



**SCHOLARSHIP PROGRAM
INFORMATION
AND
APPLICATION**

2019 - 2020

ABOUT THE 2019-2020 FOARE SCHOLARSHIP PROGRAM

DEADLINE: JUNE 12, 2019

150 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 \$4,500;
- The Reagan Family Scholarship Endowment in an amount up to \$4,000;
- The Vern and Elaine Clark Outdoor Advertising Industry “Champion” Scholarship Endowment consisting of \$4,000;
- Five general student scholarships consisting of \$3,000 each; and
- A Creative Arts/Design Scholarship consisting of \$3,000.

APPLICATION DEADLINE

The deadline for receipt of all completed applications is June 12, 2019. 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?

- Undergraduate and graduate students currently enrolled at an accredited institution;
- High school seniors accepted to an undergraduate program at an accredited institution;
- Students who have completed an undergraduate program and have been accepted into a Master’s or Doctoral program.

All applications will be considered for the general student scholarships and the Ruth Segal Scholarship. Only applications that include digital portfolios will be considered for the Creative Arts/Design Scholarship. Applicants with a specific connection to the OOH advertising industry also will be considered for The Vern and Elaine Clark Outdoor Advertising Industry “Champion” Scholarship

Endowment and the Nancy Fletcher Leadership 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 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. Although the scholarship program is open to all students, applicants with connections to the OOH advertising industry may be given preference in the evaluation process. **Applicants should be very specific in detailing their connection and/or interest in the OOH advertising industry or relevant industry issues.**

CRITERIA

All scholarships are awarded on the basis of:

- Academic Excellence
- Career Goals
- Community/Extracurricular Activities
- Relationship/Connection to Outdoor Advertising
- 3 Copies of a Work Portfolio (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 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 with a specific connection to the out of home industry who has demonstrated leadership qualities and skills. The scholarship recognizes the work of Nancy Fletcher, who has served for nearly 28 years as the President and CEO of the Outdoor 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 has 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 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 \$4,000 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 deadline for receipt of applications for the Reagan Family Scholarship Endowment is March 7, 2019.)** Please use the specific application for the Reagan Family Scholarship Endowment that can be found at <http://oaaa.org/AboutOAAA/FOARE/FOAREScholarshipProgram.aspx>

VERN AND ELAINE CLARK OUTDOOR ADVERTISING

INDUSTRY “CHAMPION” SCHOLARSHIP ENDOWMENT

The Vern and Elaine Clark Outdoor Advertising Industry “Champion” Scholarship Endowment, in the amount of \$4,000, 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 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 \$3,000 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 an accredited 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 an accredited design school or other accredited institution. **An applicant for the creative arts/design scholarship must submit 3 copies of a work sample/portfolio in digital form. (Thumb drives and discs are acceptable.)** The portfolio should not exceed two pieces. Portfolios cannot be returned.

THE RUTH SEGAL SCHOLARSHIP

FOARE has designated a \$4,500 scholarship for a student studying government affairs, urban affairs, public affairs, political science, or related discipline. Known as the Ruth Segal Scholarship, the scholarship is named after a long-time member of the Outdoor 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 12, 2019.

Applicants for the **Creative Arts/Design Scholarship** must provide **three** copies of a digital portfolio to consist of no more than two work samples. (Thumb drives and discs are acceptable digital formats.)

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 essay identifying a woman admired by the applicant and why.

Applicants for the **Vern and Elaine Clark Outdoor 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 extra-curricular activities.

Applicants for the **Reagan Family Scholarship Endowment** are required to submit a one-page essay outlining their career goals in city and urban planning and complete the separate application for the Reagan Family Scholarship Endowment. **Note: Applications for the Reagan Family Scholarship Endowment are due March 7, 2019.**

Official transcripts (with the appropriate seal) are required and should be included in the application.

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.**



SCHOLARSHIP APPLICATION

Applications must be received by June 12, 2019

- *All items on the application must be completed to qualify for consideration.*
- *Applicants must include official (with seal) high school or college transcript.*
- *Students applying for the FOARE Creative Arts/Design Scholarship must submit three copies of a 2-piece portfolio in digital form. (Thumb drives and/or discs are acceptable.)*
- *Applicants for all scholarships should include a summary of any community service or extra-curricular activities.*
- *Applicants for the Reagan Family Scholarship Endowment should complete a separate application found at www.oaaa.org and submit it by March 7, 2019.*
- *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 essay identifying a woman admired by the applicant and why. (See essay requirements.)*
- *Applicants for the Vern and Elaine Clark Outdoor Advertising Industry "Champion" Scholarship should include an additional essay on community service. (See essay requirements.)*

Personal 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 2019 - 2020 Academic Year (Please check on the following):

_____ Undergraduate Student _____ Graduate Student

School Name (2019 - 2020) _____

School Address _____

Street

City

State

Zip

Year of Study _____ Major (if declared) _____

Expected Dates of Attendance During 2019-2020 Academic Year _____

Anticipated Degree _____ Expected Date of Graduation _____

Interest in Out of Home (OOH) Advertising and Related Fields

Has your parent or guardian ever worked in the out of home advertising industry?

Yes _____ No _____

If yes, please indicate the name of employee, job title, and the company.

Has any other family member ever worked in the out of home advertising industry?

Yes _____ No _____

If yes, please indicate the name of the employee, job title, and the company.

Please describe any other relationship or connection, if any, to the out of home advertising industry? *(Be specific in identifying family, family connection, or family friends – by name and relationship – who have ties to the industry and the companies with which they are associated. If there is no connection, please mark “No Connection.”)*

If you answered “no connection,” please describe your interest or knowledge of the out of home advertising industry?

APPLICATION ATTACHMENTS

1. Transcript

Please attach an official transcript (with seal) as specified on Page 1 of this application.

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 \$3,000 FOARE Creative Arts/Design Scholarship must include three copies of a portfolio in digital form. The portfolio should not exceed two work samples.

4. Essay(s)

Please attach a 1-page essay (double spaced) answering the following:

Why are you a good candidate to receive a scholarship from the Foundation for Outdoor Advertising Research and Education (FOARE)?

(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. Note: Essays should not exceed one page.)

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 you admire and explain why.

Applicants who also want to be considered for the \$4,000 *Vern and Elaine Clark Outdoor 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 12, 2019

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 _____

Signature of Parent or Guardian _____ Date _____
(Required only if applicant is under age 18.)

Mail To:

**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**