



2020–2021 AAF AUSTIN CLUB ACHIEVEMENT: CORNERSTONE INITIATIVES

OVERVIEW

“Community” was our guiding principle for how we came together as a board, how we activated and educated the advertising industry in Austin and across the state, and how we served the needs of the people around us. We needed each other more than ever and it felt like the perfect time to work on a few critical things that would help AAF Austin survive and eventually thrive during this “unprecedented time”. From working with our partners at Huston-Tillotson University (local HBCU) to educating our peers through our Meaningful Action series, to donating the profits of our Government Relations events to the AAF Mosaic efforts, we not only created a tighter community here in Austin, but our club reached out and made connections with chapters across the state, District 10, and at the national level.

Advertising Education

GOAL: PIVOT TO VIRTUAL

Objective 1: RETHINK EVENTS AND PROGRAMMING

Summary: We hosted Trivia with an educational twist, presented panels with thought-leaders from our community and beyond, provided how-to sessions about getting involved with our local government and hosted a Virtual Day at the Texas Capitol.

Event Details: We started out with our first installment of the AAF Virtual Speaker Series titled “Digital Thought Leadership Trivia Style!” sponsored by Choozle. [Exhibit A] The event included a learning portion where attendees could hear the latest trends in digital advertising and finished with Virtual Trivia using Zoom breakout rooms. Our sponsor even served up Visa gift cards for the winners.

Results: The Learning + Trivia format proved to be very successful. We had 30 attendees and received great feedback.

Objective 2: STAYING PROFITABLE THROUGH VIRTUAL EVENTS

Summary: 2020 hit a lot of people hard. Layoffs were rampant, and it seemed like every day brought with it a new challenge or new bad news. It seemed strange to charge for events, but on the other hand, events were how our club had historically made most of its money.

Strategy: We took a “best practices” approach from what we were seeing in the industry. There seemed to be a threshold of about \$10 - \$25/ticket for virtual events that people were comfortable with. We chose to charge for tentpole events, like Big Wigs and American Advertising Awards, as well as our Government-related events. Events that we felt were more community-focused, like our Meaningful Action Series that focused on Diversity, Equity & Inclusion, were free to everyone. Overall, we held 9 educational events and brought in \$6,477. [Exhibit B]

American Advertising Awards

Event: The 2021 American Advertising Awards

Addy’s VP: Luis Guido. Creative Chair: Jacqueline Byrne. PM Chair: Katie Stout. Sponsor Chair: Rachel Volbert. Virtual Production Chair: Alexandra Anderson

Goals

1. To honor Austin as a leading city in the advertising industry and the people behind the work.
2. Build awareness of AAF Austin to the broader creative industry in Austin.
3. Provide revenue for the club to fund programming and support initiatives.

Details: The Austin Advertising Federation became even more relevant during a difficult year. Since a traditional event gala could not be produced, we decided to develop a virtual show to celebrate the work.

Our team wanted to create a theme that was fun, but also captured the different aspects of the year. Our north star was SPACE. Our Theme: SPACE TO CREATE. In 2020 - Space was redefined, we couldn't be next to our colleagues, our homes turned into offices, and 6 feet of space will forever have a different meaning. The theme resonated with our core target community. (Exhibit C)

Target: Advertising/ Media/ Creative Students, Professionals, Agencies, and Industry Partners were recruited to sponsor and attend the virtual event.

Promotion: We promoted through the AAF Austin website, and E-blasts and social media posts were sent weekly, prompting ticket sales, shares, and recognition of sponsors.

We launched promotional communication with an early bird ticket sale, we also created 'ticket bundles' that we incentivized by providing Party Packs with large bundle purchases (Exhibit D). After the virtual event we celebrated winners on Facebook and Instagram. In addition, all winners were represented in both the Digital and printed Winners' book. (Exhibit E)

Pricing Strategy: Early Bird Special price: \$15.00, Student Ticket \$15.00, 6 Ticket Party Pack Bundle \$100.00, Non-Member E-Ticket \$25.00

Virtual Attendance: This year, we had 227 paid attendees. The virtual event was held on March 4th, 2021. We needed to create a virtual show that had layers of engagement that included a pre-trivia show, engaging music while also layering in Voice Overs from colleagues across the industry, then ended with a sponsored DJ set. (Exhibit F)

Results: 2021 Entry and Ticket Results

- Professional Entries: 323 (vs. 277 in 2020)
- Student Entries: 139 (vs. 170 in 2020)
- In Kind Donation: \$2,837 (Capital Printing)
- Total revenue from entries: \$37,409
- Tickets Sold: 227
- Total revenue from tickets: \$3,265.00
- Sponsorships Received: \$13,500

Summary of in-kind donations and sponsors: Capital Printing, Clampitt Paper - Addy Winners Book and Certificates. Ranch Rider and Heineken provided product for party packs.

Profitability of the Virtual event: **\$29,586.88**

Diversity & Multicultural Initiatives

Co-Chairs: Jeremy Wood, John Gaglio

GOAL: BE A RESOURCE FOR THE COMMUNITY

1. MEANINGFUL ACTION PANEL SERIES

Event Details:

- Within the Walls: Tuesday, September 1, 2020 (1 Hour Event) (EXHIBIT G)
- Within the Work: Friday, February 12, 2021 (1 Hour Event) (EXHIBIT H)
- Within the Community: To come in March, 2021 (1 Hour Event)

Target Audience: Austin Advertising Community

Strategy: The objectives of our 3-part panel series are two-fold:

- Create a space for dialogue at a local level within the Austin advertising community for how we can best support impactful and sustainable diversity & inclusion.
- Provide resources & turnkey actions coming out of this dialogue so that agencies can ensure meaningful action at a local and everyday level.

Execution/Tactics/Results:

- Promoted through AAF's social channels as well as amongst our panelists
- Both panels yielded over 100 participant sign-ups.

2. SMALL AND DIVERSE VENDOR SHOWCASE

Event Details: Tuesday, December 8th, 2020 (3 Hour Event) (Exhibit I)

Target Audience: Austin Advertising Community and Diverse Vendors

Strategy:

- GSD&M and AAF/Austin hosted agencies and small and diverse vendor partners, encouraging introductions and interaction with the hope that agency contacts become more aware of available vendor partners for inclusion in future bids.

- It showcased and celebrated their crafts, talents, creativity and work they produce
- It was an opportunity for small and diverse vendors to meet with agency contacts via breakout rooms, curated by specialty area like Film/Video, Print, Digital, etc.

Execution/Tactics:

- Promoted through AAF Austin social channels and GSD&M internal and social channels.

Results: 208 Participants and overwhelmingly positive feedback

3. HUSTON-TILLOTSON UNIVERSITY CREATIVE STORYTELLING CURRICULUM

Event Details: Integrated Curriculum with Huston-Tillotson Faculty/Students and Advertising Professionals.

Target Audience: Huston-Tillotson University Students

Strategy:

- Austin AAF and T3, a local Austin digital advertising agency, partnered with Huston-Tillotson, a local HBCU to create a curriculum centered around transferable skills necessary to enter the advertising industry
- Through workshops and research tactics including focus groups and surveys, our team was able to craft a starter course to test with a select group of students in the Spring 2021 semester.
- As a supplemental effort, we put together a Spring Break intensive course that will be led by T3 employees. It is designed to expose the students to agency life first-hand through group creative projects, job shadowing and mock interviewing.

Execution/Tactics/Results: The university is holding its inaugural course with 12 students registered for the course.

4. BIAS IN THE BRIEF 2.0

Event Details: Workshop hosted on Hopin February 24, 2021 (Exhibit J)

Target Audience: Strategists and those involved in the briefing process.

Strategy: Austin AAF and Current Forward, a local Austin brand strategy consulting agency, partnered together to put together a workshop centered around:

- Aligning on various efforts strategy-specific DEI efforts to build a centralized toolkit that promotes equitable solutions in the briefing process.
- Elevating the conversation with a national audience to ensure that strategists are empowered to bring the conversation back to their own teams.

We invited some powerhouses in the strategy world to speak and collaborate on the issues and how we can address them. They included: Donovan Triplett (Senior Strategist, Johannes Leonardo), Elizabeth Paul (Chief Strategy Officer, The Martin Agency), Kai D. Wright (Global Consulting Partner, Ogilvy)

Execution/Tactics/Results: We hosted the event on Hopin which allowed us to host breakout sessions that fostered engagement with the attendees and the panelists. We yielded over 125 participant sign-ups.

Summary: In 2020, a heightened awareness and momentum of the social justice movement saw Diversity, Equity & Inclusion move to the center of the conversation, and it became apparent that training and development in this area would be important to our community. We're proud of the conversations we've had and the connections we've made in our community.

Government Relations

Co-Chairs: Cindy Brummer, Helena Abbing

GOAL: Unite Texas Ad clubs under one large event to raise up voices in the industry.

Strategy 1: Host 2 educational events in Fall 2020 related to and preceding Day at the Capitol

Target: Texas membership of AAF clubs, including Austin

Overview:

As part of our strategy to engage members in our Spring event, we wanted to educate members about how the Texas Legislature works and how members can engage with legislators.

Tactics:

Workshop #1: Texas Lege 101 with Stephanie Chiarello, Legislative Chief of Staff

October 20, 2020 1 hour Zoom event with 15-20 in attendance from across Texas (Exhibit K)

Topics: How the Texas Legislature works, including House and Senate makeup, committees; who are the Texas Senators and House Reps; how constituents interact with representatives; strategies for speaking up
Workshop #2: Pro Tips: How to Talk to Legislators, Co-led event with Activist Becky Bullard, Legislative Chief of Staff Max Lars, Lobbyist Annie Spilman

November 12, 2020 1 hour Zoom event with 15-20 in attendance from across Texas, introduced by District 10 Governor Suzanne LaForgia (Exhibit L)

Topics: Review of how the citizen legislature works; what to expect in the 2021 session; how to start a conversation with legislators; how not to have a conversation with legislators

Strategy 2: Host Texas Day at the Capitol in March 2021

A “Day at the Capitol” would typically be held in person at the Capitol every odd year when the Texas legislature meets, but in 2021 during the pandemic, we expected that groups would not hold in-person lobby days and that rules of the Capitol would change.

Overview:

Day at the Capitol virtual event, March 2, 2021 10am-5pm on Zoom (Exhibit M)

We engaged members from every AAF chapter in Texas to practice self-care and get involved to protect our livelihoods. The day featured a keynote address from GSD&M co-founder and AAF Hall of Famer Roy Spence. AAF National supported our effort with an introduction by Steve Pacheco, AAF President and CEO, and industry experts from around the country educated our members about issues facing the advertising industry. (Exhibit N) We connected members with legislators to serve as a resource, educate them on our economic contributions, and show we are a powerful voice that when unified, cannot be ignored.

Tactics:

- Planning: AAF/Austin led the events and planning, but all of the Texas Chapters within District 10 were invited and encouraged to participate. Our Austin team hosted weekly planning meetings throughout the fall and winter leading up to March 2. We wrote templates for members to send to Texas legislators to introduce themselves ahead of the event. We developed talking points for a

“one-pager” that was distributed to the participants for the “AAF Texas Day at the Capitol”. (Exhibit O)

- Promotion: The AAF/Austin Comms team and the Austin and Dallas Ad2 clubs pushed out the social assets to promote the event, but we also encouraged the other Texas chapters to push the info. out on their social channels. District 10 has been supportive and pushed out promotion as well. (Exhibit P)
- Cindy & Helena appeared on an October episode of the D10 Podcast with Ray Schilens from Radio Lounge in Houston. (Exhibit Q) Ray also attended the Day at the Capitol and moderated the Happy Hour - moving forward conversation and introduced our live music guest, Colin Boyd. (Exhibit R)
- We wrote a letter to Texas Governor Greg Abbott asking for his support. In response, Governor Abbot issued a proclamation declaring March 2, 2021 “Texas Advertising Day at the Capitol”. (Exhibit S)

EVENT DETAILS:

See agenda. (Exhibit T)

Results: Texas Day at the Capitol had 39 registered attendees from Austin, Houston, Dallas, Amarillo, and Corpus Christi. Members met with legislators or staffers from nearly a dozen offices . (Exhibit U) Each office requested additional information to share with the elected representatives. As a result of our efforts, District 10 representatives recommended doing a virtual Day at the Capitol on an annual basis, instead of every two years in person. We designated that our profits would benefit the Mosaic Center for Multiculturalism and were able to make a donation of \$2,294.48.

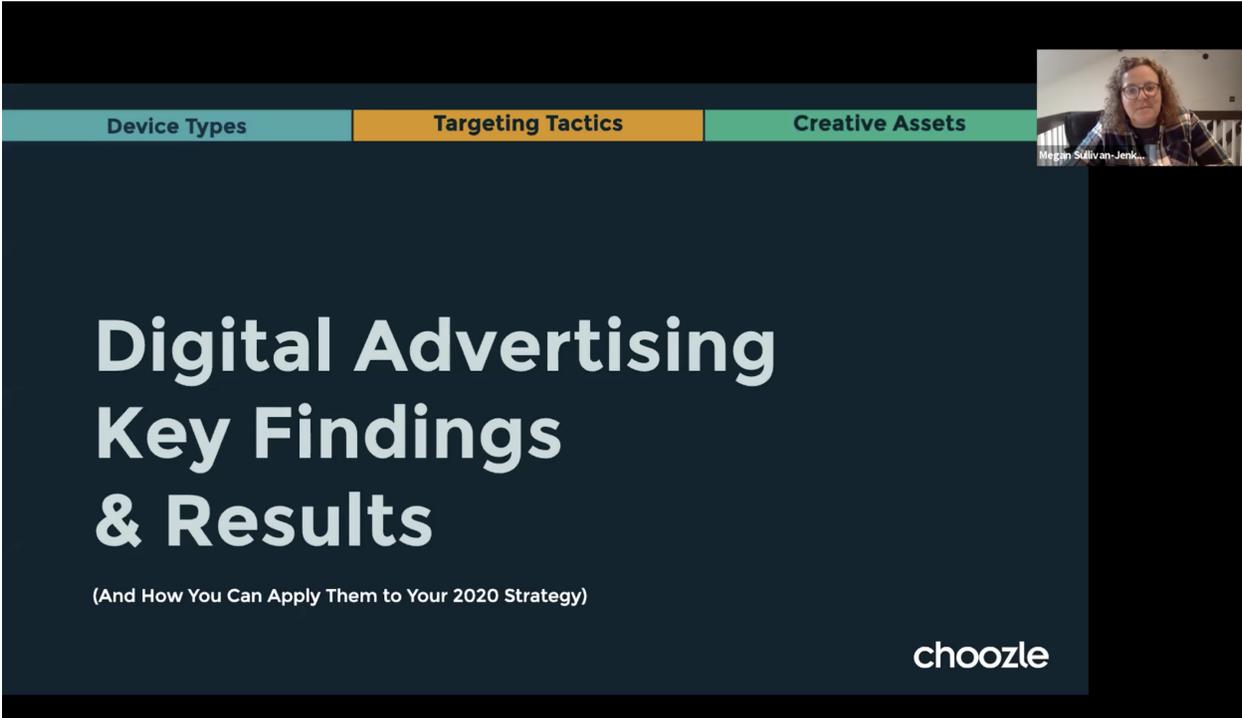
Feedback:

Great job. It’s a model for other states.” -- Carla Michelotti, AAF National Government Relations Chair

“Outstanding event today! Appreciate the total Team effort and all the work that went into this special day. Solid content, good attendance, timely and relevant issues discussed.” -- Steve Pacheco,

President/CEO AAF National (Exhibit V)

EXHIBIT A – AAF Austin’s first virtual event



The slide features a dark blue background with a navigation bar at the top. The navigation bar has three tabs: "Device Types" (teal), "Targeting Tactics" (orange), and "Creative Assets" (green). The "Targeting Tactics" tab is currently selected. In the top right corner, there is a small video feed window showing a woman with glasses and curly hair, identified as "Megan Sullivan-Jenk...".

Digital Advertising Key Findings & Results

(And How You Can Apply Them to Your 2020 Strategy)

choozle

EXHIBIT B – Staying profitable and relevant through virtual events

MAR 4		American Advertising Awards 2021 Austin Ad Fed Space to Create Online event Thursday, March 4, 2021 at 7:00 PM CST	227 / 2000
MAR 2		Day at the Capitol Online event Tuesday, March 2, 2021 at 10:00 AM CST	40 / 300
FEB 12		Meaningful Action: Within The Walls Online event Friday, February 12, 2021 at 12:00 PM CST	59 / 500
NOV 12		Pro Tips: How to Talk with Your Texas Legislator Online event Thursday, November 12, 2020 at 12:00 PM CST	16 / 400
OCT 29		Big Wigs 2020 - The Unmasking Online event Thursday, October 29, 2020 at 7:00 PM CDT	122 / 700
OCT 20		Join us for Texas Lege 101 Impact Our Future Online event Tuesday, October 20, 2020 at 12:00 PM CDT	22 / 404
SEP 1		Meaningful Action: Within the Work Online event Tuesday, September 1, 2020 at 12:00 PM CDT	111 / 200
JUN 29		An Irrational Approach to a Chaotic World Online event Monday, June 29, 2020 at 12:00 PM CDT	7 / 200
MAY 12		Digital Thought Leadership: Trivia Style sponsored by Choozle Online event Tuesday, May 12, 2020 at 4:00 PM CDT	62 / 100

Pro Tips: How to Talk with Your Texas Legislator

November 12, 2020 at 12:00 PM CST

Online event

\$118.34 Gross

• Sales Ended

16 / 400

Big Wigs 2020 - The Unmasking

October 28, 2020 at 7:00 PM CDT

Online event

\$1,744.48 Gross

• Sales Ended

122 / 700

Join us for Texas Lega 101 Impact Our Future

October 20, 2020 at 12:00 PM CDT

Online event

\$151.42 Gross

• Sales Ended

22 / 404

Meaningful Action: Within the Work

September 1, 2020 at 12:00 PM CDT

Online event

\$0.00 Gross

• Sales Ended

111 / 200

An Irrational Approach to a Chaotic World

June 28, 2020 at 12:00 PM CDT

Online event

\$90.99 Gross

• Sales Ended

7 / 200

Digital Thought Leadership: Trivia Style sponsored by Choozle

May 12, 2020 at 4:00 PM CDT

Online event

\$0.00 Gross

• Sales Ended

62 / 100

American Advertising Awards | 2021 Austin Ad Fed | Space to Create

March 4, 2021 at 7:00 PM CST

Online event

\$3,679.75 Gross

• Sales Ended

227 / 2000

Day at the Capitol

March 2, 2021 at 10:00 AM CST

Online event

\$694.48 Gross

• Sales Ended

40 / 300

Meaningful Action: Within The Walls

February 12, 2021 at 12:00 PM CST

Online event

\$0.00 Gross

• Sales Ended

59 / 500

EXHIBIT C - American Advertising Awards virtual event
THEME:



WEBSITE:



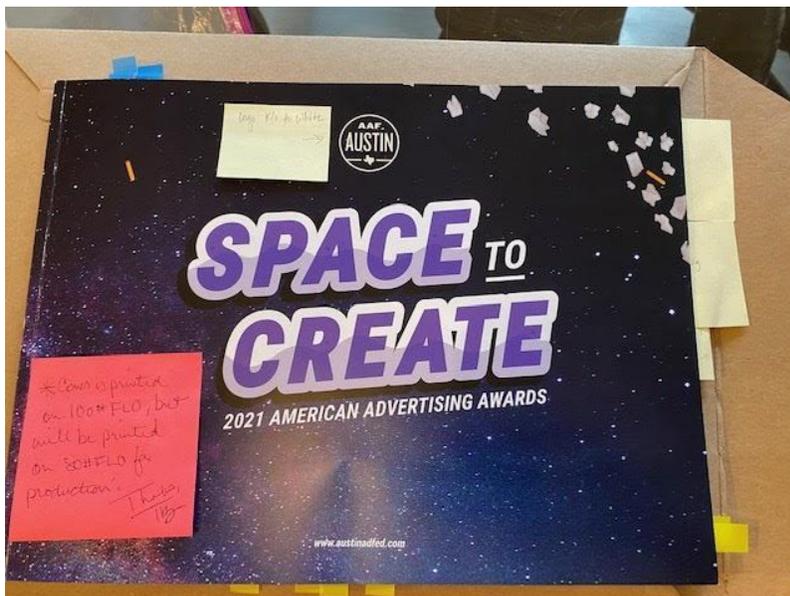
THE 2021 AMERICAN ADVERTISING AWARDS.

What seems like long ago, Austin Advertisers tumbled between back-to-back meetings, slipped into a time warp of podcasts and commuting, and often found themselves torn between two black holes: "The Next Big Ad" and "The Next Family Dinner." Under-eyes heavy and hearts hopeful, Austin Advertisers all searched the galaxy for the same thing: **Space to Create.**

(EXHIBIT D): PARTY PACK



(EXHIBIT E): WINNERS BOOK



ONLINE/INTERACTIVE

SILVER — CHIPOTLE FARMERS MARKET A

HUNT, GATHER
 031A - Consumer
 Advertiser: Chipotle
 Lynn Barish, Creative Director; Samantha Ortiz, Art Director; Josephine Branscomb, Copywriter; Alexis Dorente, Account Director; Shelley Sheppard, Brand Creative Director; Chipotle; Mary Cook, Assistant Brand Manager; Chipotle; Michael Kotick, Director, Brand Marketing/Product Innovation; Chipotle; Stephanie Herbus, VP of Marketing, Chipotle



BRONZE — NADAMOO! WEBSITE REDESIGN B

HUNT, GATHER
 031A - Consumer
 Advertiser: Nadamoo!
 Lynn Barish, Creative Director; Kathy Horn, Creative Director; Emily Bertram, Art Director; Cat Shattuck, Copywriter; Josephine Branscomb, Copywriter; Alexis Dorente, Account Director; Jason Burks, Development Director; Lawrence Whiteside, Developer



BRONZE — HOPDODDY BURGER BAR C

HUNT, GATHER
 031A - Consumer
 Advertiser: Hopdoddy
 Alexis Dorente, Account Director; Shannon Knight, Project Manager; Lynn Barish, Creative Director; Andrea Hamann, Senior Art Director; Samantha Ortiz, Senior Art Director & Developer; Terri Bonnet, Art Director; Jason Burks, Development Director; Tim Warren, Engineer



GOLD — HOW TO CONSTRUCT A SOCIAL VIDEO D

BANDOLIER MEDIA
 032A - Social Media Single Execution
 Advertiser: LeafHerman
 Louis Montemayor, Creative Director; George Ellis, Editor; Daniel Stone, Account Director; 360 Studios, Production



SILVER — WANNA GET AWAY CAMPAIGN E

GSD&M
 032A - Social Media Single Execution
 Advertiser: Southwest Airlines
 Jay Russell, Chief Creative Officer; Ryan Carroll, Group Creative Director; Ryan Edwards, Group Creative Director; Barrett Michien, Creative Director; Greg Wyatt, Creative Director; Joel Williams, Creative Director; Ryan Warner (Spot Me), Associate Creative Director; Justin Han (Spot Me), Associate Creative Director; Tom Grigolo (Spot Me), Copywriter; Harper Blewett (Spot Me), Art Director; Jack Epstein, Director of Production; Janna Marin, Associate Producer



SILVER — LINT F

BANDOLIER MEDIA
 032A - Social Media Single Execution
 Advertiser: Duct Tape
 George Ellis, Director; Louis Montemayor, Creative Director; Daniel Stone, Account Director; Morgan Bond, Producer; CamLock Films; Nick Grisham, DP/CamLock Films; Angie Dominguez, Editor; Union Editor



STUDENT BEST OF SHOW DESIGN



STUDENT BEST OF SHOW DESIGN — WINNIES HONEY ★

001A - Packaging
 Job Proposition Lab
 Kayleigh Jennings, Designer; Bart Cleveland, Instructor

Exhibit F Event collateral and images



MAR 04

American Advertising Awards | 2021 Austin Ad Fed | Space to Create

by AAF Austin [Follow](#)

\$15 - \$100

[Tickets](#)

[Share](#) [Heart](#)

THE 2021 AMERICAN ADVERTISING AWARDS PRESENTED BY AUSTIN AD FED

About this Event

The 2021 Austin Advertising Award show is going virtual! You don't want to miss your chance to view the persistence, ingenuity and unwavering spirit the local creative community showed during a time where "Space" was redefined for us all.

This is the advertising industry's largest and most representative competition. The national competition is a three-tier process and it all starts here, with our local Austin show! On this night we will celebrate advertising excellence - including out of this world work from local creative professional and student communities.

Tune in to see top creative, fun trivia moments and a DJ showcase to close out the show - so get your tickets and blast off with us! It may be good to get off of the planet for a night...

Follow us on [Instagram](#), [Facebook](#) and [LinkedIn](#) for updates as we get closer to the big night and be sure to tune in at 6:45pm to catch the pre-show featuring DJ Buck Rodgers!

Date And Time
Thu, March 4, 2021
7:00 PM - 9:30 PM CST
[Add to Calendar](#)

Location
Online Event
Already have a ticket?
[Access the event](#)

Refund Policy
Contact the organizer to request a refund. Eventbrite's fee is nonrefundable.

THANK YOU TO OUR SPONSORS

GSD&M **TECATE** **PROforma** **THIRD EAR**

CAPITAL PRINTING **GLAMPITT PAPER** **WIEWHITE LABELPPC.com** **WORKBOOK**



BEST OF SHOW DIGITAL

BRANDED CONTENT & ENTERTAINMENT
FOR ONLINE/INTERACTIVE

MILLION PIECE PUZZLE | GSD&M

U.S AIR FORCE

CREDITS: Jay Russell, Jeff Maki, Travis Waid, Maria D'Amato, Alex Lang, Lauren Doerr, Donnine Canamar, Hannah Dobbs, Bo Bradbury, Norah Rudyk, Adrienne Strange, Liv Anderson, Amanda Talmadge, Linda Jackson, Ashley Davidson, Luke Dreyer, Krystal Hawkins, Lisa Valencia, Lucas Fiser, Lindsay Wakabayashi, Karen Gatewood, Todd Black, Shane Faulkner, Denny House, Danylle Salinas-McCord, Diana Farias, Marcela Masso, Nicole Dellert, Jennifer Siegel, Natalia Perez, Sara Holl, Tien Nguyen, Jay Takle

SPACE TO
CREATE

THE FIRST INSTAGRAM PHOTO FEATURED WHICH ANIMAL?

A CUTE KITTEN

A BABY PANDA

 A SMILING DOG

A JUMPING DOLPHIN

TRIVIA SPONSOR

WEWHITE
LABELPPC
.com



THANK YOU TO ALL OF OUR SPONSORS!

AAF  ATX

10.12

GOLD LEVEL



GSD&M

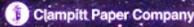


SILVER LEVEL



BLGS

CONTRIBUTING SPONSORS



WORKBOOK

RANCH RIDER SPIRITS CO.



2021 AUSTIN AMERICAN ADVERTISING AWARDS AAF  ATX

**SALES &
MARKETING**

**SPACE TO
CREATE**

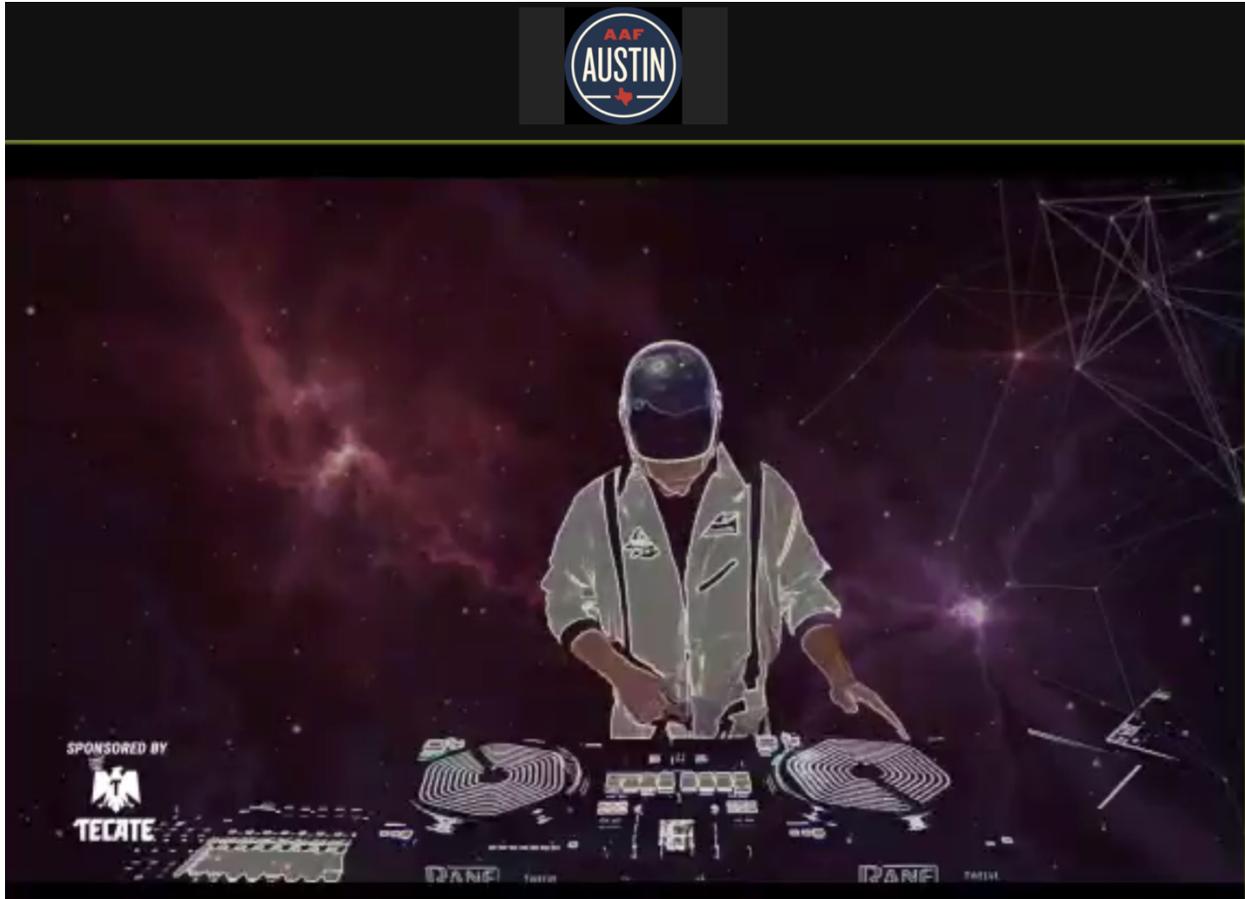


EXHIBIT G – FREE Meaningful Action series #1



Meaningful Action Within the Work

MODERATOR:
Jeremy Wood

SPEAKERS:

Kim Ngyuen
Creative Director

Keni Thacker
Creative Diversity, Culture, Talent & Inclusion Advocate

Carmina Ortiz Drummond
Chief Culture Officer

Dominique Monet - Associate Creative Director

@adfedAustin
#AAFMeaningfulActionSeries



EXHIBIT H – FREE Meaningful Action series #2



AAFAustin @adfedAustin · Jan 29

Proud to present part two of our Meaningful Action series: "Within the Walls" focusing on the lack of diverse professionals in the ad industry. Join @thenichols of @allyshipaction and Aliah Berman, CDO @TBWA Friday, 2/12 at 12PM CST. buff.ly/3tb35zU #AAFAustin



EXHIBIT I – FREE Small & Diverse Vendor Partner Showcase

MEANINGFUL ACTION SERIES

GSD&M & AAF/ATX PRESENTS

Small & Diverse Vendor Partner Showcase

DECEMBER 8 | 12:30 – 4:00 PM CST

REGISTER TODAY

VIRTUAL EVENT

LOG IN NOW!

GSD&M and AAF/Austin Present: Small & Diverse Vendor Partner Showcase

START DATE: 12/8/2020

START TIME: 1:00 PM CST

DESCRIPTION:

GSD&M and AAF/Austin will host agencies and small and diverse vendors, encouraging introductions and interaction with the hope that agency contacts become more aware of available vendor partners for inclusion in future bids. This virtual event will be educational as well as celebratory for our small and diverse vendor partners. It will showcase their crafts, talents, creativity and work they produce to make our agencies vibrant and our clients' products and services rewarding. It is an opportunity for small and diverse vendors to meet with agency contacts via breakout rooms, curated by specialty area.

For technical assistance, please call **773-645-4877**.

Not registered for the GSD&M and AAF/Austin Present: Small & Diverse Vendor Partner Showcase webcast and interested in signing up? Click below:

REGISTER NOW!

Email Address

ENTER

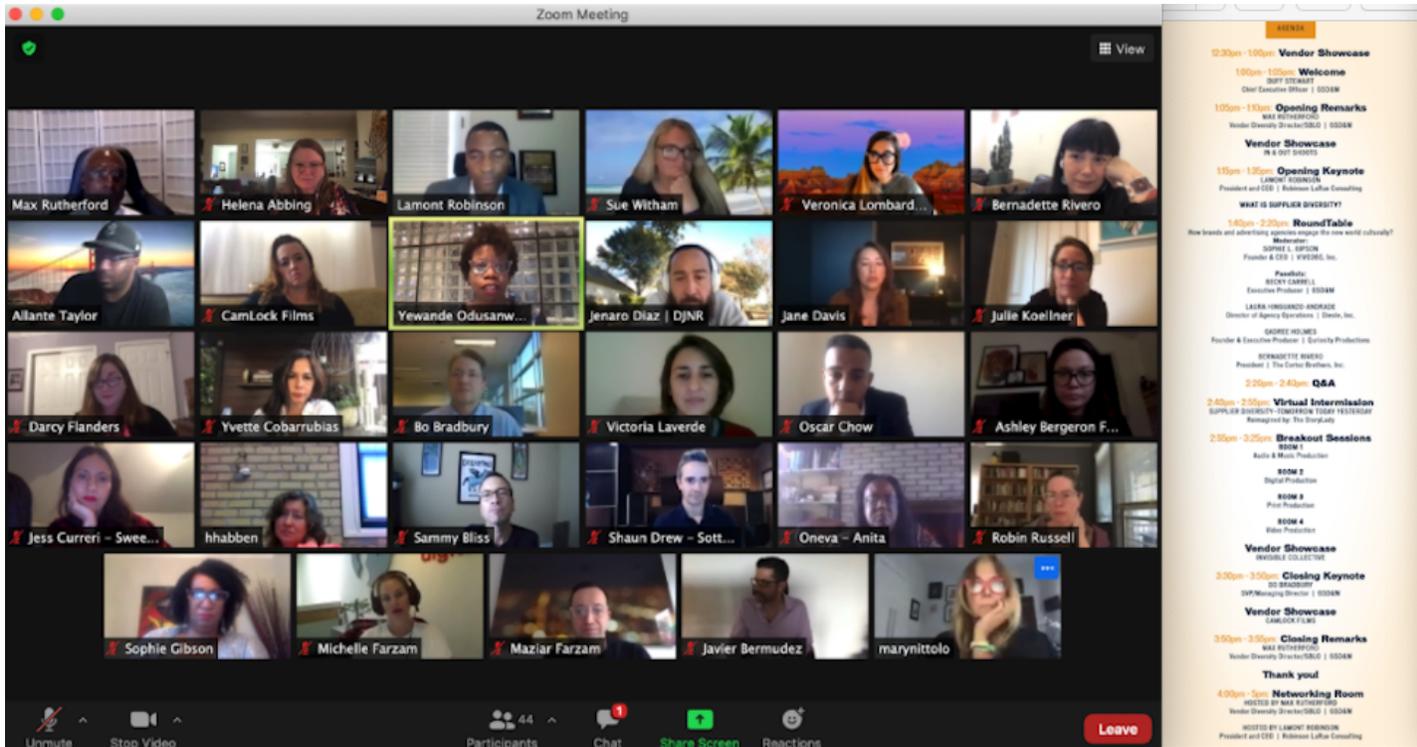
If you receive an "Already Logged In" message, wait 1 minute before re-entering.

[Terms Of Use](#)

[Privacy Policy](#)

[Computer Tips](#)

By logging in, you agree to the Terms of Use and Privacy Policy.



AAF Austin @adfedAustin · Dec 4, 2020

Reminder to register by tomorrow! Great virtual event brought to you by @GSDM in collab with us. #DiversityandInclusion #Advertising #virtualevent #atx #austintx

AAF Austin @adfedAustin · Dec 1, 2020

Along with @GSDM we're hosting agency creatives & producers + small and diverse vendors, for a networking event. Vendors + creatives will meet in virtual breakout rooms, curated by speciality areas. Expand your ad contacts on 12/8 Register by 12/5: buff.ly/3muo7pJ

GSD&M & AAF ATX PRESENTS

Small & Diverse Vendor Partner Showcase

VIRTUAL EVENT

EXHIBIT J – FREE Bias in the Brief 2.0 workshop

Join us for "Bias in The Brief" 2.0 Workshop. 2/24 11AM



AAF Austin <info@austinadfed.com>

To: Helena Abbing (GSDM)

Friday, February 19, 2021 at 11:35 AM



Bias in the Brief **2.0**

February 24 | 11:00-12:30 PM CST

PRESENTED BY



CURRENT
FORWARD

Join AAF Austin and Current Forward for a live workshop on equity and inclusion in the strategy process. Our panelists are leaders from across the country who are working to combat bias in the briefing process.

Together we will define core principles for diversity in the research and strategy and how to drive authentic representation in advertising in, and even before, the brief.

Meet us Wednesday, February 24 | 11-12:30 PM CST.

[Register Now](#)

Bias in the Brief 2.0 Current Forward Time Left 59m

Main Panel

Kai D. Wright, Donovan Triplett, Elizabeth Paul, Ashley Lapin

Event **Stage**

Chat Polls

- Jeremy Wood** Organiser • 15 minutes ago
TY for the link Lillian!
- Jeremy Wood** Organiser • 12 minutes ago
Hey Everyone, we'll have time for Q&A towards the end of this discussion. Feel free to throw your questions in the chat!
- JB** Jack Beck • 10 minutes ago
this is awesome. is this session being recorded... would love to resurface with ppl who couldnt attend live?
- Jeremy Wood** Organiser • 9 minutes ago
We sure our Jack! We'll be sharing out the recording following the event!
- JB** Jack Beck • 9 minutes ago
Amazing. Thank ya!
- EE** Emily Elias • 5 minutes ago
Chills.

Start typing... 500

Bias in the Brief 2.0 Current Forward Time Left 9m

Search sessions

Reception

Stage

Now

Sessions

[Open](#)

Creative Case Studies w/ Kai Wright

Join Kai Wright in brainstorming ways to make agency briefs & process evolve so creative executions are more inclusive.

14

[Open](#)

Racially Literate Brands with Donovan Triplett

Brainstorming ways you can help the brands you work with become more "racially literate".

16

[Open](#)

Diverse Agency Culture with Elizabeth Paul

Brainstorming ways you can cultivate a more diverse agency culture.

11

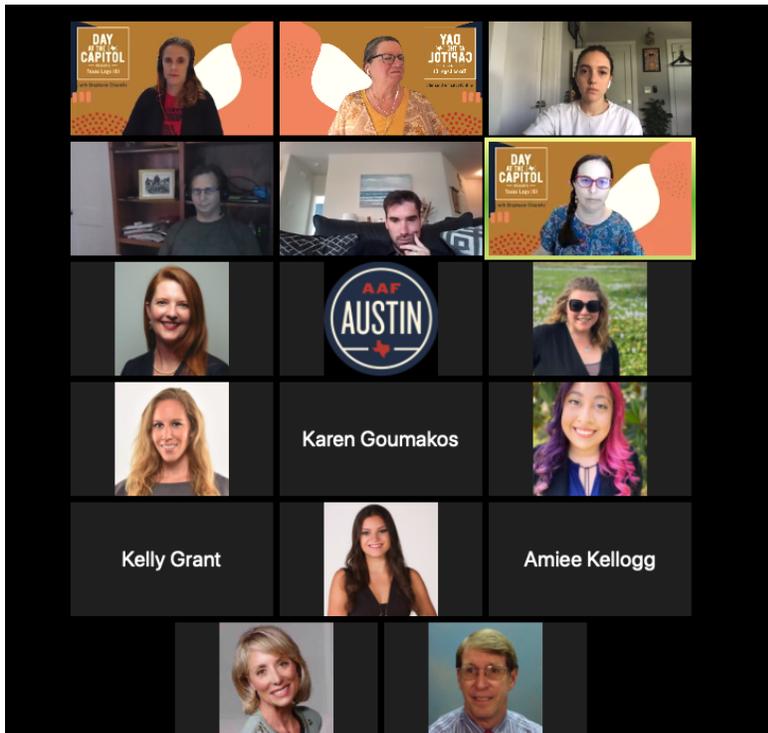
[+ Create Session](#)

EXHIBIT K – Government Relations Workshop #1: Texas Lege 101



AAF Austin @adfedaustin · Sep 30, 2020

To impact Texas Ad Industry's future, we need to understand how the legislature works. Our first virtual workshop is Texas Lege 101. On Oct 20, Stephanie Chiarello will guide us through the maze of Texas Legislature. #TexasActivismFromHome
Register: buff.ly/2G3rPxt



hello everyone thanks for the invite:
excited to be here
currently traveling so I can join the video or audio but i'm excited to hear more from you today
*cant

From Me to **Everyone**:
Please mute unless you want to ask a question. Thanks!

From Kevin Dobbs to **Everyone**:
March 2nd is Texas Independence Day also

From Elisa Rode to **Everyone**:
Yes
To find out your rep: WRM.Capitol.Texas.Gov/home

From TAYLOR LINDHOLM to **Everyone**:
Mostly R

From Amiee Kellogg to **Everyone**:
has to move through both chambers

From Karen Goumakos to **Everyone**:
every 2 years

From Cindy Brummer to **Everyone**:
very little
the majority

From Me to **Everyone**:
The chairperson
The party in power

From Amiee Kellogg to **Everyone**:
hahahaha!!!

To: **Everyone**



Type message here...



AAF Austin @adfedaustin · Oct 12, 2020

...

Early voting in Texas runs from Oct 13 - Oct 30, 2020. Grab your mask. Don't forget pants. And vote like our future depends on it! P.S. If you plan to vote by mail, request your mail-in ballot by Oct. 19! Check if you're eligible here: buff.ly/2PnD5y0



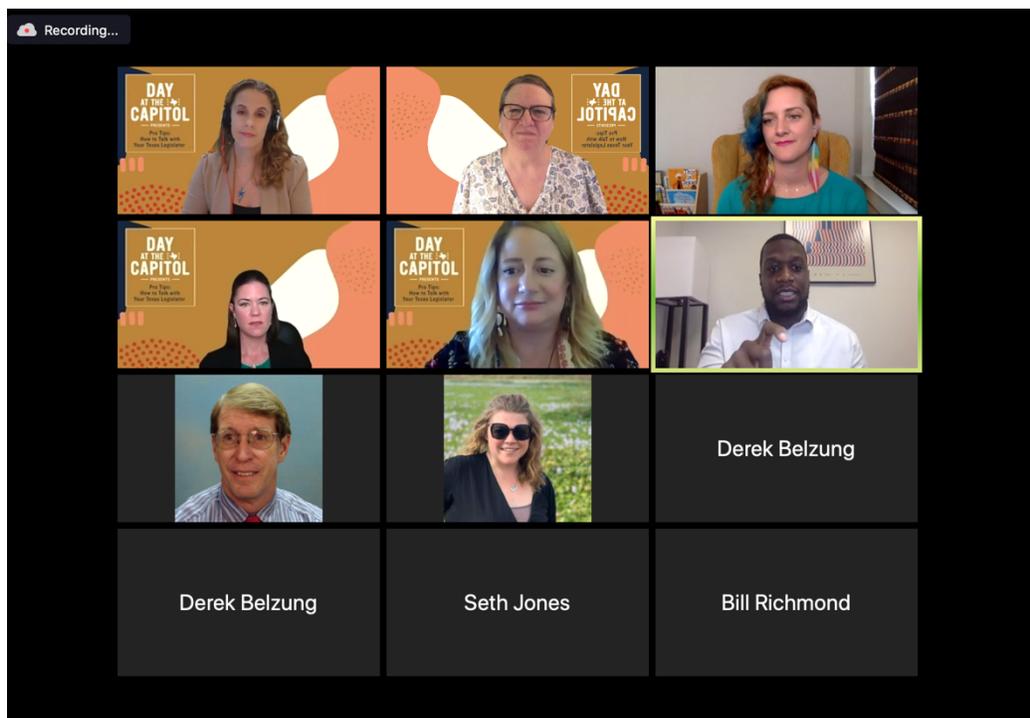
AAF Austin @adfedaustin · Oct 9, 2020

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To impact Texas Ad Industry's future, we need to understand how the legislature works. Learn how to get involved at Texas Lege 101. Let's do a favor for our future! Register at link in bio. [#TexasActivismFromHome](https://buff.ly/33JkRQf) buff.ly/33JkRQf



EXHIBIT L – Government Relations Workshop #2: How to talk with your Legislator



Chat

talking points and setting up introductions for our volunteers.

From AAF Austin to Everyone: Awesome!

From Bill Richmond to Everyone: I totally agree with what Annie is saying!

From Lauren Boone to Everyone: Thank you all for your time! I have to hop off. Have a great weekend everyone.

From Me to Everyone: Thanks Lauren!

From Bill Richmond to Everyone: @Annie @Becky @ Max "Thank you!" @Cindy @Helena "Thank you!"

From Me to Everyone: Thank YOU Bill!

From Amanda White to Everyone: Thank you everyone, this has been extremely informative!

From Suzanne La Forgia to Everyone: Get everybody's zip code. that would be easy

To: Everyone

Type message here...

File

EXHIBIT M – Government Relations First-ever Virtual Day at the Texas Capitol



JOIN US FOR A GROUND-BREAKING EVENT!

AAF Austin is working with the Texas chapters in AAF District 10 to present:

Texas Advertising Day at the Capitol

Tuesday, March 2,

10:00 AM CST – 5:00 PM CST

A Virtual event via Zoom

This Virtual Day At The Capitol is our chance to impact legislation that governs the advertising industry, directly affecting each of our livelihoods. Texas lawmakers are ready to hear our voices and understand our impact on the Texas economy.

One of the main reasons the American Advertising Federation was created is to educate and keep our industry healthy through a grassroots network to keep our legislators aware of the economic impact our industry has and how legislation affects us.

We'll kick off our Virtual Day at the Capitol at 10am with Roy Spence as our keynote speaker. AAF National President and CEO Steve Pacheco will welcome participants and introduce industry experts who will educate our attendees about issues affecting our industry through a series of short lightning talks.

- Advertising Sales Tax Impact – Clark Rector, EVP Government Affairs, AAF National
- Deductibility of Advertising Expenses – Carla Michelotti, Government Affairs Chair, AAF National
- Privacy Laws – Michael Signorelli, Partner, Veneble, LLC
- Film Incentive Programs – Mindy Raymond, Texas Moving Picture Association/TXMPA
- US Postal Service reform – Patrick Henderson, Executive Director of Government Affairs, Quad Graphics

We'll break for lunch, then distribute talking points and resources.

Next we'll have the opportunity to go into breakout rooms for each chapter to meet with State Representatives, Senators, and/or staff members to raise awareness of the economic contribution of our industry and the negative impact that taxation of services would have on our workforce.

Attendees will return to the main room at 4pm for a recap of the day, trivia with prizes, networking, and starting at 4:30, enjoy the sounds of our live music guests.

DO A FAVOR FOR THE FUTURE OF THE ADVERTISING INDUSTRY. HELP MAKE OUR VOICES HEARD.

TUESDAY, MARCH 2, 2021, 10:00 AM CST – 5:00 PM CST

[REGISTER NOW](#)

\$10/Student ticket, \$20/Member ticket, \$30/Non-Member ticket.

Ticket for Legislative Meetings only (1-4pm CST) is free.

Profits benefit the AAF Mosaic Council, the advertising industry's preeminent think tank on diversity and inclusion.

EXHIBIT N – Virtual Day at the Texas Capitol: AAF’s Steve Pacheco and Keynote Speaker Roy Spence. Industry experts Carla Michelotti, Mike Signorelli and Clark Rector discuss Tax and Privacy issues affecting the advertising industry.

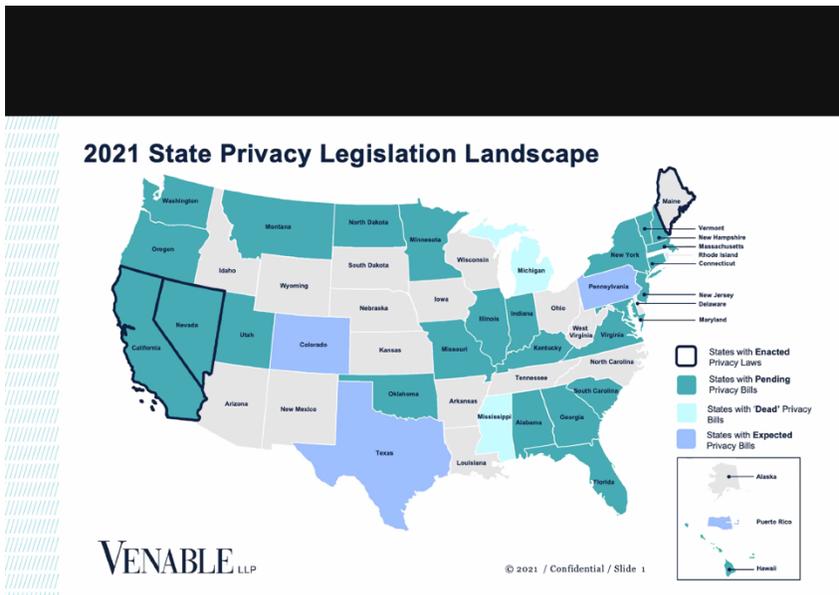
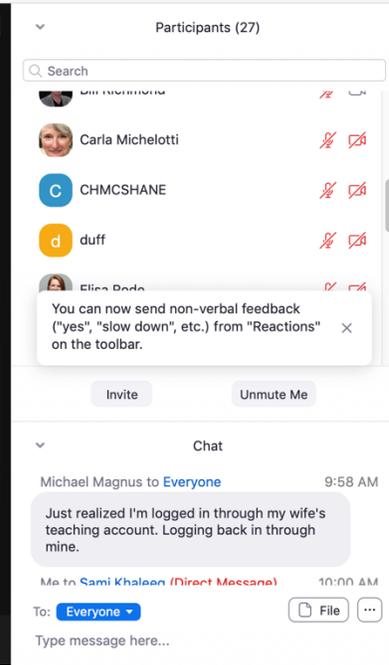
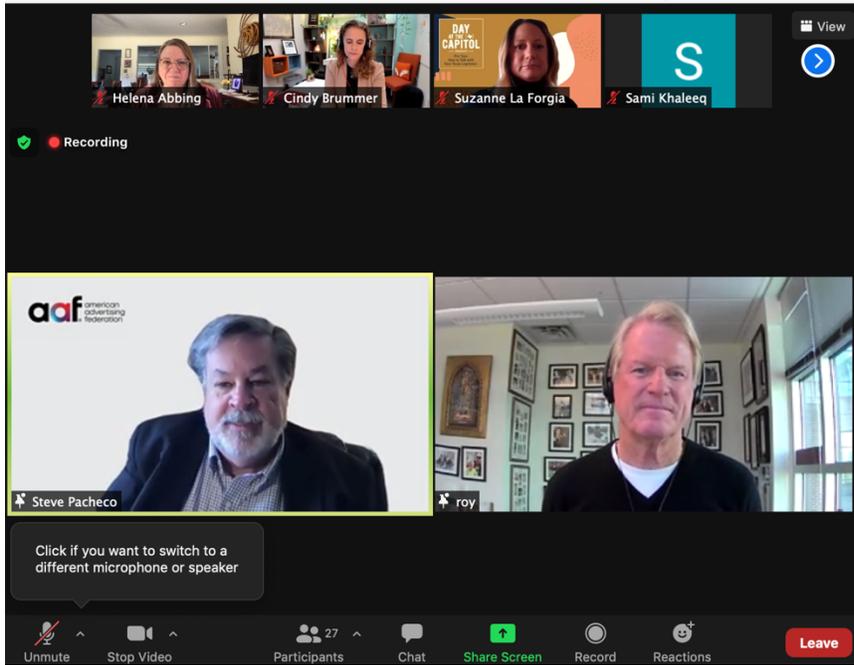
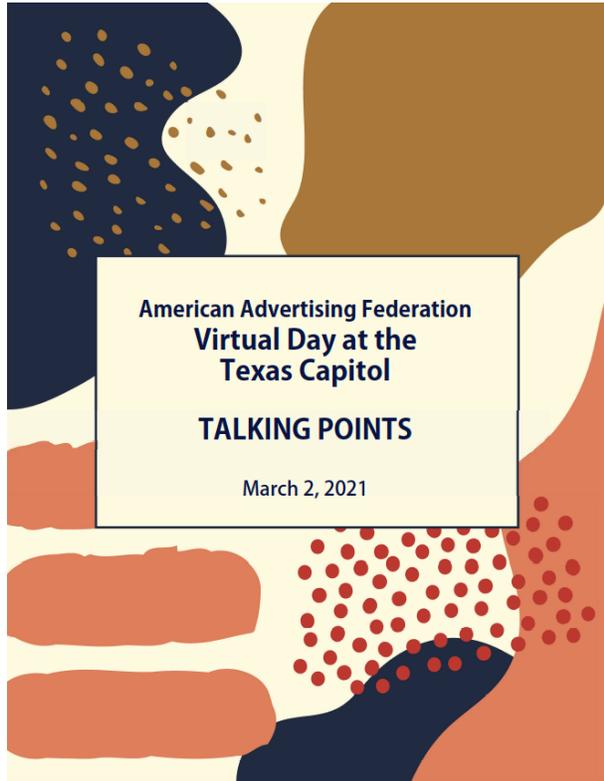


EXHIBIT O – Talking Points document was sent to each participant



American Advertising Federation

Impact of Advertising and Related Businesses on the Texas Economy

- Advertising helps generate \$531.5 billion - or 15% - of economic activity in Texas.
- Every \$1 million spent on advertising supports 66 Texas jobs.
- Advertising helps produce 1.7 million - or 14.6% - of all jobs in Texas.
- Every \$1 million spent on advertising supports 66 Texas jobs. Every direct advertising job also supports 40 other jobs across all industries.
- One in six jobs in Texas is related to Advertising. Think television, radio stations, print shops, film makers, recording and editing houses, actors, photographers, illustrators, retouchers, developers, UX designers, set builders, fabricators, makeup artists, stylists, and of course – advertising agencies.

Our Mission: To protect and promote the well-being of advertising. We accomplish this through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters.

Our Goals:

- Bring members together to deliver creative business solutions
- Keep members abreast of the latest trends in technology, creativity and marketing
- Promote diversity and inclusion in advertising
- Honor and celebrate advertising excellence
- Develop the industry's future leaders
- Protect and promote advertising at all levels of government through grassroots activities
- Offer engaging programs to encourage local association volunteer leadership
- Utilize industry expertise to address community issues
- Provide opportunities for professionals to build supportive relationships with others in the advertising industry

State and Federal Issues that Affect our Industry:

Advertising Sales Tax / Deductibility of Advertising Expenses / Privacy Laws
Film Incentive Programs / USPS Health and Reform

Get Involved: For more information, visit AAF/National Government Affairs at aaf.org.

AAF Tenth District

District 10 Texas chapters
AAF Amarillo / AAF Austin / AAF Corpus Christi / AAF Dallas / AAF Fort Worth / AAF Houston
AAF Lubbock / AAF San Antonio / Ad2 Austin / Ad2 Dallas / Ad2 Houston

DAY AT THE CAPITOL 2021

AAF ATX

American Advertising Federation

Proposal of a sales tax on advertising services

An advertising tax would cost Texas businesses and consumers at a time when their finances are already precarious. Many businesses simply cannot absorb substantial new taxes without passing along some of those costs to consumers.

Taxes on advertising do not work. Where they have been tried, they have failed – and their effects are sobering. Arizona, Iowa and Florida each passed broad advertising taxes years ago; each state later repealed its tax. Florida's experience is instructive. Advertising there fell rapidly, by 12 percent, and the tax was extremely difficult to administer. The tax was repealed in a special session five months after it took effect. Since 1987, when Florida repealed its advertising sales tax, 40 states have considered and wisely rejected the idea.

Advertising benefits consumers by fostering competition which encourages innovation and helps lower prices. A sales tax on advertising would slow economic growth. When the cost of advertising goes up, businesses spend less on advertising. When there is less advertising, consumer demand drops. Lower consumer demand reduces revenue, creates fewer jobs, slows the economy and reduces the tax's usefulness as a revenue source.

What are the implications?

- An ad tax would lead to less content and/or more paywalls, making them inaccessible to many lower-income Texans.
- An ad tax would hurt consumers and businesses and slow our state's economic growth.

Businesses rely on advertising to inform consumers about their goods and services. The tax would force them to reduce their advertising at a time when they need to reach customers more than ever – even if it's just to assure the public they're still open.

Deductibility of Advertising Expenses

The ability to deduct advertising expenses is a federal issue that is important to the health of our industry. When businesses consider hiring Advertising agencies and design firms, the ability to deduct those expenses factor into that decision. Limiting the deductibility of advertising increases the cost of advertising leading to less work for agencies, less revenue for the media and ultimately less competition and sales.

DAY AT THE CAPITOL 2021

AAF ATX

American Advertising Federation

Privacy

AAF supports privacy protections for consumers through both the DAA, which gives consumers control over whether they receive targeted advertising, and Privacy for America in which we advocate for a national privacy law.

AAF is a founding member of the Digital Advertising Alliance, which supports privacy, but also recognizes the desire of consumers to have access to free internet content. Organizations that provide digital content will face an extreme burden if they are required to follow a patchwork of 50 different laws.

The most pressing privacy initiatives on marketers' minds today:

- The California Consumer Privacy Act as well as other state laws that have been enacted.
- The prospects for a pre-emptive federal privacy law – with voices of support from both sides of the aisle.
- A review of political ad transparency initiatives, namely the DAA About Political Ads program

Film Industry Incentive Programs

Texas Motion Picture Alliance (TXMPA) supports the Texas Moving Image Industry Incentive Program (TMIIP), which creates jobs and brings economic stimulus to Texas.

- Results in \$5.11 for every \$1 granted
- A 511% return on investment for the state

USPS health and reform

US Postal Service reform is a federal issue that is important to our industry. As marketers, we rely on direct mail as an important component in our advertising campaigns. Additionally, this service is vital to our printing companies. The mailing industry includes 7.3 million people and generates over a trillion dollars in economic activity. This is comparable to the Auto, Oil & Gas and Airline industries.

We strongly support legislation that will reform the USPS cost model and legislation that will remove outdated and unnecessary costs for those in the mailing industry, including the requirement to annually prepay future retirement health benefits.

DAY AT THE CAPITOL 2021

AAF ATX

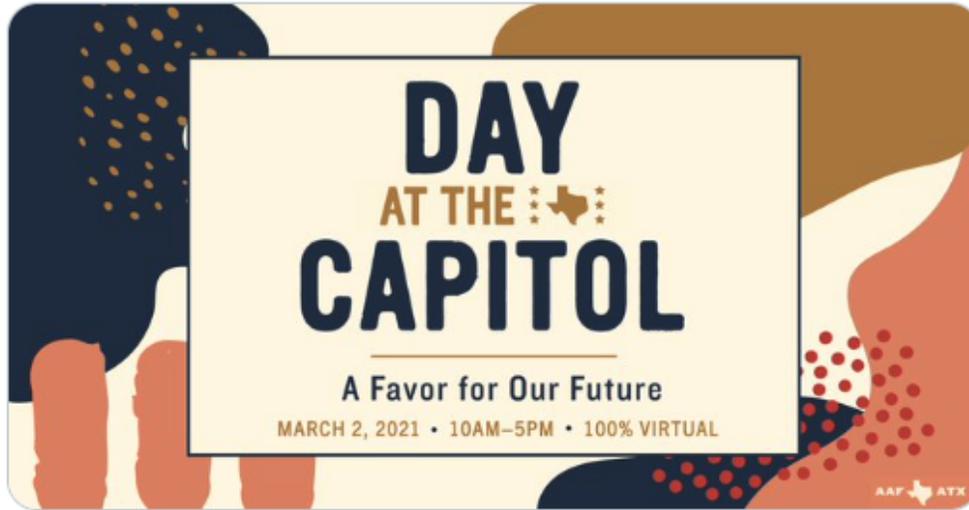
EXHIBIT P – Virtual Day at the Texas Capitol promotion



AAF Austin @adfedaustin · Feb 26



Voice support for legislation for advertising all in 1 day at Day at the Capitol! We've organized a full day, a chance to let our representatives hear our concerns. This is a rare chance show support for beneficial lawmaking. To sign up and learn more, go to link in profile. #AAF



AAF Austin @adfedaustin · Feb 5



Make your voice heard this year, even with your mic muted. Join our online rally this Texas legislative session! We're facing a possible sales tax that'll devastate our industry, so sign up now at buff.ly/3tpZ2A9 to learn more about our #DayAtTheCapitol on March 2nd!



EXHIBIT Q – Co-Chairs Cindy Brummer and Helena Abbing appear with host Ray Schillens on AdTENTION podcast to promote Virtual Day at the Texas Capitol.



AAF Austin @adfedaustin · Oct 15, 2020

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⚠️ **NEW PODCAST** ⚠️ If you want to make a positive impact on the Texas Ad Industry, listen to our new podcast episode. We explain our lobbying day, Virtual Day on The Hill + our educational events leading up to it + how legislation affects us everyday. buff.ly/35031YF



EXHIBIT R – Virtual Day at the Texas Capitol music guest Colin Boyd.



EXHIBIT S – Governor Greg Abbott issues a proclamation for American Advertising Federation Virtual Advertising Day at the Capitol, March 2, 2021.

THE STATE OF TEXAS
GOVERNOR

*To all to whom these presents shall come, Greetings:
Know ye that this official recognition is presented to all observing:*

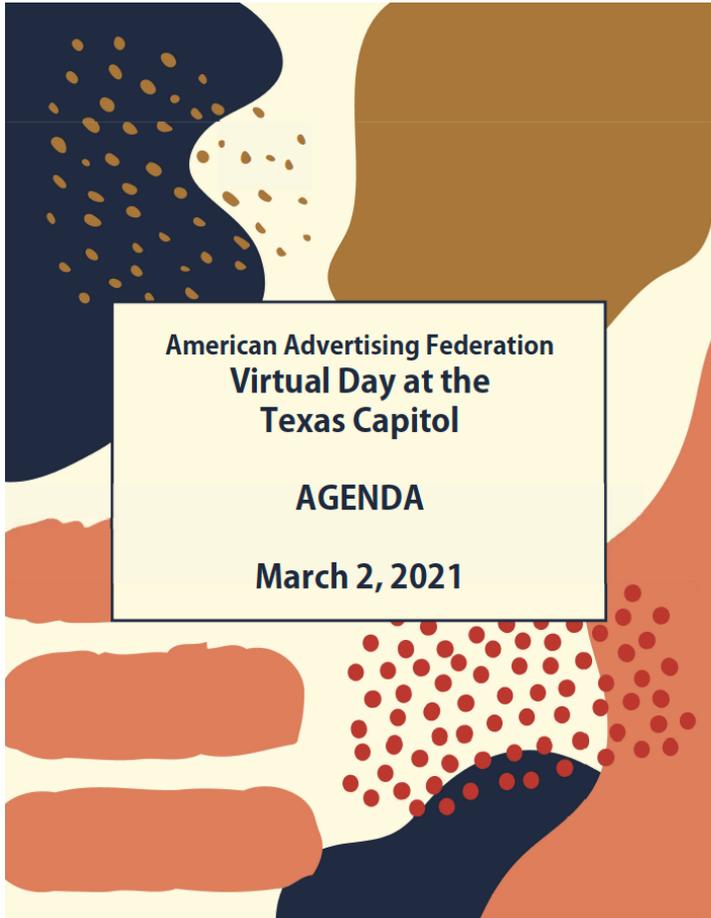
American Advertising Federation
Virtual Advertising Day at the Capitol
March 2, 2021

as the “Unifying Voice for Advertising” and



Greg Abbott
Governor of Texas

EXHIBIT T – Virtual Day at the Texas Capitol Agenda



**American Advertising Federation
Virtual Day at the
Texas Capitol**

AGENDA

March 2, 2021

AGENDA

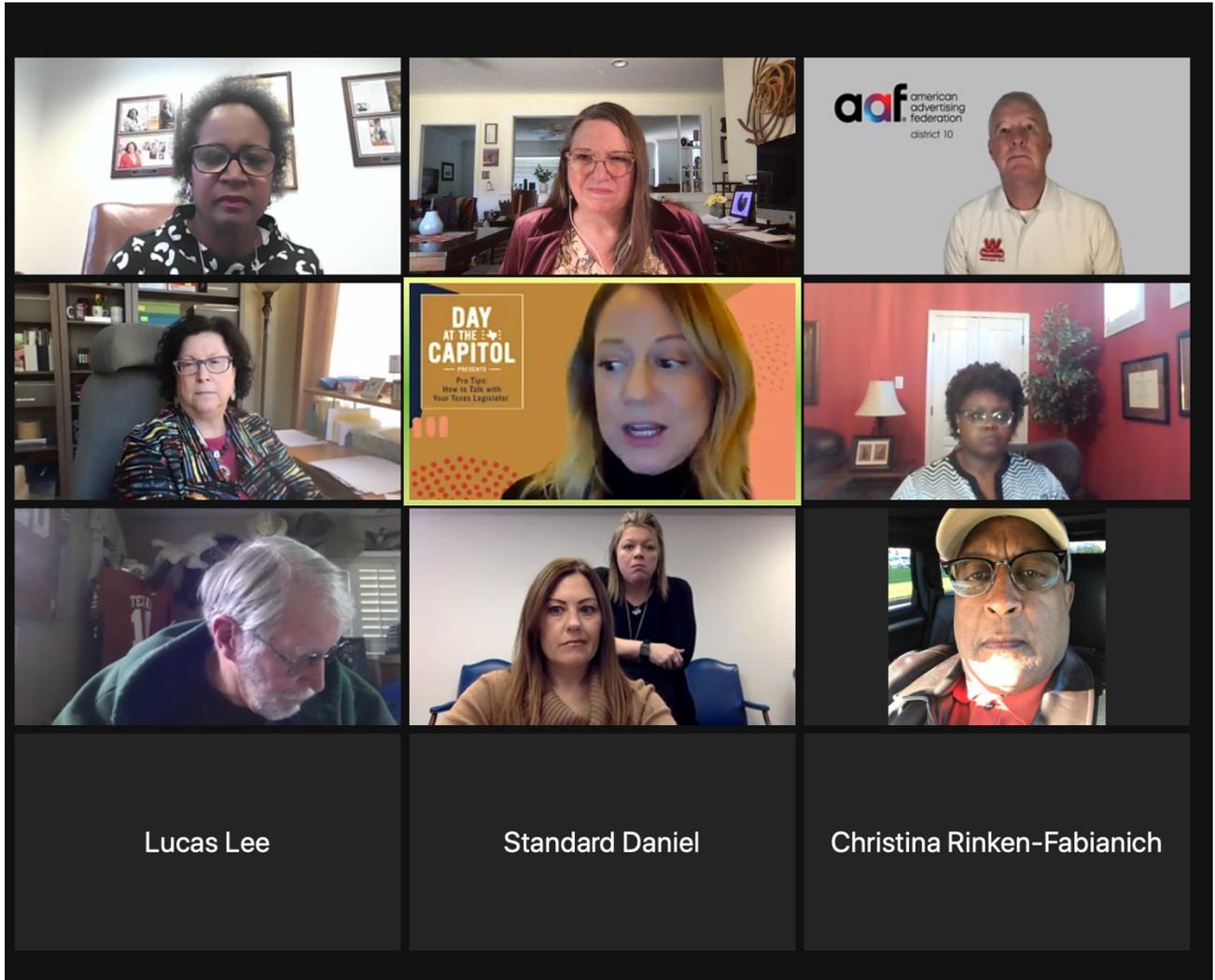
All times are Central Standard Time

- 10:00 Welcome
- 10:05 AAF President & CEO Steve Pacheco
- 10:10 Keynote address — GSD&M co-founder Roy Spence
- 11:00 Intermission
- 11:15 Michael Signorelli, Partner at Venable, LLC — Privacy issues
Moderated by Carla Michelotti, AAF Government Affairs Chair
- 11:30 Clark Rector, EVP AAF Government Affairs — Advertising Sales Tax and
Deductibility of Advertising Expenses
Moderated by Carla Michelotti, AAF Government Affairs Chair
- 12:00 Intermission
- 12:15 Mindy Raymond, TXMPA — Film Incentive Programs
- 12:30 Patrick Henderson, Quad Graphics — US Postal Service Reform
- 12:45 Stephanie Chiarello, Legislative Chief of Staff — How to Talk to Legislators
- 1:00 — 4:00 Legislator meetings — breakout rooms (schedule will be posted)
- 4:00 Happy hour, prizes
- 4:30 Live music guest

DAY AT THE CAPITOL 2021

AAF ATX

EXHIBIT U – Virtual meeting with Texas State Representative Sheryl Cole, House District 46.



Rep/Senator meetings:

- Sheryl Cole, House District 46
- Gina Hinojosa, House District 49
- Vikki Goodwin, House District 47
- Dawn Buckingham, Senate District 24
- Bobby Guerra, House District 41
- John Bucy, III, House District 136
- Ana Hernandez, House District 143
- Celia Israel, House District 50
- Mary Ann Perez, House District 144
- Donna Howard, House District 48
- Eddie Rodriguez, House District 51

EXHIBIT V – Feedback from AAF National and Roy Spence, Keynote speaker.

Feedback:

“Thank you Helena and Cindy for all your work getting today’s “Day at the Capital”. It looks like it’s a wonderfully successful gathering of talent. Your efforts- the teams’ efforts are clear! Great job. It’s a model for other states.” -- Carla Michelotti

“Outstanding event today! Appreciate the total Team effort and all the work that went in to this special day. Solid content, good attendance, timely and relevant issues discussed.” -- Steve Pacheco

“Thanks Helena, Cindy and Duff...hope I made a small difference today with the 10th district AAF members. And again Helena on behalf of the founders of GSDM - you are doing us proud with your leadership in the public policy arena. And Cindy: wonderful to meet you and thank you for being in the arena as well!” -- Roy Spence, founder of GSD&M

Helena: Outstanding work on this — and getting Roy to speak. Solid attendance and good support. Thanks for all you do for the AAF! Very proud of you — and this work! - Steve

Me to Steve Pacheco (Direct Message) 10:54 AM

Thank you!!!

