



# 2018 SILVER MEDAL Nomination Form

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 an outstanding member of their community.

For many local clubs, 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 advertising and community involvement.

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## SILVER MEDAL AWARD CRITERIA

Silver Medal recipients are selected by a panel of judges from each local club. Judges use the following criteria when making their selections:

**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.

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## NOMINEE INFORMATION

Nominee Name: \_\_\_\_\_

Nominee Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Nominee Phone: \_\_\_\_\_

Nominee Email: \_\_\_\_\_

Please submit your nomination by close of business Thursday, January 25, 2018, including an essay or letter describing the nominee's achievements as outlined above. Nominations should be emailed to Eric Baskauskas, immediate past AAF-Jacksonville president, at [ericb@farahandfarah.com](mailto:ericb@farahandfarah.com).