



Cornerstone Initiatives & Events

Each year, we plan and execute dozens of events. This year, we had to be strategic with event programming to ensure the safety of our board and membership were kept top of mind as we navigated through the highs and lows of COVID-19. We actively look for ways to incorporate diversity, education, and government relations into individual events, Ad Week, and the annual awards show. Combined, these events and initiatives make up the core of who we are as a club.

Advertising Education Initiative Highlights

Advertising Education for Professionals

The goal of our event programming is to educate and value our professional membership base. In 2021, we kicked off the membership year with the annual AdWeek event lineup. Keeping in mind COVID restrictions, our club was able to host a handful of in-person events varying from workshops to networking and the member favorite, spotlight speaker series. These events allow for hands-on learning experiences and the ability to interact and engage with experts throughout the community. All the events have even generated new memberships, inspiring people to join AAF Buffalo for a chance to attend or obtain discounted tickets. Our events include:

- **AdWeek: Hiring Workshop, October 2021** - An informative panel on employee recruitment and retention. The club partnered with Leadership Buffalo's CEO who guided three panelists through a discussion about the challenges of recruiting and retaining employees. Panelist included:
 - Shannon Bryant, Chief Diversity Officer for Kaleida Health spoke to the challenges to bring diversity to an executive team made up mostly of racial and generational inequities.
 - Tricia Barrett, Chief Operating Officer for Crowley Webb, discussed the different benefits, opportunities, and culture her employees are provided with to keep them satisfied, challenged, and happy while combating a highly poachable industry.

- o Elizabeth Woike-Ganga, Chief Executive Officer for Best Self, offered her insight into the challenges of hiring employees and the struggle of employee retention with so many other opportunities available for clinicians. (See Exhibit 1, 1A)
- **AdWeek: Speed Networking, October 2021** - With the entire nation facing challenges with hiring and staffing, spanning across most if not all industries, we felt strongly that the community at large could benefit from an event solely focused on networking. This event allowed companies and agencies looking to expand their freelancer shortlist, and it served as a way for freelancers to connect with companies that may need new talent on a future project. (See Exhibit 2)
- **AdWeek: Topsy Tower Tours, October 2021** – The Seneca One Tower in the home of Buffalo’s new tech hub. The club partnered with 43North to get a tour inside the innovative space.
- **AdWeek: Spotlight Speaker Series: Jonathan Worden, October 2021** – Children’s book author, Jonathan Worden, shared his experience writing a book centered around identity and inclusion. Each attendee received an autographed version of *The Great Dane Chronicles: Mr. Moose Caboose Finds His Way*. (See Exhibit 13)

Goal: Continue to increase membership and engagement through educational events.

Tactics: We provide education to professionals in our community via the following:

- **Planning** – A committee focused on programming meets monthly to discuss new event ideas, ensuring that events remain culturally relevant when applicable. The committee develops an event schedule and plans to share with the board at a monthly board meeting.
- **Analysis** – We evaluate the positives and negatives of the event along with feedback we received through surveys completed by members. This feedback helps us determine areas of improvement and brainstorm new ideas.
- **Events** – The events listed above create a forum that provides value and interest to all advertising professionals, inclusive of agencies, in-house marketing along with the freelance network. In

addition, we've started promoting National AAF events to our members through our social platforms to provide added value to the local club membership.

- **Social Media** – The club leverages social media as an additional channel to inform followers of upcoming events along with event recaps. This engagement allows for better communication and an effective way for us to connect with those interested in staying informed. (See Exhibit 4)
- **Self-Promotion** – As a club, we strive to build awareness and fully communicate the resources available to members and non-members. We promote ourselves so that we can gain members, connect followers with other professionals, and continue to finance bringing in experts in their fields who can better educate our local advertising community. (See Exhibit 5)

Results: In total, 108 people – primarily members – attended our professional education events this year. As a club we are thrilled to see events shifting back to in-person and look forward to the increase in attendance as the year progresses.

Advertising Education for Students

Student events are focused on connecting students with professionals, offering them the opportunity to network, learn from people within the industry all with the possibility of securing a scholarship. Based on the success from past years, we offered free/discounted tickets to student members and encouraged them to attend the non-traditional student programming as well. Over the year, these events have included:

- **Portfolio Review, April 2021** – This was the second year of the virtual Student Portfolio Review. Although many of AAF Buffalo's events had to pivot to accommodate the virtual programming, that did not stop us from providing support and resources to our student network in the most important time of their life – exiting college and entering the professional world. The 2021 Student Portfolio review was conducted through Zoom Breakout Rooms and registered students had fifteen minutes with each professional where they had the opportunity to share their work, ask questions, and network. At the end of the session the professionals nominated a student portfolio of their choice and selected students received scholarships from our club. (Exhibit 6, 6A)

- **Brand Hack, October 2021** – At Brand Hack, professional art directors lead teams of 3-4 students to rebrand a local non-profit organization in just 3 hours! Students sign up for the event as individuals and are assigned to their team based on their year and major. On game day, each team is briefed by the client then let go to research, sketch, render and develop a pitch. Teams then present their concepts to the client, and they choose their favorite idea to move forward with. This year’s featured organization was Candles in the S.U.N., a local nonprofit that uplifts the Buffalo community through extracurricular youth activities, mentorship, and donation drives. (See Exhibit 7, 7A)
- **Portfolio Seminar, November 2021** – Students are able to hear from a panel of professionals as they discuss the best tips and tricks to developing a portfolio that stands out as students prepare to enter the creative job market.

Goal: Increase student involvement and membership in AAF Buffalo.

Tactics: Accomplishing these goals was possible based on the following:

- **Events** – The above events provide the chance for students to connect and network with local professionals while gaining knowledge that will help them start their careers. Throughout the course of the 2021 year, students were able to engage with agencies of all sizes along with the freelance community.
- **Scholarships** – We provide scholarship opportunities to encourage pursuing advertising.
- **Don Nichols Scholarship Competition** – Each year, AAF Buffalo hosts a scholarship competition honoring the late Buffalo great, Don Nichols. The scholarship competition is open to all Western New York undergraduates in design, writing, communications, illustration, photography, and fine arts. The 2021 theme had students reimagine their take on the year 2020. The top three students are awarded scholarships. (See Exhibit 8, 8A)
- **Discord: Student Channel** – This year we created an official AAF Buffalo Student Discord Server to take action on our goal to increase student involvement. Discord’s “casual Slack”

positioning and rapidly growing Gen-Z user base made it an obvious choice for us to use for direct communication with students. On our server, in text channels dedicated from student events to portfolio critiques, we were able to make more personal connections than an average social post, breaking the ice before meeting in person. (See Exhibit 9)

- **Social Media** – Developing communications for the AAF Buffalo social media channels allows students to stay current on upcoming events and informs them on the support and education outlets they have at their disposal to reach future career goals. (See Exhibit 10)

Results: In total, 34 students – primarily members – attended our student education events this year. And we increased our membership base by 155%.

American Advertising Awards

Preview Night – Whodunnit?

Goal: Showcase the work submitted to the annual awards show.

Execution: This was the first in-person preview night since 2020. To keep costs down and COVID-19 parameters in mind, we secured a location that could provide the appropriate technology and multiple televisions screens so guests could view the work safely.

Results: The preview night was attended by 91 people, which is great considering this was the first in-person event of its kind since 2020. The attendance of this event was well received by club members and the overall feedback was positive from attendees. (See Exhibit 11)

American Advertising Awards – Whodunnit?

Event Details: The local American Advertising Awards is the industry’s largest creative competition in our area. The show’s theme for this year: “Whodunnit?” An advertising spin-off of the family favorite board game, Clue.

Execution: This year’s show was held at the Forbes Theater – a grand ballroom inside 500 Pearl. The show format was back to normal after the revamp in 2021 due to COVID-19. The theater itself embodied the murder mystery theme with mood lighting, a specialty cocktail called “The Alabi” and even a

detective to take guests through evidence (the show reel) and announce the next suspect (special award winners). This year's awards show was attended by 340 people and a dozen agencies.

Results: The American Advertising Awards continues to be our most successful event. People were excited to in-person and spend time with new and old faces. The show offered our members, students, and others in our community immense value. Feedback from this year indicates that people enjoyed being back in-person and enjoyed the format. (See Exhibit 11A, 11B)

Diversity & Multicultural Initiatives

Our club continues to incorporate diversity, equity, and inclusion keeping these efforts top of mind during internal board conversations, recruitment, programming, award shows and educational opportunities.

- **AAF Diversity Committee**

- **Goal:** Continue to integrate and educate board and members on the importance of DEI in all planning, programming and AAF Buffalo materials.
- **Execution:** We seek out educational opportunities for the board and members of AAF Buffalo to attend and encourage them to advocate and have a voice in the conversation.
- **Results:** The creation of this committee and ongoing education has ensured that the board continues to elevate DEI initiatives. The committee keeps an open dialogue in Slack regarding local and national DEI initiatives and how we can incorporate these into our work at AAF Buffalo and continues to look for new opportunities. (See Exhibit 16)

- **LGBTQ+ Panel Discussion, June 2021**

- **Goal:** Engage with local DEI experts to educate the importance of DEI in the advertising industry and community.
- **Execution:** In honor of Pride Month, AAF Buffalo hosted a virtual panel discussion with LGBTQ+ and DEI experts from the Buffalo community. These individuals were included in the pre-planning of the event to ensure their voice and message were communicated clearly during the panel conversations.

- o **Results:** The audience had the chance to listen to discussions in support of the LGBTQ+ community in the workplace, as well as passionate conversation regarding respect for others, pronoun awareness, and more. A key takeaway from listeners centered on the responsibility we all have which is to take ownership of our own awareness and educate ourselves on the challenges that exist for those around us. (See Exhibit 12)
- **AdWeek: Hiring Workshop, October 2021 –**
 - o **Goal:** Educate on the impact of COVID-19 on employee recruitment and retention.
 - o **Execution:** The club partnered with Leadership Buffalo’s CEO who guided three panelists through a discussion about the challenges of recruiting and retaining employees. Panelists included:

Shannon Bryant, Chief Diversity Officer for Kaleida Health spoke to the challenges to bring diversity to an executive team made up mostly of racial and generational inequities.

Tricia Barrett, Chief Operating Officer for Crowley Webb, discussed the different benefits, opportunities, and culture her employees are provided with to keep them satisfied, challenged, and happy while combating a highly poachable industry.

Elizabeth Woike-Ganga, Chief Executive Officer for Best Self, offered her insight into the challenges of hiring employees and the struggle of employee retention with so many other opportunities available for clinicians.
 - o **Result:** Overall, the conversation was inspiring and informative. And there was a consensus in the room about the effect of the pandemic and how it has left many local businesses and companies. (See Exhibit 1, 1A)
- **AdWeek: Spotlight Speaker Series: Jonathan Worden, October 2021**
 - o **Goal:** Continue to leverage networks outside of the advertising community to educate the importance of inclusivity and the associated awareness.

- o **Execution:** Children’s book author, Jonathan Worden, shared his experience writing a book centered around identity and inclusion. Each attendee received an autographed version of *The Great Dane Chronicles: Mr. Moose Caboose Finds His Way*.
- o **Result:** The club was able to work with Jonathan Worden for this event along with LGBTQ+ and DEI panel discussion and the hope is that he can continue the education through his book series and other opportunities. The overall event feedback was positive, and the event was very well attended. (See Exhibit 13)
- **Mosaic Award, March 2021 –**
 - o **Goal:** Showcase a leader(s) in the Buffalo advertising community that continues to educate, embrace, and enforce advocacy and inclusion.
 - o **Execution:** This Award honors a company or individual actively working to create a more inclusive industry through creative work advocacy and company-wide initiatives.
 - o **Result:** The board awarded CHROMA by Crowley Webb. CHROMA is a partnership for minority-owned businesses. Crowley Webb is offering the equivalent of \$15,000 in agency services each quarter of the year to minority-owned small businesses looking for marketing and communications support. (See Exhibit 14, 14A)
- **CommUNITY Award for Inclusive Advertising, March 2021 –**
 - o **Goal:** Provide a platform to recognize professional advertising that increases viewers’ perceptions and understanding of multicultural communities.
 - o **Execution:** The CommUNITY Award for Inclusive Advertising is another opportunity to bring diversity and inclusivity to the forefront of our local ad community. Now in its fifth year, this award falls under the “local only” category of our award show each spring.
 - o **Result:** Our panel of out-of-market judges awarded Riveter Design’s East Side Avenues Video series as our fifth annual CommUNITY Award winner at Buffalo’s 2022 American Advertising Awards hosted in March of 2021. (See Exhibit 15)

Exhibit 1: Advertising Education Professionals: Hiring Workshop (Social Media)



Exhibit 1A: Advertising Education Professionals: Hiring Workshop (Event Photos)



Exhibit 2: Advertising Education Professionals: Speed Networking (Social Media)

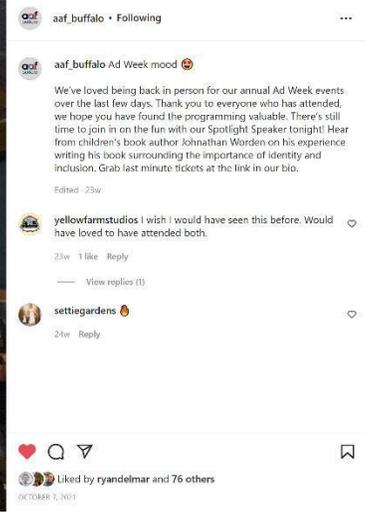


Exhibit 3: Advertising Education Professionals: The Big Tip-Off – Student Scholarship Fundraiser (Social Media)



Exhibit 3A: Advertising Education Professionals: The Big Tip-Off – Student Scholarship Fundraiser (Event Photos)



Exhibit 4 – Advertising Education for Professionals (Social Media)



Exhibit 5 – Advertising for Professionals (Self Promotion)

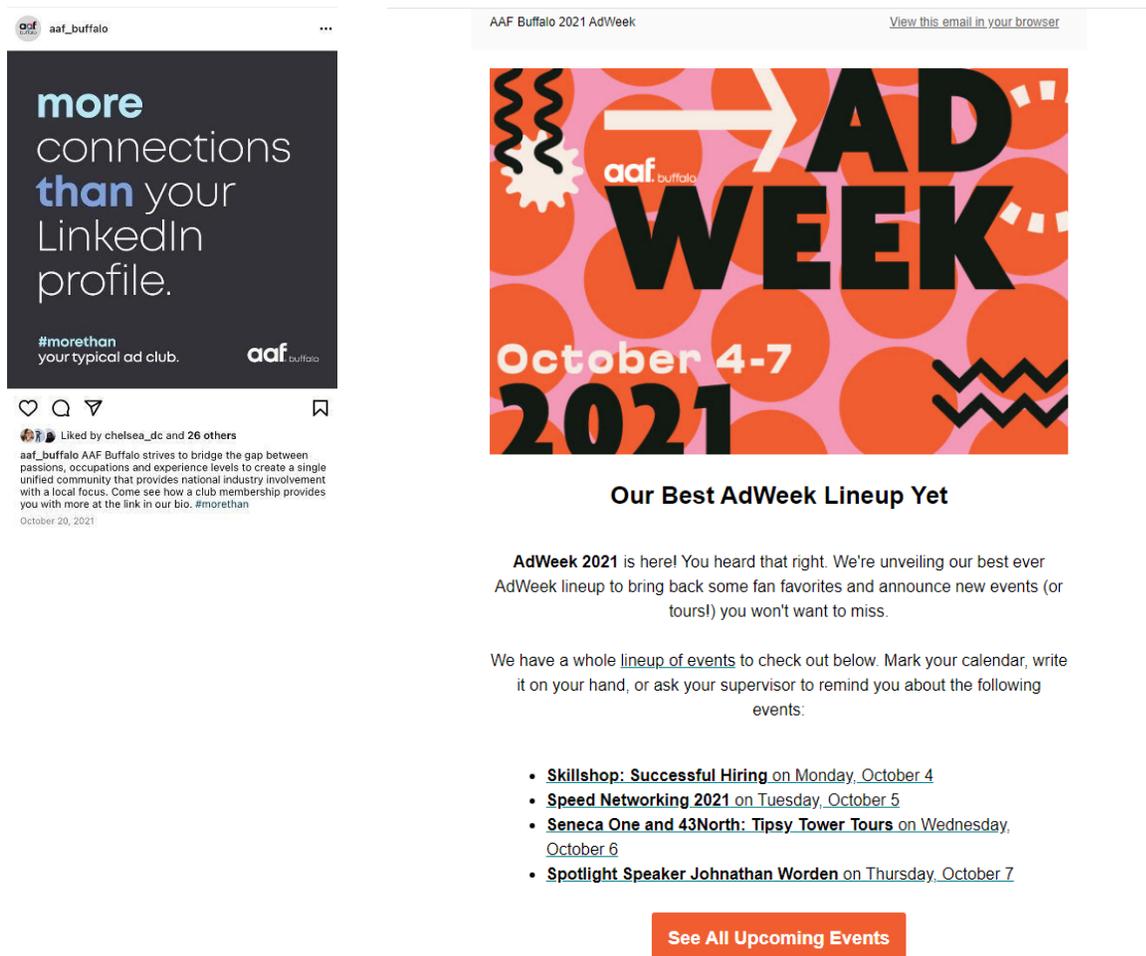


Exhibit 6: Advertising Education Students: Portfolio Review (Social Media)

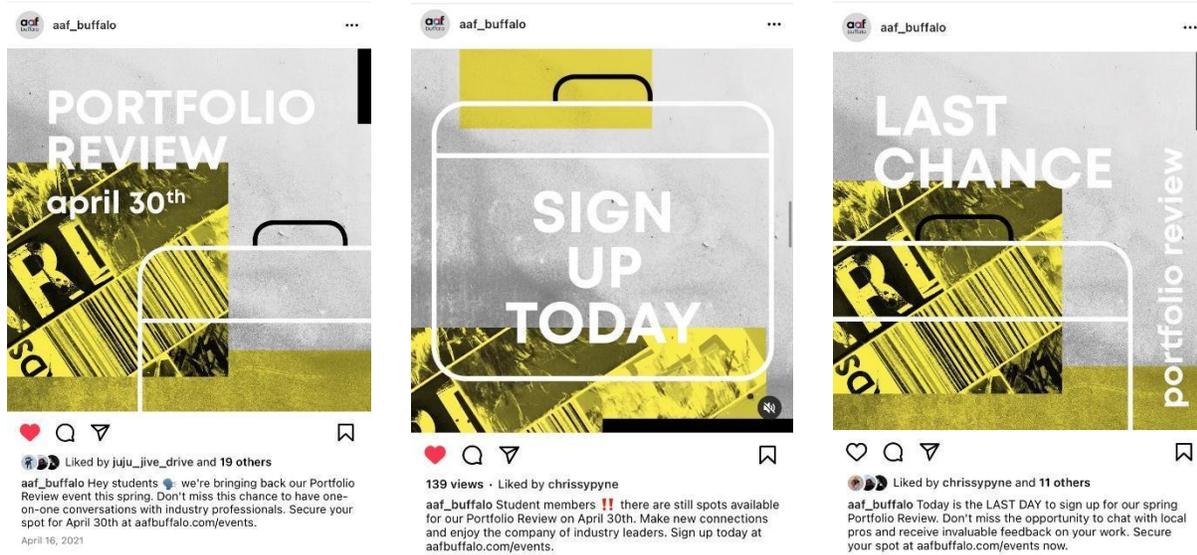


Exhibit 6A: Advertising Education Students: Portfolio Review (Event Schedule)



SCHEDULE [or view it online here](#)

| | | SESSION 1: 8:10AM-12:10PM | | | | | | | | | | | |
|---|----------------------------------|---------------------------|------------------|-----------------|-----------------|-----------------|-----------------|----------------|------------------|------------------|------------------|-------------|-------------|
| Agency | | 8:15-8:30 | 8:30-8:45 | 8:45-9:05 | 9:10-9:25 | 9:25-9:45 | 9:50-10:05 | 10:10-10:25 | 10:30-10:45 | 10:50-11:05 | 11:10-11:25 | 11:30-11:45 | 11:55-12:10 |
| HPTENN Rachel Deane Sarah Wozniak | | Lucie McKinney | Jonathan Murtha | Henry Zack | Matt Miller | Jacob Wagend | Kelsey Skora | Happer Raymond | Zachary Hoeblich | Emma Lorenz | Lisa Shepovich | | |
| | Mr. Smith: Rocio Nolas | Lisa Shepovich | Lucie McKinney | Jonathan Murtha | Henry Zack | Matt Miller | Jacob Wagend | Kelsey Skora | Happer Raymond | Zachary Hoeblich | Emma Lorenz | | |
| MOWER: Mia Baron | INTRO | Emma Lorenz | Lisa Shepovich | Lucie McKinney | Jonathan Murtha | Henry Zack | Matt Miller | Jacob Wagend | Kelsey Skora | Happer Raymond | Zachary Hoeblich | BREAK | |
| | iPanel: Peter Arcane | Zachary Hoeblich | Emma Lorenz | Lisa Shepovich | Lucie McKinney | Jonathan Murtha | Henry Zack | Matt Miller | Jacob Wagend | Kelsey Skora | Happer Raymond | | |
| Crawley Webb: Liz Madryga Andraya Courtney Nate Benoit | | Happer Raymond | Zachary Hoeblich | Emma Lorenz | Lisa Shepovich | Lucie McKinney | Jonathan Murtha | Henry Zack | Matt Miller | Jacob Wagend | Kelsey Skora | | |
| | | | | | | | | | | | | | |
| | | SESSION 2: 12:45PM-3:45PM | | | | | | | | | | | |
| Agency | | 12:45-1:00 | 1:00-1:15 | 1:20-1:35 | 1:40-1:55 | 2:00-2:15 | 2:20-2:35 | 2:40-2:55 | 3:00-3:15 | 3:20-3:35 | 3:40-3:55 | 4:00-4:15 | |
| Gella: Noah Herman | | Lucie McKinney | Jonathan Murtha | Henry Zack | Matt Miller | Jacob Wagend | Kelsey Skora | Happer Raymond | Zachary Hoeblich | Emma Lorenz | Lisa Shepovich | | |
| | (Re)House Creative: Nick Haas | Lisa Shepovich | Lucie McKinney | Jonathan Murtha | Henry Zack | Matt Miller | Jacob Wagend | Kelsey Skora | Happer Raymond | Zachary Hoeblich | Emma Lorenz | | |
| iPanel: Evan Pazzo | INTRO #2 | Emma Lorenz | Lisa Shepovich | Lucie McKinney | Jonathan Murtha | Henry Zack | Matt Miller | Jacob Wagend | Kelsey Skora | Happer Raymond | Zachary Hoeblich | THANK YOU! | |
| | Diana Schwab: Marshall Staff | Zachary Hoeblich | Emma Lorenz | Lisa Shepovich | Lucie McKinney | Jonathan Murtha | Henry Zack | Matt Miller | Jacob Wagend | Kelsey Skora | Happer Raymond | | |



Exhibit 7: Advertising Education for Students – Brand Hack (Social Media)



Exhibit 7A: Advertising Education for Students – Brand Hack (Event Photos)





**CANDLES**
IN THE S.U.N.

Exhibit 8: Advertising Education for Students – Don Nicholas Scholarship Competition (Social Media)

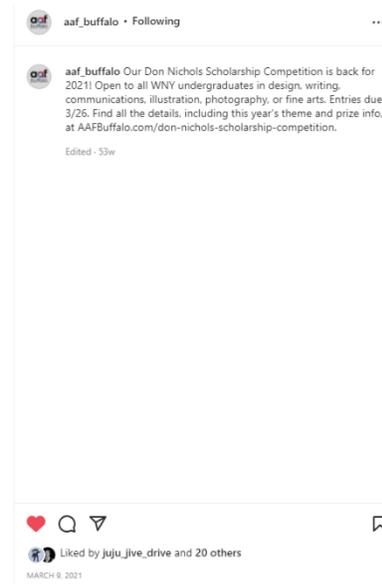
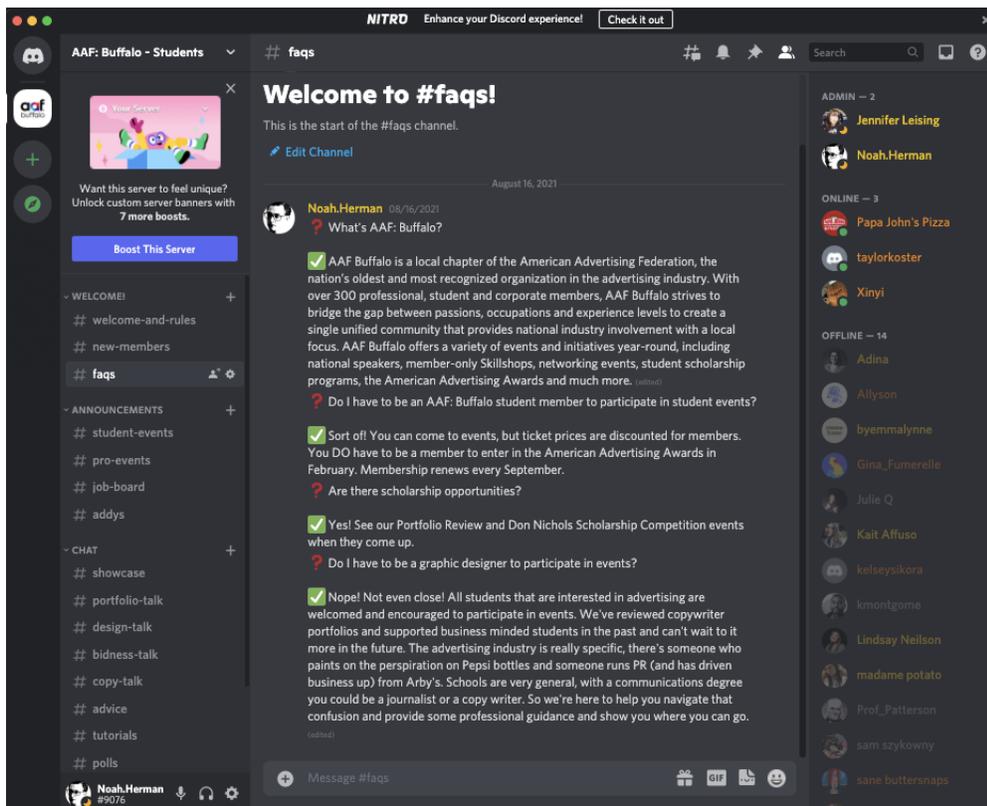
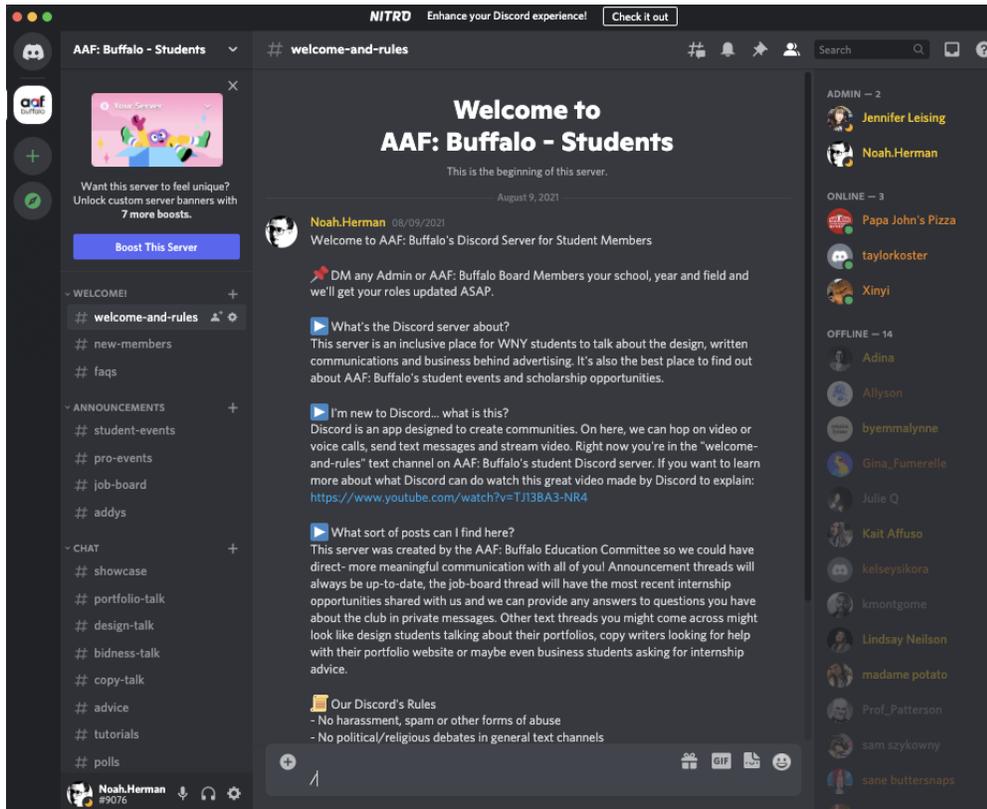


Exhibit 8A: Advertising Education for Students – Don Nicholas Scholarship Competition (Student Submissions)



Exhibit 9: Advertising Education for Students – Discord Channel



NITRO Enhance your Discord experience! [Check it out](#)

AAF: Buffalo - Students **# student-events** Search

Welcome to #student-events!

This is the start of the #student-events channel.

[Edit Channel](#)

October 15, 2021

Noah.Herman 10/15/2021
 Hey @everyone! Next Saturday (10/23) is our Brand Hack event at Daemen College from 9:00-12:30. At this event teams of 3-4 students work with an Art Director from Buffalo to rebrand a local non-profit. Great way to get some cool work for your portfolio with an awesome case study. Also, really great way to network. Attached is the link! <https://aafbuffalo.com/brandhack-2/>

AAF Buffalo
Tim Bouchard
BrandHack - AAF Buffalo
 Are you up for the challenge? At Brand Hack, professional art directors lead teams of 3-4 students to rebrand a local non-profit organization in just 3 hours! Students sign up for the event as individuals and are assigned to their team based on their year and major. On game day, each team is briefed by [...]

Purchase tickets here: <https://www.eventbrite.com/e/brand-hack-2021-tickets-189983615107>

Eventbrite
Brand Hack 2021
 Brand Hack is back, and better than ever.



Message #student-events

ADMIN — 2
 Jennifer Leising
 Noah.Herman

ONLINE — 3
 Papa John's Pizza
 taylorkoster
 Xinyi

OFFLINE — 14
 Adina
 Allyson
 byemmalynne
 Gina_Fumerelle
 Julie Q
 Kait Affuso
 kelseyiskora
 kmontgome
 Lindsay Neilson
 madame potato
 Prof_Patterson
 sam szykowny
 sane buttersnaps

NITRO Enhance your Discord experience! [Check it out](#)

AAF: Buffalo - Students **# portfolio-talk** Share your work and get feedback from others. Search

December 10, 2021

kmontgome 12/10/2021
 Hey, I got something to show but it's not great.

[Kenneth_Montgomery_Portfolio.pdf](#) 378 KB
 This one is a photography portfolio I put together. Just a little feedback. Thank

[Kenneth_Montgomery_Portfolio_-_Lifestyle.pdf](#) 2.45 MB

kmontgome 12/10/2021
 Website kennethmontgomery.com

January 3, 2022

Noah.Herman 01/03/2022
 Hi @kmontgome!

Great selection of work- perfect amount with some really nice variety. Website is organized really well too and isn't confusing at all to navigate. I do have a few things that might bring things to another level.

- "Illustrations Portfolio" I might call it your design portfolio. Lots of uses of typography and logos plus package design. You definitely have a strong sense of illustration, but there's also a very strong sense of graphic design here. Small thing to note
- I would expand on the info you include on the bottom of each slide for each project. Sometimes pros will send this PDF to colleagues and in doing so will miss out on the explanations you might have given in an interview. I like to include the type of project, its title, year it was completed and a brief explanation of the project all at the top.
- I also wouldn't be afraid to separate your pieces onto different slides- so each part of a project will have a little bit more room to stand out. Maybe, the logo on one, the print collateral on another and mockups of the logos in use on another. Especially with the Prosimian Sanctuary project the typography of the print collateral becomes pretty tough to read and detail is left out when zooming in.
- A small thing that I've had a lot of success with is also including a highlight collage on your final slide to sit on while finishing your presentation. It helps the person you're interviewing with remember everything you've do and makes it easier to ask

Message #portfolio-talk

ADMIN — 2
 Jennifer Leising
 Noah.Herman

ONLINE — 3
 Papa John's Pizza
 taylorkoster
 Xinyi

OFFLINE — 14
 Adina
 Allyson
 byemmalynne
 Gina_Fumerelle
 Julie Q
 Kait Affuso
 kelseyiskora
 kmontgome
 Lindsay Neilson
 madame potato
 Prof_Patterson
 sam szykowny
 sane buttersnaps

Exhibit 10: Advertising Education for Students (Social Media)

Portfolio Review
april 30th

Liked by juju_jive_drive and 19 others
aaf_buffalo Hey students 🎓 we're bringing back our Portfolio Review event this spring. Don't miss this chance to have one-on-one conversations with industry professionals. Secure your spot for April 30th at aafbuffalo.com/events.
April 16, 2021

Portfolio Seminar
11/20 from 10:00-12:30 @ Buff State

Liked by chelsea_dc and 13 others
aaf_buffalo Creating a portfolio you can be proud of can sometimes be just as difficult as creating the work that's in it. Hear from a panel of pros on November 20th as they break down the steps to developing a portfolio that makes you stand out as you prepare to enter the creative job market.
Tickets are FREE for student members. Get yours at the link in our bio.
November 4, 2021

brand hack
10/23 from 9:00-12:30 @ Daemen
What will you do with your time?

Liked by lindse82 and 20 others
aaf_buffalo Buffalo's branding hackathon is back on October 23rd at Daemen College's Haberman Gacioch Arts Center from 9:00 a.m.-12:30 p.m.! See what you can create in just 3 hours with the guidance of a pro and the help of other students. Get your tickets at the link in our bio. 📄 📅
View 1 comment
October 12, 2021

Exhibit 11: American Advertising Awards – Preview Night (Social Media)

THE WHODUNNIT? HIT LIST:

- 1 Turn in your work
- 2 Nominate an accomplice
- 3 Investigate preview night

WHODUNNIT.SHOW

Liked by chelsea_dc and 19 others
aaf_buffalo A killer creator on the run just dropped this list. Have you ticked everything off? ✓ 📄 ?
January 6

142 views · Liked by itsjoerussell
aaf_buffalo Only four more days to submit your work. 📄 🔍 ?

Don't let someone else be framed for Best of Show, or immortalized forever in the show book.
AAF Buffalo's submissions are digital only. No physical submissions are needed this year.
Come forward before it's too late at whodunnit.show
January 10

Exhibit 11A: American Advertising Awards – Preview Night (Email Blast)

[View this email in your browser](#)



Join our cast of characters at the Whodunnit? Preview Night.

Great work is best served with crafted cocktails. Get your eyes on all the Best of Show suspects next Wednesday from 5:30-8:30pm at Rec Room.

Proof of COVID-19 vaccination is required upon entry per venue protocol, and tickets are still available. Planning on attending the Whodunnit? Award Show? Admission to Preview Night is free with your American Advertising Award Show ticket—which are still 21% off until February 16.

THE WHODUNNIT? PREVIEW NIGHT

5:30–8:30 p.m.

Rec Room

79 W Chippewa St., Buffalo, NY 14202

Given the recent mask mandate lift, proof of vaccination is no longer required.

THE WHODUNNIT? AWARD SHOW

7:00–10:00 p.m.

Forbes Theater

500 Pearl St., Buffalo, NY 14202

[Purchase ticket](#)

Contact addyhelp@aafbuffalo.com for additional assistance.

More event information is available at whodunnit.show

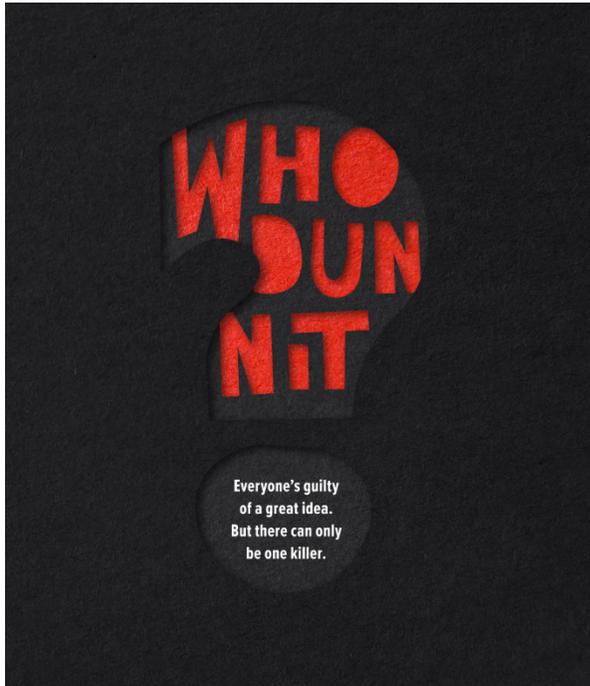
Everyone's guilty of a great idea.
But there can only be one killer.

WHO
DUN
NIT

aaf
buffalo

AMERICAN
ADVERTISING
AWARDS

Exhibit 11B: American Advertising Awards – Award Show



aaf_buffalo • Following

aaf_buffalo Prepare for all the intrigue of the Whodunnit? Award Show this Friday, March 4, from 7:00–10:00pm.

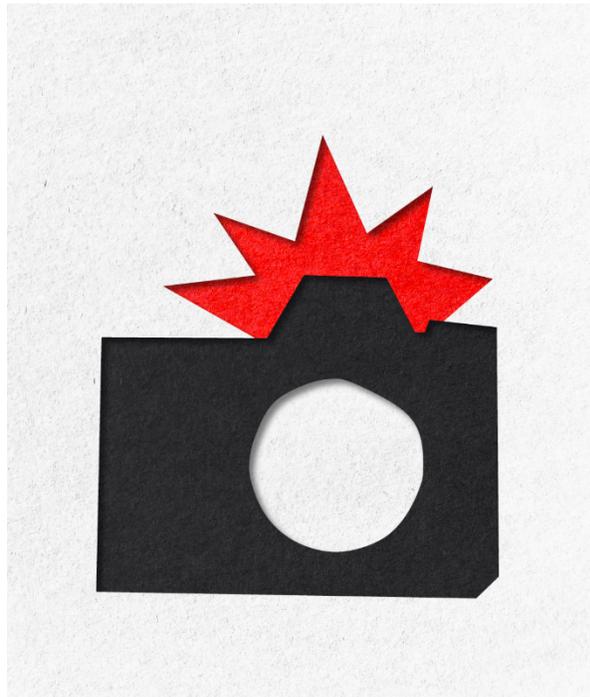
- ✔ Dress code. We do love a good costume moment. Feel free to add subtle hints of murder-mystery to your formal attire or go completely over the top.
- ✔ Parking. Parking is available in the Aloft Hotel ramp. \$5 discount parking passes will be available at registration. Please drive responsibly.
- ✔ Arrival. Please arrive through the Forbes Theater entrance located on Pearl Street. Drinks and appetizers will be served leading up to the 8:30pm show and reopen afterward. Please make sure to get your drink before the show begins. Believe us, it will make the investigation go down much easier.
- ✔ Health & Safety. COVID-19 testing or proof of vaccination status is not currently required. We will provide an update if anything changes.
- ✔ Tickets. Show tickets are still available at whodunnit.show

3w

♥ 🔍 📌

Liked by itsjoerussell and 55 others

MARCH 2



aaf_buffalo • Following

aaf_buffalo If you're going to get caught red-handed for a killer idea, you might as well look good doing it.

Here are some tips to make your outfit choice for the Whodunnit? Award show less of a mystery:

Functionally formal. 🧑‍🦲 Comfortably undercover. 🕶 Obviously over the top. 🦋 🦋

Anything goes. Because we just want your ideas to kill—not your feet.

4w

♥ 🔍 📌

Liked by itsjoerussell and 22 others

FEBRUARY 21



Liked by ryandelmar and 47 others

aaf_buffalo It was Miriam Webster tracking tons of typos the night before your submission was due. ❌ 🚨 ?

Professionals, submit your killer ideas digitally at whodunnit.show by 5:00pm tomorrow. And please, don't forget



Liked by itsjoerussell and 35 others

aaf_buffalo Halfway to the student entry cut-off date. Chop, chop! ✂️

Submit your killer creative to whodunnit.show/student-rules for a chance to win \$250 and a feature in the Whodunnit? show



Liked by chelsea_dc and 20 others

aaf_buffalo Will your creativity make the cut? ✂️ ?

Only 10 days left to enter your work for the Whodunnit? Award Show.

[View this email in your browser](#)



We can't solve the Whodunnit? Best of Show Award without you.

Dear advertiser,

It's almost time to pass our killer creative clues over to the lead investigators on the Whodunnit? Award Show case. Turn in your team's 2021 work by next Friday, January 14, 2022, or live with the consequences.

Remember, submissions are fully digital, and you can contact addyhelo@aafbuffalo.com for additional assistance.

[Submit work](#)

More dates of the utmost importance.

THE WHODUNNIT? SPECIAL AWARDS
Nominations due Wednesday, January 12, 2022
Nominate your teammates at [whodunnit.show](#)

THE WHODUNNIT? PREVIEW NIGHT
Wednesday, February 16, 2022
Rec Room

THE WHODUNNIT? AWARD SHOW
Friday, March 4, 2022
Forbes Theatre

Additional event information will be available at [whodunnit.show](#) early 2022.



Exhibit 12: Diversity, Equity, and Inclusion: LGBTQ+ Panel Discussion (Blog Post)



In honor of Pride Month, AAF Buffalo presented our DEI Panel event to create a space for conversation surrounding the importance of diversity, equity, inclusion in our industry and community.

The virtual event was led by AAF President Josh Gumulak and held on Tuesday, June 22 via Zoom. The panel discussion featured the following local DEI experts from our community:

- Johnathan Worden, Senior – Talent and Organizational Development, Independent Health
- Col Volker, Senior Ad Strategist, Knightsbridge Park
- Kyria Stephens, Director of Inclusion, Buffalo Niagara Medical Campus, Inc.
- Molly Chvala, VP, User Experience, Crowley Webb

The audience listened in on important discussion in support of the LGBTQ+ community in the workplace, as well as passionate conversation regarding respect for others, pronoun awareness, and more. A key takeaway from listeners centered on the responsibility we all have which is to take ownership of our own awareness and educate ourselves on the challenges that exist for those around us.

AAF Buffalo was honored to have the chance to spotlight important conversations around the LGBTQ+ community and workforce. Thank you to all who joined us and we are hopeful in continuing these conversations well into the future!

[← RECAP: PORTFOLIO REVIEW 2021](#)

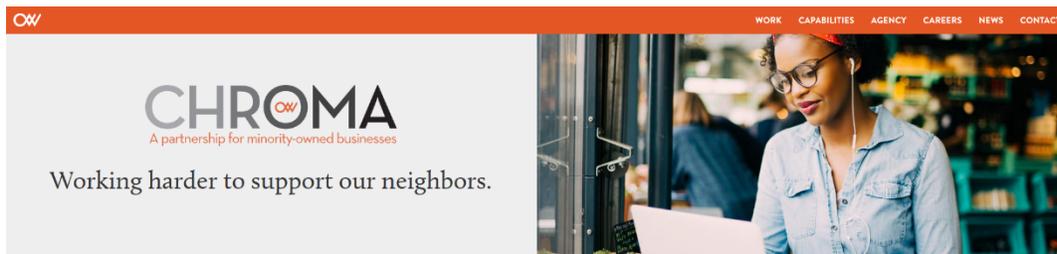
[RECAP: MEMBERSHIP APPRECIATION 2021 →](#)

Exhibit 13: Diversity, Equity, and Inclusion: Spotlight Speaker – Jonathan Worden (Social Media)



The image shows a social media post from the account 'aaf_buffalo'. The post features a large graphic on the left with a green and yellow geometric pattern. The text on the graphic reads: 'AD WEEK BY aaf buffalo', 'SPOTLIGHT SPEAKER SERIES:', 'JOHNATHAN WORDEN', and 'October 7 THURSDAY'. To the right of the graphic is the text of the post: 'aaf_buffalo We're just one week away from our first in-person Spotlight Speaker since 2019! Don't miss Johnathan Worden as he chats with us about his experience writing his children's book centered around identity and inclusion. Each attendee will receive an autographed version of The Great Dane Chronicles: Mr. Moose Caboose Finds His Way. Get tickets at the link in our bio. 24w'. Below the text are icons for likes, comments, and shares, and a caption that says 'Liked by lindse82 and 13 others' dated 'SEPTEMBER 30, 2021'. At the bottom right, there is a 'Post' button.

Exhibit 14: Diversity, Equity, and Inclusion – Mosaic Award (Website)



The image shows the header of a website. On the left, there is a logo for 'CHROMA' with a small 'CW' icon inside the 'O'. Below the logo is the tagline 'Working harder to support our neighbors.' On the right, there is a photograph of a woman with glasses and a denim shirt looking at a laptop. At the top right of the header, there is a navigation menu with links: 'WORK', 'CAPABILITIES', 'AGENCY', 'CAREERS', 'NEWS', and 'CONTACT'.

At Crowley Webb, we recognize that diversity, inclusion, and equity are vital to making our community stronger. Which is why we are dedicated to supporting local minority-owned businesses. As part of our role fighting against racial inequality and putting in the work to do better, Crowley Webb is offering the equivalent of \$15,000 in agency services each quarter of the year to minority-owned small businesses looking for marketing and communications support.

With this ongoing effort and continued learning on our part, we hope to amplify diverse voices and celebrate what makes the Western New York community so unique. If you would like to see if working with Crowley Webb is right for your business, please complete and submit the following form and we will be in touch as soon as possible.

To submit, please review the [Chroma terms and conditions](#) – only eligible companies will be considered. Limit of one submission per person or email address.

Exhibit 14A: Diversity, Equity, and Inclusion – Mosaic Award (Show Book Section)

Mosaic Award

Special Awards

CHROMA

A partnership for minority-owned businesses

Chroma
by Crowley Webb

We recognize that diversity, inclusion and equity are vital to making our community stronger. Which is why we are dedicated to supporting local minority-owned businesses. To take this a step further and really put in the work to fight racial inequality, Crowley Webb developed the Chroma program—a partnership for minority-owned businesses. Over the course of our inaugural year, we donated 500 hours in agency time to Black-owned small businesses looking for marketing and communications support.

We are so proud to have worked with these small businesses and are excited to continue to amplify their voices. Working with Khari's Café, Lighthouse Center, WNY Mobile Ops and future Chroma partners only continues our own hard work to be better and do better as individuals and as an agency.

Exhibit 15: Diversity, Equity, and Inclusion – CommUNITY Award

Local Award Winner CommUNITY

Riveter Design

University at Buffalo Regional Institute
East Side Avenues Videos

Jordan Hegyi Creative Director
Kyle Toth Videographer/Editor
Meredith Sheline Account Director

Chris Muldoon Copywriter
Kim McCarthy Producer

March 24th, 2021



joshgum 8:46 PM

Hey everyone! Sharing a pretty incredible video promoting an ad campaign that I came across today.

It's called #GoBackToAfrica and while the ad tech and strategy that went into this is amazing in itself, it more importantly takes a long time insult and flips it upside down.

Check it out! (Excuse the random Twitter link.)

https://twitter.com/unlimit_edu/status/1374643567021453312?s=21

And here's the microsite - <http://www.gobacktoafrica.com>

@channel

gobacktoafrica.com

Displace the hate

See yourself in every African country.



Exhibit 16: Diversity, Equity, and Inclusion – Slack Communication

April 19th, 2021



Adina Pera 9:47 AM

Happy Monday! I came across this article from AdWeek and wanted to share it with the group. Have a read and take a look at the spot when you have a chance!

- Recap: Orbitz spent a significant portion of the past year reimagining its mission statement. Stepping away from a one-size-fits-all strategy, the travel company has chosen to reaffirm its commitment to LGBTQ+ travelers with its "Travel As You Are" campaign.

adweek.com

Orbitz's Latest Campaign Centers on Queer Travelers

New work with agency Laundry Service shows a continued commitment to LGBTQ+ communities. (51 kB) ▾



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March 31st, 2021



Adina Pera 9:32 AM

Hi everyone! Today is International Transgender Day of Visibility (TDOV). TDOV is a day dedicated to honor and empower the lives of transgender and nonbinary people.

- Here is a quick article from CNN talking about the day. <https://www.cnn.com/2021/03/31/us/transgender-day-of-visibility-trnd/index.html>

I also wanted to share an Instagram post from Peloton.

- <https://www.instagram.com/p/CNFRNTEAupN/>

(edited)

CNN

Today is International Transgender Day of Visibility. Here's what you should know

Today, transgender and non-binary people around the world will recognize International Transgender Day of Visibility, a day for allies and advocates to show up and show support. (62 kB) ▾



August 19th, 2021



Adina Pera 11:43 AM

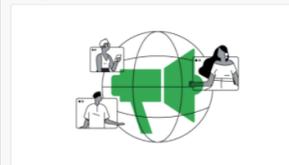
Happy Thursday! Here is a great article about Kellogg and how the 115 year old brand advanced its commitments to equity. I think that it speaks volumes that a company over 100 years old has embraced this and continues to learn and evolve.

[https://www.thinkwithgoogle.com/future-of-marketing/management-and-culture/diversity-and\[...\]JWRSeQCRIIOHqXXULhgRA4bmZ01UQImffJsEeFoWCL4IWSS5bk4ftDhf](https://www.thinkwithgoogle.com/future-of-marketing/management-and-culture/diversity-and[...]JWRSeQCRIIOHqXXULhgRA4bmZ01UQImffJsEeFoWCL4IWSS5bk4ftDhf)

Think with Google

Kellogg's commitment to equity - Think with Google

Google's Official Digital Marketing Publication. Explore this case study to learn Kellogg's commitment to equity and its approach to EDI initiatives. (24 kB) ▾



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August 24th, 2021



Lindsey Costello 4:58 PM

Thanks for sharing, Adina!

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July 20th, 2021



Adina Pera 11:41 PM

Over the last few days I've seen this Sports Illustrated cover photo filling my social feed and wanted to share article I came across that goes into detail on Leyna Bloom, the trans model featured on the cover.

"That's the great thing about Sports Illustrated is they just keep reinventing themselves and they keep reinventing what is your view of beauty," ... "And they keep showing people that there's more than one kind of beauty out there."

<https://www.washingtonpost.com/nation/2021/07/20/sports-illustrated-transgender-swimsuit/>

Washington Post

Trans model makes Sports Illustrated swimsuit cover history: 'If you don't like it, you can go somewhere else'

"This moment heals a lot of pain in the world. We deserve this moment," Bloom said on Instagram.

Jul 20th, 2021 (77 kB) ▾



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September 3rd, 2021



Caroline Buchas 11:14 AM

Hey there DEI committee! @channel A colleague of mine (from prior freelance work) has been promoted to the president of another local organization, Buffalo Urban League of Young Professionals. We've had some initial discussion of a potential partnership between our organizations, but haven't figured out how best to partner yet. Pulling from their website, BULYP focuses on programming for local young black and minority communities. With so much conversation within our own board and our members, questioning how to reach this local community both as a club and an industry, I believe this partnership has great potential. That's where you all come in! Feel free to put some thought into potential partnership ideas, and I'll continue to do so as well. There's no timeline on this - so whenever something comes to mind, feel free to add it to this channel! Thank you! 😊

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September 7th, 2021



Adina Pera 12:56 PM

Thanks so much for sharing this @Caroline Buchas ! Let's definitely talk about this more, maybe we could have a brainstorming meeting with this group to talk through some potential ideas to share with BULYP.



Caroline Buchas 12:59 PM

No problem Adina, I'd love that!



Adina Pera 1:00 PM

Perfect, let me send out a Doodle to this group and we will go from there.

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Adina Pera 1:06 PM

Here is the Doodle link for this brainstorm session, please fill this out by the end of the week! https://doodle.com/poll/xdcmf3h92pucc4bv?utm_source=poll&utm_medium=link

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October 19th, 2021



Jennifer Leising 10:35 AM

<https://www.buffaloartscalendar.com/Index/Event/766>

 buffaloartscalendar.com
The Buffalo Arts Calendar (10 kB)



Buffalo Arts Studio is having a diversity panel discussion with a few local artists where they discuss their artwork and experiences of intersectionality. Thought I might share if anyone is interested



Adina Pera 11:10 AM

This is great! Thanks so much for sharing, I think this is going to be a great event. I can't make it but feel free to post it in the general thread, too!

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