

AAF HAMPTON ROADS SILVER MEDAL AWARD SELECTION COMMITTEE GUIDELINES

I. Mission

- A. 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. The ideal honoree has 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. For many, awarding the AAF Silver Medal is the highlight of their year. It enhances the image of advertising by recognizing a locally well-known person for their community involvement. *Source: <http://membership.aaf.org/silver-medal-award>.*
- B. Article VII of the Advertising Federation of Greater Hampton Roads bylaws defines this committee’s mission as follows: “To plan, execute, and promote the Silver Medal Award program, which recognizes men and women who have made outstanding contributions to advertising and the local community.” *Source: https://www.runmyclub.com/AdClubHR/ClientFiles/Documents/AAFHR_By-Laws_Ratified_041209_41082013-084132PM.pdf.*
- C. The words “recipient” and “honoree” are used interchangeably. Since selecting the AAF Silver Medal Award process is not a contest, no one “wins” this award. Therefore, the word “winner” is not to be used during the process or in publicity.

II. Committee Chair

- A. Article VII of the Advertising Federation of Greater Hampton Roads bylaws states: “This Committee is traditionally chaired by the immediate Past President. If he or she is unable or unwilling to serve, the President may choose an earlier Past President as Chair.” *Source: https://www.runmyclub.com/AdClubHR/ClientFiles/Documents/AAFHR_By-Laws_Ratified_041209_41082013-084132PM.pdf.*
- 1) The committee chair is not required to be a Silver Medal Award recipient.
 - 2) The committee chair’s duties include:
 - a. extending invitations to fill the Silver Medal Award selection committee;
 - b. coordinating the nomination, selection, and notification process;
 - c. handling fulfillment to include award plaque and lapel pin through *The Awards Group* via the AAF national website (www.aaf.org);
 - d. ensuring honoree’s profile is added to the AAF Hampton Roads website;
 - e. submitting the honoree’s name to AAF National;

- f. working closely with AAF Hampton Roads' American Advertising Awards chair to ensure fluid inclusion in the gala event.

III. Committee

- A. The Hampton Roads Silver Medal selection committee meets each January to review nominations and select a recipient.
- B. The current AAF Hampton Roads President is an ex-officio member of the committee – a role he or she fills on every club committee.
 - 1) The current club president may participate in the selection process as an observer or as a voting member as long as the selection committee guidelines are followed. The club president must accept that he or she cannot be considered for the Silver Medal Award that year.
- B. Each year, all living past AAF Hampton Roads Silver Medal honorees, who avail themselves to being contacted, are invited to become a member of the AAF Hampton Roads Silver Medal Award selection committee for that period.
 - 1) Committee invitees responding and agreeing to participate under the selection process guidelines by the stated deadline become members of that year's committee.
 - 2) This invitation is extended to members of that community as a privilege, not a right, to enlist informed and diverse points of view on the nominees and candidates.
 - 3) It is expected that past Silver Medal Award recipients wishing to be considered for membership on this committee notify the committee chair via pastpresident@aafhr.org of changes in their contact information.
 - 4) The committee chair may also invite some current AAF Hampton Roads board members and some individuals from the general membership, as long as selection committee guidelines are followed. These invitees must accept that they are ineligible for consideration as a Silver Medal recipient for that year.
- C. Silver Medal Award selection committee members are required to:
 - 1) Read all nominations before the selection meeting.
 - 2) Consider and score the nomination for each candidate, whether the committee member knows them or not.
 - 3) Set aside personal feelings and focus on the meaning and spirit of the award.
 - 4) Be a positive and active discussion participant.
 - 5) Provide the committee chair their contact information through which to receive nomination information and be contacted about the date, time, and location of the selection meeting.
 - 6) Be flexible about the weather and selection committee meeting logistics.

- 7) Maintain confidentiality about the honoree until the selection has been publicized.

D. Silver Medal Award selection committee members are encouraged to:

- 1) Submit qualified nominations by the deadline for worthy candidates.
- 2) Be prepared to debate the merits of candidates nominated from the floor.
- 3) Perform independent research on submitted nominees they do not know well before the selection meeting.
- 4) If submitting new nominees during the selection meeting, be prepared to create one after the meeting ends and before the honoree is notified.
- 5) Attend the new honoree notification. Some clubs make the announcement as a surprise at the American Advertising Awards Gala. However, ours informs the recipient ahead of time to ensure their availability. After notification, AAF Hampton Roads makes a formal announcement with the goal of increasing sponsorships and gala attendance.
- 6) Attend the American Advertising Awards Gala at which the Silver Medal Award is presented.
- 7) Provide assistance in the coordination of deliverables for the presentation of the award, which could include the production of a written and visual profile.

IV. Nominees and Candidates

A. The official criteria (below) from the American Advertising Federation are the measure by which all candidates will be evaluated.

- 1) Silver Medal recipients are selected by a panel of judges from each local club. Judges use the following criteria when making their selections:
 - a. **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.
 - b. **Creative Ability** - The recipient must have shown a consistent and high degree of original thinking in their field.
 - c. **Contributions to the General Advancement of Advertising** - The recipient must have worked to increase the stature and raise the standards of the advertising profession.
 - d. **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.

B. Candidates are not required to have held a leadership role or to be a member of AAF Hampton Roads. However, selection committee members are free to consider a candidate's club leadership or membership status when scoring.

- C. The committee chair provides access to submissions for all committee members.
 - 1) All submissions on hand at the entry deadline will be uploaded to a secure website during the evaluation window for review by the current Silver Medal Award selection committee.
- D. All past nomination packets are considered active for five (5) years after latest submission/revision unless they are withdrawn by the author or candidate.
 - 1) It is in a candidate's best interest to have a more up-to-date nomination and photograph available to the group.
- E. Self-nominations by candidates are permitted, though not encouraged.
- F. Candidates for the Silver Medal Award do not have to have a formal nomination on file to be considered during the selection meeting. However, nominations are separated from other possible candidate materials when furnished to committee members before the selection meeting.