



## **AAF RALEIGH - DURHAM**

### **2010 Silver Medal Award Program Call for Entries**

#### **AAF's Silver Medal Award Program**

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.

**All AAF Raleigh-Durham members are invited to submit nominations for the 2010 Silver Medal Award recipient on or before March 31, 2010. Please submit nominations online to [nominations@aaf-rdu.org](mailto:nominations@aaf-rdu.org). Include all the reasons you believe that your nominee deserves to receive the Silver Medal Award. Try to include justification in each of the criteria areas noted below as the information included in your nomination statement will be very important in the judging. Also please include your contact information, as well as the contact information of your nominee, so that we can reach you and/or your nominee with additional questions.**

#### **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.

## Panel of Judges

All judges are Silver Medal Award winners who are actively involved in marketing and communications in the Triangle area. The 2010 panel of judges consists of:

Sheila Ogle, CEO, MRPP, Inc. (1984)

Don Williams, President and Chief Operating Officer, Lewis Advertising (1986)

Nancy Perry Johnson, President, Market Force (1998)

Rick French, President, French/West/Vaughan (2004)

Robert F. Lauterborn, James L. Knight Professor of Advertising Emeritus, UNC-CH (2005)

Eva A. May, President, Español Marketing & Communications, Inc. (2006)

Michael Winslow, Executive Vice President, Chief Creative Officer, RBW (2008)

Sue Toth, President, MRPP, Inc. (2009)

## Award Ceremony

This year's recipient will receive the Silver Medal Award at a dinner ceremony to be held at The Matthews House in Cary on May 20 from 5:30 - 8:30 p.m. Go to [www.aaf-rdu.org](http://www.aaf-rdu.org) for additional award ceremony information.

Questions? Please contact Eva May at [eva@espanolmarketing.com](mailto:eva@espanolmarketing.com) or 919-678-6133.