



## **Knoxville Has Great Communications People. Here's Your Chance To Help Make Them Famous.**

January 7, 2010

Dear Communications Professional:

The American Advertising Federation of Knoxville's annual Robert McCabe Silver Medal Award and Advertising Hall of Fame nominations give noteworthy individuals in the East Tennessee advertising community well-deserved recognition.

It's time to nominate the people you think have gone above and beyond. The attached forms will let you quickly tell us about people you think should be honored.

The **Robert McCabe Silver Medal** is a national AAF honor given to the person who has shown excellence and creativity in advertising for his or her company, community, and the industry as a whole.

Members of the **AAF-Knoxville Advertising Hall of Fame** are among the very best in advertising. They have shown throughout their careers a commitment to excellence and have helped advanced the advertising industry in Knoxville and surrounding areas.

Our deadline is quickly approaching, and we would greatly appreciate your thoughts. All of us have been taught, influenced, or impressed by someone in this profession who should get credit for his or her talent. We would love to know who you think should get this year's honors.

Winners will be honored at this year's Knoxville ADDY® Awards on Saturday, February 20, 2010, East Tennessee's largest gathering of communications professionals.

Thank you for your ideas.

Sincerely,

Brian Potter  
President

Enclosures:  
Robert McCabe Silver Medal Award Nomination Form  
Advertising Hall of Fame Nomination Form



## Robert McCabe Silver Medal

The Robert McCabe Silver Medal award is given annually to the person who has shown excellence and creativity in advertising for his or her company, community, and the industry as a whole. It is our version of a “lifetime achievement” award.

My nomination is \_\_\_\_\_  
(name)  
\_\_\_\_\_  
(title)  
\_\_\_\_\_  
(contact information)

**Industry Focus:** Please insert information about his/her success in one of the following areas of work: advertising agency, advertiser, media, or advertising service company.

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**Creative Ability:** Please insert information about how this individual has demonstrated a consistent, high degree of creativity and original thinking in whatever phase of advertising this person has worked.

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**Contributions to the General Advancement of Advertising:** Please insert information about how this individual has worked to increase the stature and raise the standards of the advertising profession.

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**Contributions to the Community:** Please insert information about his/her activities in civil, religious, or other groups dedicated to some phase of human or social welfare.

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Please submit via fax to 865-524-5667, mail to 630 Concord Street Knoxville TN 37919 (attn: David Jacobs) or email to [djacobs@tombras.com](mailto:djacobs@tombras.com). **The deadline for nominee submissions is Friday, January 22, 2010, at 5pm Eastern.**



## Advertising Hall of Fame

Members of the AAF-Knoxville Advertising Hall of Fame are among the very best in advertising. They have shown throughout their careers a commitment to excellence and have helped advanced the advertising industry in Knoxville and surrounding areas.

My nomination is \_\_\_\_\_  
(name)  
\_\_\_\_\_  
(title)  
\_\_\_\_\_  
(contact information)

This individual has made outstanding contributions to advertising in his/her specific field by...

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This individual has made contributions to enhancing the reputation of the advertising industry through volunteer efforts, such as...

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This individual has made accomplishments evidenced by creative, media research, marketing excellence, innovations to advertising education, and leadership qualities. Specific examples include...

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