



Advertising Standards Canada
Les normes canadiennes de la publicité

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September 8, 2016

Via email: financialaid@durhamcollege.ca;
studentawards@durhamcollege.ca

Sir or Madam
2000 Simcoe Street North
Oshawa ON L1H 7K4

Dear Sir or Madam,

Re: Advertising Standards Canada's Robert E. Oliver Award

It is my pleasure to advise you that Advertising Standards Canada (ASC) will award its annual scholarship to one post-secondary student who is a Canadian citizen or permanent resident of Canada, enrolled in a full-time undergraduate Advertising and/or Marketing program and is committed to pursuing a career in advertising or marketing in Canada. This scholarship, which is named the Robert E. Oliver Award, commemorates our organization's first president. The amount of the scholarship is \$1,500.00.

Advertising Standards Canada is the industry's self-regulatory body committed to maintaining community confidence in advertising. Given this mandate, it is appropriate that ASC demonstrate its commitment to the education of our industry's future professionals.

Selection criteria involves both academic and community service components. Applicants will also be required to write a short 250 word essay outlining why they are deserving of the award. Students will submit their application to the Program Chair/Coordinator at their college or university. Each institution will, in turn, submit only **one** application to ASC, where a judging panel will select the final recipient.

The deadline for submissions to ASC is **February 25, 2017**. This will allow our Judging Panel sufficient time to make its final selection prior to our Annual Meeting in May, when the winner will be announced. Please note that in the event of a decision by the Judging Panel that results in a tie, the successful applicants will each receive an award of \$1,000.00.

Enclosed is an application form and information about the award.

Questions regarding the process or requirements must be submitted to ASC **only** by the Program Chair/Coordinator.

Thank you again, for your participation, and best of luck to your applicant.

Sincerely,

Janet Feasby,
Vice President, Standards



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THE ROBERT E. OLIVER AWARD

Advertising Standards Canada (ASC) is the industry's not-for-profit self-regulatory body committed to maintaining community confidence in advertising.

ASC awards one \$1500.00 scholarship annually to a full-time post-secondary student who is a Canadian citizen or permanent resident of Canada, enrolled in an undergraduate Advertising and/or Marketing program at a Canadian university or community college and is committed to pursuing a career in advertising or marketing in Canada. Mr. Robert E. Oliver was ASC's first president - a pioneer of Canadian advertising self-regulation. Robert E. Oliver played a key role in developing the *Canadian Code of Advertising Standards*, the principal instrument of advertising self-regulation.

Applications are available from the Program Chair/Coordinator. Upon completion, **the application should be returned to the Program Chair/Coordinator** who, in turn, will submit one application only from this institution to ASC, for review by its Judging Panel. In the event of a decision by the Judging Panel that results in a tie, the successful applicants will each receive an award of \$1,000.00.

All questions regarding this award must be directed to ASC by the Program Chair/Coordinator.

Evaluation Criteria:

- Academic results from most recent transcript – 30 points
- College/Faculty Member recommendation (max. 250 words) – 20 points
- Summary of Community Service/Volunteer work (max. 350 words) – 30 points
- Essay on Why You Should Receive the Award. This should include your academic achievements, career goals, and leadership and humanitarian qualities (max. 250 words) – 20 points

Deadline for Submissions:

February 25, 2017 to Advertising Standards Canada



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The Robert E. Oliver Award

Application Form

PART A

Name: _____

Age: _____

Home Mailing Address:

Phone No: () _____

Email: _____

Institution: _____

Program/Year:

Please attach the following items to this application form:

- ☐ A copy of your most recent official transcript;
- ☐ A letter of recommendation from a college/faculty member
(max. 250 words);
- ☐ Summary of recent community service/volunteer work in which you have been involved
(max. 350 words);
- ☐ An essay outlining why you should receive this award. This should include your academic achievements, career goals, and leadership and humanitarian qualities (max. of 250 words);

PART B

Please provide contact information for the college/faculty member who is providing your letter of reference.

College/faculty member's

Name: _____

Position: _____

Institution: _____

Tel: () _____ Email: _____

- **Completed applications must be received by Advertising Standards Canada, at the address listed above, no later than February 25, 2017.**