

## AMERICAN ADVERTISING FEDERATION

# SILVER MEDAL AWARD

**COMPLETED NOMINATION FORM MUST BE RECEIVED BY FRIDAY, JANUARY 13, 2017**

The Silver Medal Award was established by the American Advertising Federation (AAF) 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.

### AAF Silver Medal Award Honoree criteria:

- **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.
- **Creative ability:** The recipient must have shown a consistent, high degree of original thinking in their field.
- **Contributions to the general advancement of advertising:** The recipient must have worked to increase the stature and raise the standards of the advertising profession.
- **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.

### Please include the following in your nomination:

- Your name, company, and contact information.
- Nominee's name, company, and contact information.
- Detailed information and examples for each of the four criteria.
  - ⇒ *Contributions to his/her company*
  - ⇒ *Creative ability*
  - ⇒ *Contributions to the advancement of advertising*
  - ⇒ *Contributions to the community*
- Photos, endorsements, and additional documents to support the nomination are welcomed.

**Nomination receipt deadline: Friday, January 13, 2017**

Past honorees: <http://aafhr.org/silvermedalwinners.asp>

The **AAF Silver Medal Award** will be presented in **February or March 2017** (date to be announced) at the **American Advertising Awards Gala**.



Nominations Must  
Be Received By  
**January 13, 2017**

Send nomination to:  
[pastpresident@aafhr.org](mailto:pastpresident@aafhr.org)

or

Silver Medal Award  
AAF Hampton Roads  
PO Box 61092  
Virginia Beach VA 23466

