



2014 SILVER MEDAL AWARDS : CALL FOR NOMINATIONS

THE SILVER MEDAL IS THE MOST PRESTIGIOUS INDIVIDUAL AWARD PRESENTED BY THE AMERICAN ADVERTISING FEDERATION OF JACKSON, MISSISSIPPI, AND ITS PARENT ORGANIZATION, THE AMERICAN ADVERTISING FEDERATION. EACH YEAR, AAF'S LOCAL AFFILIATES SELECT THEIR COMMUNITY'S MOST OUTSTANDING ADVERTISING PROFESSIONAL. THE AWARD RECOGNIZES AN ADVERTISING PROFESSIONAL WHO MADE OUTSTANDING CONTRIBUTIONS TO FURTHER INDUSTRY STANDARDS, CREATIVE EXCELLENCE AND SOCIAL CONCERN IN OUR COMMUNITY.

This is your opportunity to nominate a peer you feel has made significant contributions to our industry and community.

Criteria for Nomination: A candidate for this honor must be or have been directly connected with some phase of advertising; and must be or have been a resident of the State of Mississippi. The candidate does not have to be a member of the American Advertising Federation (AAF) to be eligible for the award. You do not have to be an AAF member to nominate a candidate. *Past Silver Medal Winners are not eligible for nomination.*

How to Make a Nomination: A *Nomination Form* should be completed and submitted along with a *Letter of Nomination* to the Silver Medal Committee. The *Letter of Nomination* should discuss, in outline form, your candidate's accomplishments in the following areas:

1. **Contributions to their company.** A nominee must have achieved success in an advertising agency, for an advertiser, in publishing or broadcasting or for an advertising services company.
2. **Creative ability.** A nominee must have shown a consistent, high degree of creative, original thinking in whatever phase of advertising he or she has worked.
3. **Contributions to the general advancement of advertising.** A nominee must have worked to increase the stature and raise the standards of the advertising profession.
4. **Contributions to the community.** A nominee should have been active in civic, religious or other groups dedicated to some phase of human or social welfare.

Criteria for Judging: Candidates will be judged on the basis of (1) contributions to their company, (2) creative ability, (3) contributions to the general advancement of advertising and (4) contributions to their community.

DEADLINE

Letters of Nomination are due no later than close of business **Friday, November 15, 2013.**
Nominations will be accepted either by mail, fax, or email.

Please submit your *Letter of Nomination* to:
AAF Jackson 2014 Silver Medal Committee
Attn: Mary Lee
540 Avignon Drive, Suite A
Ridgeland, MS 39157
Phone: 601-856-1544
Fax: 601-856-1625
Email: mary@frontier.ms

This year's Silver Medal award winner will be chosen from the field of nominees by a select committee comprised of previous Silver Medal recipients, past presidents and AAF members at large. The current AAF Jackson President serves as an ex-officio member of the committee. The committee's chairman does not vote.

This year's winner will be presented the Silver Medal award in ceremonies at the American Advertising Federation of Jackson's American Advertising Awards celebration Friday, February 7, 2014. If you have any questions concerning your nominations, please contact Mary Lee at 601-856-1544 or mary@frontier.ms.



AMERICAN ADVERTISING FEDERATION OF JACKSON PAST SILVER MEDAL WINNERS

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|---|--|
| 1960 Mack Smythe Clarion Ledger-Jackson Daily News | 1988 Mike Martinson Dobbs-Maynard Advertising |
| 1961 George Godwin, Sr. Godwin Advertising | 1989 Jim Dollarhide Imageworks |
| 1962 Gordon Marks Gordon Marks & Company | 1990 Larry Painter Maris, West & Baker Advertising |
| 1963 Fred Beard WLBT TV | 1991 Jackie Lett Mississippi Association of Broadcasters |
| 1966 Al Sorge Clarion Ledger-Jackson Daily News | 1992 Lee Hodges WZRZ-WSTZ Radio |
| 1967 Carroll Brinson Gordon Marks & Company | 1993 Sergio Fernandez Fernandez Creative Services |
| 1968 George Suggs Godwin Advertising | 1994 Gail Spruill GodwinGroup |
| 1969 Owens Alexander WJTV TV | 1995 Jake Smith WLBT TV |
| 1970 Bob McRaney, Jr. WLBT TV | 1996 Chuck Allen Photocom |
| 1971 Sutton Marks Gordon Marks & Company | 1997 Susan Marquez Northpark Mall |
| 1972 Robert Swittenburg First National Bank | 1998 Bob O'Brien Love Communications Company |
| 1973 Yvonne Sorge Gordon Marks & Company | 1999 Lynn Bullock WAPT TV |
| 1974 Dick Voorhis WSLI AM-FM Radio | 2000 Brenda Trigg Brenda Trigg Creative Services |
| 1975 Charles Carmichael Godwin Advertising | 2001 Marshall Magee Arrow 94/WVIV Radio |
| 1976 Gene E. Clark Gene Clark Advertising | 2002 Jeanne Lockett Communication Arts Company |
| 1977 Maurice Wray WSLI AM-FM Radio | 2003 Frankie Thomas WLBT-TV |
| 1978 Woodie Assaf WLBT TV | 2004 Danny Mitchell GodwinGroup |
| 1979 Joe Root WAPT TV | 2005 Dan Modisett WLBT-TV |
| 1980 Herbert Carver Mississippi Power & Light Company | 2006 Lynda Jungkind Premier Publishing |
| 1981 Virgil Porter Gordon Marks & Company | 2007 Bob Rall WLBT-TV3 |
| 1982 Albert Lamar Lamar Outdoor Advertising | 2008 Tammy C. Smith Maris, West & Baker Advertising |
| 1983 Ron Despeaux Godwin Advertising | 2009 Hilda Stauss Owen Communication Arts Company |
| 1984 John Fontaine GodwinGroup | 2010 Peter Marks Maris, West & Baker Advertising |
| 1985 Maggie Clark Gene Clark Advertising | 2011 Tim Barber WJMI/WKXI/WOAD |
| 1986 Gerrit Maris Maris, West & Baker Advertising | 2012 Mary Lee Frontier Strategies |
| 1987 Kenny Windham WJDX-WMSI Radio | 2013 Doug Hederman Hederman Brothers Printing |



2014 SILVER MEDAL AWARD : NOMINATION FORM

CONTACT INFORMATION FOR NOMINEE

NAME OF NOMINEE: _____

EMAIL ADDRESS: _____

PHONE NUMBER: _____

MAILING ADDRESS: _____

CURRENT EMPLOYER: _____

If retired and no longer employed within the advertising industry, check here: _____

CONTACT INFORMATION FOR PERSON SUBMITTING NOMINATION

NAME OF PERSON SUBMITTING NOMINATION: _____

EMAIL ADDRESS: _____

PHONE NUMBER: _____

MAILING ADDRESS: _____

CURRENT EMPLOYER: _____

If nominee is selected as this year's winner, AAF Jackson will need to contact a few other people who worked with and/or know the nominee well, in order to prepare remarks for the award. Please provide at least 3 additional contacts.

Contact #1:

NAME: _____

EMAIL ADDRESS: _____

PHONE NUMBER: _____

CURRENT EMPLOYER: _____

Contact #2:

NAME: _____

EMAIL ADDRESS: _____

PHONE NUMBER: _____

CURRENT EMPLOYER: _____

Contact #3:

NAME: _____

EMAIL ADDRESS: _____

PHONE NUMBER: _____

CURRENT EMPLOYER: _____