolled at the University of Utah or the University of Texas. Students enrolled at other academic institutions also are eligible if there is no qualified candidate for the scholarship from the two preferred schools.

Candidates for the scholarship will be evaluated on the basis of their academic performance and career goals. Candidates are required to submit a one-page essay outlining their career goals in city and urban planning. Candidates also will be expected to participate in an interview with the Selection Committee. The recipient(s) may be asked also to attend and participate in educational opportunities related to the out of home advertising industry, possibly to include attending a national industry meeting.

The scholarship recognizes the contributions of the Reagan Foundation, a Utah-based non-profit organization, to the OOH advertising industry. (Note: THE APPLICATION DEADLINE FOR THE REAGAN FAMILY SCHOLARSHIP WAS MAY 4, 2020 AND NO NEW APPLICATIONS ARE BEING ACCEPTED AT THIS TIME.)

**VERN AND ELAINE CLARK OUT OF HOME ADVERTISING INDUSTRY “CHAMPION” SCHOLARSHIP ENDOWMENT**

The Vern and Elaine Clark Out Of Home Advertising Industry “Champion” Scholarship Endowment, in the amount of $5,000, is provided to a student enrolled in an undergraduate or graduate academic program. Candidates for the scholarship must demonstrate through their academic life, community activities, and career goals the skills and talents that made Vern Clark, a long-time industry champion, successful in his efforts. The scholarship honors Mr. Clark, who died in 2011 at the age of 81, and served as a mentor for future leaders of the industry. He did not attend college, but his respect for knowledge and education was enduring. He personified loyalty, persistence, and a strong work ethic. Mr. Clark was an effective advocate for the OOH industry; achieved numerous victories in the U.S. Congress on behalf of the industry; and was a leader of the industry’s national trade association.

**CREATIVE ARTS/DESIGN SCHOLARSHIP**

FOARE has designated a $5,000 scholarship for a student enrolled in a creative arts or design program. To qualify for the scholarship, a student must be enrolled or accepted for a design school program or pursuing a course in graphic design studies or a related field and seeking an Associates of Arts (AA) degree, an undergraduate degree, or a graduate degree; or have been accepted into a Master’s or Doctoral program in graphic design or a related field at a design school or other academic institution. An applicant for the creative arts/design scholarship
must submit a sample portfolio as part of the application. The sample portfolio should not exceed two pieces.

**THE RUTH SEGAL SCHOLARSHIP**

FOARE has designated a $5,000 scholarship for a student studying government affairs, urban affairs, public affairs, political science, or a related discipline. Known as the Ruth Segal Scholarship, the scholarship is named after a long-time member of the Out Of Home Advertising Association of America (OAAA) staff, who worked tirelessly to educate federal and state policymakers about the OOH advertising industry. The goal of the scholarship is to encourage the study of issues specifically related to OOH advertising and public affairs.

**KEY INFORMATION:**

Applications must be received by **June 30, 2020**.

All applicants are required to submit a 1-page essay (double spaced) outlining your career goals and why you should be selected to receive a scholarship.

Applicants for the **Creative Arts/Design Scholarship** must include a sample portfolio consisting of two work samples.

Applicants for the **Allman Family Business Development, Marketing and Sales Scholarship Endowment** should include an additional essay focusing on business development and career aspirations.

Applicants for the **Nancy Fletcher Leadership Scholarship** should include an additional essay identifying a woman, other than a family member, admired by the applicant and why.

Applicants for the **Vern and Elaine Clark Out Of Home Advertising Industry “Champion” Scholarship** should include an additional essay focusing on community service.

Applicants for all scholarships should include a one-page summary of any community service or extracurricular activities.

Academic transcripts are required. **These transcripts can be unofficial.**

**Incomplete applications will not be considered for a scholarship.**

All applications should be sent by E-mail to tmfsmith@rcn.com.

Questions About The FOARE Scholarship Program Should Be Directed To: Thomas M. Smith By E-Mail: tmfsmith@rcn.com or by calling (202) 364-7130.
SCHOLARSHIP APPLICATION

Applications must be received by June 30, 2020

- All items on the application must be completed to qualify for consideration. Applicants must include a high school or college transcript. Unofficial transcripts are acceptable.
- Students applying for the FOARE Creative Arts/Design Scholarship must submit a sample portfolio consisting of two work samples.
- Applicants for all scholarships should include a summary of any community service or extra-curricular activities.
- Applicants for the Allman Family Business Development, Marketing and Sales Scholarship Endowment should include an additional essay focusing on business development and career aspirations. (See essay requirements.)
- Applicants for the Nancy Fletcher Leadership Scholarship should include an additional essay identifying a woman, other than a family member, admired by the applicant and why. (See essay requirements.)
- Applicants for the Vern and Elaine Clark Out Of Home Advertising Industry “Champion” Scholarship should include an additional essay on community service. (See essay requirements.)
- All applications should be submitted by e-mail to: tmfsmith@rcn.com Only the application form and supporting materials (essays, transcripts, and work samples, as required, should be sent by e-mail.)
**Student Data**

Name__________________________________________________________

Last    First    Middle Initial

Address________________________________________________________

Street

Apt. #

City    State    Zip

Phone_____________________ Fax_________________ E-Mail_________________________

Parent or Guardian ________________________________________________

Last    First    Middle Initial

Parent or Guardian Address__________________________________________

Street

Apt. #

City    State    Zip

**School Data**

School status for 2020 - 2021 Academic Year (Please check on the following):

__________ Undergraduate Student __________ Graduate Student

School Name (2020 - 2021) __________________________________________

School Address ______________________________________________________

Street

City    State    Zip

Year of Study _______________    Major (if declared) _____________

Expected Dates of Attendance During 2020-2021 Academic Year ______________

Anticipated Degree __________ Expected Date of Graduation __________________
Interest in Out of Home (OOH) Advertising
And Related Fields

Are your currently employed in the out of home advertising industry? If so, please specify company and position. Yes ________ No ________________
_________________________________________________________________________

Have you been previously employed in the out of home advertising? If so, please specify company, position, and dates of employment. Yes ___________ No ________________
_______________________________________________________________________

Has your parent, guardian, or any family member ever worked in the out of home advertising industry?
Yes_____ No _____
If yes, please indicate the name of employee, job title, and the company.
_________________________________________________________________________

Do you have another connection to the industry to qualify for a scholarship? If so, please specifically outline this connection. Yes ___________ No ________________
_______________________________________________________________________

Certification

I certify the information provided in this application is complete and accurate to the best of my knowledge. Falsification of any information will cause disqualification from the FOARE Scholarship Program. If selected as a recipient, the scholarship may be rescinded if it is not used to attend the educational institution identified in the application. I authorize release of my name and/or likeness to FOARE to be used for publicity purposes and to provide a non-returnable photo for use by FOARE for publicity purposes upon request.

Signature of Applicant ____________________________ Date _________________

Signature of Parent or Guardian ____________________________ Date _________________
(Required only if applicant is under age 18.)
APPLICATION ATTACHMENTS

1. Transcript

Please attach a transcript. An unofficial transcript is acceptable.

2. List Of Community And/Or Extracurricular Activities

Please attach a list of community or other extracurricular activities not exceeding one page.

3. Creative Arts/Design Portfolio

Students applying for the $5,000 FOARE Creative Arts/Design Scholarship must include a sample portfolio consisting of two work samples.

4. Essay(s)

All applicants should attach a 1-page essay (double spaced) outlining your career goals and why you should be selected to receive a scholarship.

Note: Essays should not exceed one page.

(This essay is an opportunity for you to share information that will enable the evaluation team to learn more about you, including your achievements, leadership abilities, and reasons for seeking a FOARE scholarship. In addition to being assessed for content, the essay will be evaluated to assess the applicant’s overall communication skills.)

Applicants who also want to be considered for the $5,000 Allman Family Business Development, Marketing and Sales Scholarship Endowment should include an additional 1-page essay (double spaced) answering the following question:

What are your career aspirations and why: how do you think your academic studies will contribute to your professional career?

Applicants who want to be considered for the $5,000 Nancy Fletcher Leadership Scholarship should include an additional 1-page essay (double spaced) responding to the following:

Choose a woman, other than a family member, you admire and explain why.

Applicants who also want to be considered for the $5,000 Vern and Elaine Clark Out Of Home Advertising Industry “Champion” Scholarship should include an additional 1-page essay (double spaced) answering the following question:
What types of skills have you used or developed as a result of your extracurricular activities or community service projects and how have those experiences impacted your life and others’ lives?

APPLICATIONS MUST BE RECEIVED BY 5PM ON JUNE 30, 2020

ALL APPLICATIONS SHOULD BE SENT BY E-MAIL.

ONLY THE APPLICATION FORM AND THE SUPPORTING MATERIALS (TRANSCRIPTS, ESSAYS, AND SAMPLE PORTFOLIO, AS APPROPRIATE) SHOULD BE INCLUDED IN THE E-MAIL.

E-Mail To: tmfsmith@rcn.com

The Foundation for Outdoor Advertising Research And Education (FOARE) Scholarship Program c/o Thomas M. Smith & Associates 4601 Tilden Street N.W. Washington, D.C. 20016

DO NOT MAIL APPLICATIONS. ALL APPLICATIONS SHOULD BE SUBMITTED BY JUNE 30, 2020 BY E-MAIL TO THOMAS M. SMITH AT tmfsmith@rcn.com