



**SCHOLARSHIP PROGRAM
INFORMATION
AND
APPLICATION**

2017 - 2018

ABOUT THE 2017-2018 FOARE SCHOLARSHIP PROGRAM – DEADLINE: JUNE 12, 2017

125 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 outdoor advertising industry family along with other students pursuing a course of study related to the industry. FOARE awards ten scholarships on an annual basis. The following scholarships are awarded:

- Six general student scholarships consisting of \$3,000 each;
- 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; and
- The Allman Family Business Development, Marketing and Sales Scholarship Endowment in the amount of \$5,000.
- The Reagan Family Scholarship Endowment in an amount up to \$4,000.

APPLICATION DEADLINE

The deadline for receipt of all completed applications is June 12, 2017. Incomplete applications will not be accepted after this date. E-mail or fax applications will not be accepted.

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 outdoor advertising industry also will be considered for The Vern and Elaine Clark Outdoor Advertising Industry “Champion” Scholarship Endowment. 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 outdoor advertising, including industry employees, and those students who may be interesting in helping to shape the future of the industry. Although the scholarship program is open to all students, applicants with connections to the outdoor advertising industry may be given preference in the evaluation process. Applicants should be very specific in detailing their connection and/or interest in the outdoor advertising industry or relevant industry issues.

An applicant can receive only one FOARE scholarship for each academic year.

CRITERIA

Scholarships are awarded on the basis of:

- Financial Need
- Academic Performance
- Career Goals
- Community/Extracurricular Activities
- Relationship/Connection To Outdoor Advertising
- 3 Copies Of A Work Portfolio (For The Creative Arts/Design Scholarship Only)
- Letter Of Recommendation (For The Vern And Elaine Clark Outdoor Advertising Industry “Champion” Scholarship, applicants must submit two letters of recommendation.)

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. The portfolio should not exceed two pieces. Portfolios cannot be returned.

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 outdoor 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 Clark, who died in 2011 at the age of 81, and served as a

mentor for future leaders of the outdoor industry. He did not attend college, but his respect for knowledge and education was enduring. He personified loyalty, persistence, and a strong work ethic. Clark was an effective advocate for the outdoor advertising 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 **two** written recommendations to be considered for the award. One recommendation must come from somebody currently or previously employed in the outdoor advertising industry. The second recommendation should address the applicant's service to the community. As part of their application, candidates should be very specific in describing their connection to the outdoor advertising industry.

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 program 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 outdoor advertising industry. The goal of the scholarship is to encourage the study of issues specifically related to outdoor advertising and public affairs.

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 serves as Vice Chairman. Outdoor 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. The recipient also may be eligible for an internship with Intersection. 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.

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 outdoor 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 outdoor advertising industry. (**Note: The deadline for receipt of applications for the Reagan Family Scholarship Endowment is March 31, 2017.**) Please use the specific application for the Reagan Family Scholarship Endowment that can be found at <http://www.oaaa.org/FOARE/FOAREScholarshipProgram>

DOCUMENTING FINANCIAL NEED

Applicants are not required to submit information on financial need in order to be considered for a FOARE scholarship. The financial need of an applicant will only be considered by FOARE if the applicant has sought a grant, loan, or work-study funds from the U.S. Department of Education's Office of Federal Student Aid. Applicants should submit as part of their FOARE application a copy of the 2017-2018 Electronic Student Aid Report (SAR) summarizing their 2017-2018 Free Application for Federal Student Aid (FAFSA).

KEY INFORMATION:

Applications must be received by June 12, 2017.

The 2017-2018 Electronic Student Aid Report (SAR) must be submitted with the application if the applicant wants financial need to be considered as a criteria for receiving a scholarship.

Applicants for the **Creative Arts/Design Scholarship** must provide **three** copies of a digital portfolio to consist of no more than two work samples.

Applicants for the **Vern and Elaine Clark Outdoor Advertising Industry "Champion" Scholarship** should include **two** letters of recommendation as part of the application.

Applications for general scholarships, including the **Ruth Segal Scholarship**, should include **one** letter of recommendation.

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

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 31, 2017.**

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

Applications will not be accepted by e-mail or fax.

**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.**

**Scholarships Must Be Received
By 5 PM On June 12, 2017**



SCHOLARSHIP APPLICATION

Applications must be received by June 12, 2017

- *All items on the application must be completed to qualify for consideration.*
- *Applicants must include official (with seal) high school or college transcript.*
- *High school students entering the first year of an undergraduate program must attach a copy of SAT/ACT scores.*
- *Students entering the first year of a graduate program must include Graduate School Admission Test scores.*
- *Students applying for the FOARE Creative Arts/Design Scholarship must submit three copies of a 2-piece portfolio in digital form.*
- *Students applying for the Vern and Elaine Clark Outdoor Advertising Industry “Champion” Scholarship should submit two letters of recommendation.*
- *Applicants for all general scholarships, including the Ruth Segal Scholarship, should include one letter of recommendation.*
- *Applicants for the Reagan Family Scholarship Endowment should complete a separate application found at www.oaaa.org and submit it by March 31, 2017.*
- *Applicants for the Allman Family Business Development, Marketing and Sales Scholarship Endowment should include a letter of recommendation and an additional essay focusing on business development and career aspirations.*

Personal Data

Name _____
Last First Middle Initial

Address _____
Street Apt. #

City State Zip

Phone _____ Fax _____ E-Mail _____

Date of Birth _____

Parent or Guardian _____
Last First Middle Initial

Parent or Guardian Address _____
Street Apt. #

City State Zip

School Data

School status for 2017 - 2018 Academic Year (Please check on the following):

_____ Undergraduate Student _____ Graduate Student

School Name (2017 - 2018) _____

School Address _____
Street

City State Zip

Year of Study _____ Major (if declared) _____

Expected Dates of Attendance During 2017-2018 Academic Year _____

Anticipated Degree _____ Expected Date of Graduation _____

**** For Students Enrolling In The First Year Of An Undergraduate Program:**

High School Name _____

High School Address _____
Street City State Zip

High School Graduation Date _____

****For Students Enrolling in or Enrolled in a Graduate Study Program:**

Undergraduate College Name _____

Undergraduate College Address _____
Street City State Zip

Undergraduate Graduation Date _____ Degree Conferred _____

Interest in Outdoor Advertising and Related Fields

What is your relationship or connection, if any, to the outdoor 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.”*)

APPLICATION ATTACHMENTS

1. Essay

Please attach a 1-page essay (double spaced) outlining why you are applying for a FOARE

scholarship, your career goals, area of academic study, and/or what a FOARE scholarship would mean for you. (The essay for applicants seeking the Reagan Family Scholarship Endowment should outline the applicant's career goals in city and urban planning.) 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) about business development and career aspirations.

2. Transcripts And Test Scores

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

3. Financial Need (Optional)

Only the 2017-2018 Electronic Student Aid Report (SAR) should be submitted with the application if the applicant wants financial need to be considered as a criteria for receiving a scholarship. **(The financial need of a student applying for the FOARE scholarship will not be considered without the SAR.)**

4. 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.

5. List Of Community And/Or Extracurricular Activities

Please attach a list of community or other extracurricular activities not exceeding one page. This list may include a one paragraph statement outlining the skills developed as a result of participating in these activities and how involvement in these activities has helped to make a difference in your life or the lives of others.

6. Letters Of Recommendation

Applicants wishing to be considered for the Vern and Elaine Clark Outdoor Advertising Industry "Champion" Scholarship should submit two letters of recommendation. One recommendation must come from somebody currently or previously employed in the outdoor advertising industry. The second recommendation should address the applicant's service to the community. As part of their application, candidates should be very specific in describing their connection to the outdoor advertising industry. Applicants for the general scholarships, including the Ruth Segal

Scholarship and the Allman Family Business Development, Marketing and Sales Scholarship Endowment, should submit one letter of recommendation from a person of the applicant's choice.

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**