



2015/2016 Silver Medal Award

Criteria

The American Advertising Federation's Silver Medal Award Program was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern. Annually, AAF member clubs bestow this honor upon outstanding members of the local advertising community.

1. Contribution to His/Her Company - The recipient must have achieved success in one of the following areas of work: advertising agency, advertiser, media or advertising service.

2. Creative Ability - The recipient must have shown a consistent, high degree of original thinking in their field.

3. Contributions to the General Advancement of Advertising - The recipient must have worked to increase the stature and raise the standards of the advertising profession.

4. Contributions to the Community - The recipient should be someone who has been active in civic, religious, or other groups dedicated to human or social welfare.

Rules

Nominee qualifications and how nominee meets the 4 winning criteria must be typed, single-spaced, Word document or PDF not exceeding 6 pages. It must also accompany the nomination form and any other pertinent information. Failure to adhere to rules may result in disqualification. The deadline for all nominations is 5:00 PM, 2016. For details, visit www.aaf.org.



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Silver Medal Award

This is an electronic PDF form. Please fill out and return digitally.

Nominee

Name: _____
Job Title: _____
Company: _____
Address: _____ City: _____ Zip: _____
Phone: _____
Email: _____

Nominator

Name: _____
Job Title: _____
Company: _____
Address: _____ City: _____ Zip: _____
Phone: _____
Email: _____

Rules

Nominee qualifications and how nominee meets the 4 winning criteria must be typed, single-spaced, Word document or PDF not exceeding 6 pages. All information should be digitally attached along with this form. Failure to adhere to rules may result in disqualification. The deadline for all nominations is January 25, 2012. For more information, contact Jim Tapley at 504.837.8987 or 2012 adperson@gmail.com.