



**SCHOLARSHIP
PROGRAM
INFORMATION
ON
ELIGIBILITY AND CRITERIA
2025 - 2026**

ABOUT THE 2025-2026 FOARE SCHOLARSHIP PROGRAM **DEADLINE: JUNE 2, 2025 by 8 PM EST**

232 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 and technical and trade school 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 relevant to the industry. All scholarships are in the amount of \$5,000. The following scholarships will be awarded in 2025:

- Five general student scholarships;
- 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 Ruth Segal Scholarship;
- The Joseph Zukin Jr. Educational Opportunity Scholarship;
- The Eric M. Rubin Scholarship; and
- The Reagan Family Scholarship (**See separate application and eligibility criteria**).

(*Only applicants with an “industry connection” are eligible for the scholarship.)

SCHOLARSHIP APPLICATION CAN BE FOUND AT: **[FOARE Scholarship Application](#)**

APPLICATION DEADLINE

The deadline for receipt of all completed applications (except for the Reagan Family Scholarship) is June 2, 2025 by 8PM EST. Incomplete applications will not be accepted after this date. **All applications must be submitted by using the online application link.** 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?

All applicants 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 enrolled in a technical or trade program; or
- Students who have completed an undergraduate program and have been accepted into a Master's or Doctoral program.

Applicants also must meet the requirements outlined below.

Students With A Direct Industry Connection

The FOARE Scholarship Program is an important way for the industry to support families associated with OOH advertising, especially industry employees. Any student with a direct industry connection is eligible for a FOARE Scholarship. The Allman Family Business Development, Marketing, and Sales Scholarship, the Nancy Fletcher Leader Scholarship, and the Vern and Elaine Clark Out Of Home Industry "Champion" Scholarship are open only to students with a direct industry connection. Applicants with an industry connection may be given preference by the scholarship evaluation team. **Applicants should be very specific in detailing their direct connection to the OOH advertising industry.** A direct connect includes current employees and family members of media owners/operators, advertising agencies that support OOH advertising, and relevant suppliers.

Applicants also will be evaluated on the basis of:

- Academic Excellence
- Career Goals
- Community/Extracurricular Activities
- Financial Need (Only For The Joseph Zukin Jr. Educational Opportunity Scholarship)
- Written Reference (Only For The Joseph Zukin Jr. Educational Opportunity Scholarship)

Students Without A Direct Industry Connection

The FOARE Scholarship Program also offers students without a direct OOH industry connection an opportunity to compete for scholarships that are not specifically limited to students with a direct connection to the industry. By offering scholarship opportunities to students with no current direct connection to the OOH industry, the scholarship program may help to recruit new talent to the industry and promote diversity. Students seeking a degree in one of the following fields are eligible for a FOARE scholarship:

- Business, Sales, and/or Marketing
- Communications/Public Relations/Journalism
- Public Affairs, Government Affairs, Public Administration, or Political Science
- Real Estate
- Finance/Accounting
- Engineering
- Technology
- Construction
- Legal
- Human Resources
- Military/Law Enforcement
- Urban Planning
- Economics

Incoming freshmen without a dedicated major – or for an area of student not included in this list – will need to demonstrate clearly that their academic program or career aspirations have relevance to the OOH industry. Applicants also will be evaluated on the basis of:

- Academic Excellence
- Career Goals
- Community/Extracurricular Activities
- Financial Need (Only For The Joseph Zukin Jr. Educational Opportunity Scholarship)
- Written Reference (Only For The Joseph Zukin Jr. Educational Opportunity Scholarship)

ABOUT THE SCHOLARSHIPS

THE ALLMAN FAMILY BUSINESS DEVELOPMENT, MARKETING AND SALES SCHOLARSHIP ENDOWMENT* **(*Applicants must have a direct connection to the industry.)**

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 with a direct connection to the OOH industry who is 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* **(*Applicants must have a direct connection to the industry.)**

The Nancy Fletcher Leadership Scholarship is awarded to a woman with a direct connection to the OOH industry 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* **(*Applicants must have a direct connection to the industry.)**

The Vern and Elaine Clark Out Of Home Advertising Industry “Champion” Scholarship Endowment is provided to a student with a direct connection to the OOH industry who is 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. Applicants must submit an additional essay focused on community service.

THE RUTH SEGAL SCHOLARSHIP

FOARE has designated a scholarship for a student studying political science, communications, law, 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 as an advocate to educate federal and state policymakers about the OOH advertising industry. Applicants must complete an additional essay to qualify for the scholarship.

THE JOSEPH ZUKIN JR. EDUCATIONAL OPPORTUNITY SCHOLARSHIP

The Joseph Zukin Jr. Educational Opportunity Scholarship was established in 2021 to recognize the work ethic and commitment to community engagement that were hallmarks of the life of Joseph Zukin Jr., who was inducted into the OAAA Hall of Fame in 2013. His career in out of home advertising began in 1968. Prior to his death in 2018, Mr. Zukin 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 marginalized communities related to race, color, sexual orientation, gender, socio-economically disadvantaged, and people with physical/mental 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.

THE ERIC M. RUBIN SCHOLARSHIP

This scholarship is awarded to a student currently attending a law school or who has been accepted into a law program and is committed to enroll in a law school. It recognizes the life work of Eric Rubin who has been generally acknowledged as the nation's leading authority on out of home advertising law, and he is recognized for developing this distinct area of media law. For decades he served as legal counsel for the Out of Home Advertising Association of America (OAAA).

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 May 30, 2025.**)

The Reagan Family Scholarship requires a separate application that can be found at:

[The Reagan Family Scholarship](#)

KEY INFORMATION:

Applications must be received by **June 2, 2025**. 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 **Ruth Segal Scholarship** should include an essay on what steps should be taken by U.S. industry and/or educational institutions to promote diversity.

Applicants for **The Joseph Zukin Jr. Educational Opportunity Scholarship** should 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 **Reagan Family Scholarship Endowment** should consult the separate application for the scholarship at [Reagan Family Scholarship Application](#) for a complete set of application requirements.

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 (other than for the Reagan Family Scholarship) must be submitted by using the online application link:**

[FOARE Scholarship Application](#)

Questions can be directed to: Thomas M. Smith

Thomas M. Smith & Associates

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

By Phone: (202) 276-4635