



**SCHOLARSHIP
PROGRAM INFORMATION
AND
APPLICATION**

2021 - 2022

ABOUT THE 2021-2022 FOARE SCHOLARSHIP PROGRAM

DEADLINE: JUNE 16, 2021

174 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. All scholarships are in the amount of \$5,000. The following scholarships will be awarded in 2021:

- The Allman Family Business Development, Marketing and Sales Scholarship Endowment;
- The Nancy Fletcher Leader Scholarship;
- The Vern and Elaine Clark Out Of Home Industry “Champion” Scholarship;
- The Creative Arts/Design Scholarship;
- The Ruth Segal Scholarship;
- Four general student scholarships;
- The Joseph Zukin Jr. Scholarship for Entrepreneurship in America; and
- The Reagan Family Scholarship (**See separate application and eligibility criteria**).

APPLICATION DEADLINE

The deadline for receipt of all completed applications is **June 16, 2021.** Incomplete applications will not be accepted after this date. All applications should be submitted by email to tmfsmith.foare.scholarship@gmail.com. Questions about the FOARE Scholarship Program should be directed to: **Thomas M. Smith** by e-mail: tmfsmith.foare.scholarship@gmail.com or by calling (202) 276-4635.

WHO IS ELIGIBLE?

The FOARE Scholarship Program is an important way for the industry to support families associated with OOH advertising, especially industry employees. **With the exception of The Reagan Family Scholarship and The Joseph Zukin Jr. Scholarship for Entrepreneurship in America, all FOARE scholarships will be awarded only to applicants with family or other connections to the OOH advertising industry.** Applicants should be very specific in detailing their connection to the OOH advertising industry. Applicants also should be:

- Currently enrolled undergraduate and graduate students;
- High school seniors accepted to an undergraduate program;
- Students seeking an Associates of Arts (AA) or Associates of Science (AS) degree; or

- Students who have completed an undergraduate program and have been accepted into a Master's or Doctoral program.

The Joseph Zukin Jr. Scholarship for Entrepreneurship in America will be awarded to **any** student – graduate or undergraduate – whose academic record and community activities reflect the entrepreneurial spirit demonstrated by Mr. Zukin in his lifetime. The Reagan Family Scholarship is awarded to a qualified full-time graduate student(s) studying city or urban planning or a similar discipline.

CRITERIA

All scholarships are awarded on the basis of:

- Academic Excellence
- Career Goals
- Community/Extracurricular Activities
- Financial Need (For The Joseph Zukin Jr. Scholarship for Entrepreneurship in America)
- Written Reference (For The Joseph Zukin Jr. Scholarship for Entrepreneurship in America)
- Portfolio Consisting Of Two Work Samples (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 are the 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 scholarship to a student enrolled in a business management or business-related program and seeking to forge a career in 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.

Both undergraduate and graduate students are eligible to receive the scholarship. Candidates for the scholarship will be evaluated on the basis of their academic performance and career goals. Candidates also are required to submit an additional essay about business development and their career aspirations.

NANCY FLETCHER LEADERSHIP SCHOLARSHIP

The Nancy Fletcher Leadership Scholarship 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.

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 helped shape Ms. Fletcher’s career as an industry leader. Applicants must submit an additional essay identifying a woman, other than a family member, they admire and why.

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 is provided to a student enrolled in an undergraduate or graduate academic program with a specific connection to the OOH advertising industry. 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. Applicants must submit an additional essay focused on community service.

THE JOSEPH ZUKIN JR. SCHOLARSHIP FOR ENTREPRENEURSHIP IN AMERICA

The Joseph Zukin Jr. Scholarship for Entrepreneurship in America was established to recognize the entrepreneurial skills, work ethic, and commitment to community engagement that were hallmarks of the lifetime work of Joseph Zukin Jr., who was inducted into the OAAA Hall of Fame in 2013. His career in out of home began in 1968. Prior to his death in 2018, Mr. Zukin had built a small out of home company into Meadow Outdoor Advertising that owned billboards in four states. Mr. Zukin’s career spanned more than half a century and included starting several business ventures, including an amusement park, service stations, and radio stations – all of which reflected and contributed to the unprecedented economic boom in California following World War II.

Throughout his successful career, Mr. Zukin also demonstrated a commitment to local functions and charities. In the 1960s, Mr. Zukin funded a scholarship for college bound students of Ravenswood High School in East Palo Alto, CA. That scholarship was meant to assist and encourage underprivileged students to attend college. One of Mr. Zukin’s defining traits was his compassion for others, especially

those who might need a helping hand. He always believed in treating all people with respect and honesty and that all people are equal.

The Joseph Zukin Jr. Scholarship for Entrepreneurship in America will be awarded to any student – graduate or undergraduate – whose academic record and community activities reflect the entrepreneurial spirit demonstrated by Mr. Zukin in his lifetime. **Special consideration will be given to students from all marginalized communities, including, but not limited to, marginalized communities related to race, color, sexual orientation, gender orientation, socio-economic disadvantaged, and people with physical disabilities.** The scholarship will be awarded on the basis of financial need, academic performance, and community/extracurricular activities. Applicants should be self-motivated and demonstrate initiative. Applicants must complete an additional essay and provide a written reference.

CREATIVE ARTS/DESIGN SCHOLARSHIP

FOARE has designated a 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) or Associates of Science (AS) 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 2 work samples.**

THE RUTH SEGAL SCHOLARSHIP

FOARE has designated a 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.

The following scholarship requires a separate application that can be found at www.oaaa.org

THE REAGAN FAMILY SCHOLARSHIP ENDOWMENT

The Reagan Family Scholarship Endowment awards up to \$5,000 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 may be expected to participate in an interview with the Selection Committee.

The scholarship recognizes the contributions of the Reagan Foundation, a Utah-based non-profit organization, to the OOH advertising industry. (**Note: The deadline for receipt of applications for the Reagan Family Scholarship Endowment is April 23, 2021.**) The application for the Reagan Family Scholarship Endowment can be found at: <https://oaaa.org/AboutOAAA/FOARE.aspx>

KEY INFORMATION:

Applications must be received by **June 16, 2021**. Applicants for all scholarships are required to submit a 1-page essay (double spaced) outlining your career goals. Applicants for all scholarships also should include a one-page 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.

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 **The Joseph Zukin Jr. Scholarship for Entrepreneurship in America** should include the Scholarship Financial Information Form included in the application **or** provide a copy of their Free Application for Federal Student Aid (FAFSA); an **additional** essay outlining the most important moment in your life and why; and a written reference.

Applicants for the **Creative Arts/Design Scholarship** must provide a portfolio consisting of no more than two work samples.

Applicants for the **Reagan Family Scholarship Endowment** should consult the separate application for the scholarship for a complete set of application requirements. Do not use the application form with these application materials to apply for **The Reagan Family Scholarship Endowment**.

Transcripts (either official or unofficial) are required and should be sent as part of the completed application. FOARE takes no responsibility for any transcripts sent separately and not included in the application. All applications should be sent electronically by e-mail.

Questions can be directed to: Thomas M. Smith
Thomas M. Smith & Associates
By Email: tmfsmith.foare.scholarship@gmail.com
By Phone: (202) 276-4635



SCHOLARSHIP APPLICATION

Applications must be received by June 16, 2021

- *All items on the application must be completed to qualify for consideration.*
- *Applicants must include high school or college transcript (official or unofficial).*
- *Students applying for the FOARE Creative Arts/Design Scholarship must submit a 2-piece portfolio.*
- *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.)*
- *Applicants for The Joseph Zukin Jr. Scholarship for Entrepreneurship in America should include the Scholarship Financial Information Form included in the application or provide a copy of their Free Application for Federal Student Aid (FAFSA); an additional essay outlining the most important moment in your life and why (See Essay Requirements); and a written reference.*
- *Applicants for the Reagan Family Scholarship Endowment should complete a separate application found at www.oaaa.org .*

Student Data

Name _____
Last First Middle Initial

Address _____
Street Apt. #

_____ City State Zip

Phone _____ Fax _____ E-Mail _____

School status for 2021 - 2022 Academic Year (Please check on the following):

_____ Undergraduate Student _____ Graduate Student

School Name (2021 - 2022) _____

School Address _____
Street

_____ City State Zip

Year of Study _____ Major (if declared) _____

Expected Dates of Attendance During 2021-2022 Academic Year _____

Anticipated Degree _____ Expected Date of Graduation _____

Additional Student Data (Optional)

Providing the following demographic data is voluntary.

1. Do you identify as: Male _____ Female _____ Transgender _____ Other _____
_____ I do not choose to respond.

2. What is your race or cultural origin? (Check all that apply)

- American Indian or Alaska Native*
- Asian*
- Black or African American*
- Native Hawaiian or Other Pacific Islander*
- Hispanic or Latino* (a person of Cuban, Mexican, Puerto Rican, South or Central America, or other Spanish culture or origin)
- White* (other than Hispanic or Latino)
- Other race of cultural identify
- I do not choose to respond.

Please provide any additional demographic data that you consider appropriate. _____

Relationship To Out of Home (OOH) **Advertising Industry**

Have you or your parent, guardian, or any family member ever worked in the out of home advertising industry?

Yes _____ No _____

Please describe in detail your connection to the out of home advertising industry. Be specific.

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 provide a non-returnable photo for use by FOARE for publicity purposes.

Signature of Applicant _____ Date _____

APPLICATION ATTACHMENTS

Transcript

Please attach a transcript (either official or unofficial).

List Of Community And/Or Extracurricular Activities

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

The Joseph Zukin Jr. Scholarship For Entrepreneurship In America

Applicants for The Joseph Zukin Jr. Scholarship For Entrepreneurship In America must include the Scholarship Financial Information Form **or** the Free Application for Federal Student Aid (FAFSA) and a written reference. Students are reminded that special consideration will be given to students from marginalized communities, including racial and sexual minorities.

Creative Arts/Design Portfolio

Applicants for the FOARE Creative Arts/Design Scholarship must include two work samples.

Essay Requirement

All applicants should attach a 1-page essay (double-spaced) outlining career goals **OR** what makes you deserving of a FOARE scholarship.

*(The 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. Note: Essays should **not** exceed one page double-spaced.)*

ADDITIONAL ESSAY REQUIREMENTS

(Please review carefully. Label your additional essay(s) with the appropriate name of the scholarship.)

Applicants who also want to be considered for the *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 *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 *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 developed as a result of your extracurricular activities or community service projects and how have those experiences impacted your life and/or others' lives?

Applicants who want to be considered for *The Joseph Zukin Jr. Scholarship For Entrepreneurship In America* should include an **additional** 1-page essay (double spaced) answering the following question:

What has been the most important moment in your life and why?

(Students are reminded that special consideration will be given to students from all marginalized communities, including, but not limited to, marginalized communities related to race, color, sexual orientation, gender orientation, socio-economic disadvantaged, and people with physical disabilities.)

HOW TO SUBMIT YOUR APPLICATION:

1. All applications should be submitted electronically by e-mail to:
tmfsmith.foare.scholarship@gmail.com .
2. The application, transcript, list of extracurricular activities, and general essay should be sent as one file/document.
3. Each **additional** essay for the *Allman Family Business Development, Marketing, and Sales Scholarship*; the *Nancy Fletcher Leadership Scholarship*; the *Vern and Elaine Clark Scholarship*; and *The Joseph Zukin Jr. Scholarship For Entrepreneurship In America* should be sent as a separate file/document within the same email as the application. Please be sure to label your additional essay with the appropriate name of the scholarship.
4. The Financial Scholarship Financial Information Form **or** the Free Application for Federal Student Aid (FAFSA) and the written reference for *The Joseph Zukin Jr. Scholarship For Entrepreneurship In America* should be sent as a separate file/document within the same e-mail as the application.
5. Work samples for the *Creative Arts and Design Scholarship* should be sent as a separate file/document within the same email as the application.

**APPLICATIONS MUST BE SENT BY EMAIL TO BE RECEIVED
NO LATER THAN 5PM (ET) ON JUNE 16, 2021 TO:**

tmfsmith.foare.scholarship@gmail.com

**Questions can be directed to: Thomas M. Smith
Thomas M. Smith & Associates**

By Email: tmfsmith.foare.scholarship@gmail.com

By Phone: (202) 276-4635