

AAF ROANOKE

2023-24 Club Achievement – Cornerstone Initiatives & Events

INTRODUCTION

To start the year, AAF Roanoke had a board retreat to set goals for the year aligned to AAF's cornerstone initiatives:

1. Increase entries in the American Advertising Awards and host an in-person gala
2. Connect with students and provide professional development for the creative community
3. Showcase diversity in the local/regional advertising community

METHODS

Each of the three goals above took various strategies and tactics as outlined in each section below. We're proud of how our Board came together across a variety of tasks and efforts.

RESULTS

Overall, AAF Roanoke had a successful year. We not only met each of the three goals we set for ourselves in August, we did so in such a collaborative and effective manner that our Board continues to grow stronger and stronger each year.

AMERICAN ADVERTISING AWARDS

October 2023-March 2024

Goals: To increase the number of entries over the previous year and grow year-over-year Awards Gala attendance.

Target Audience: Creative and advertising pros and students (as well as retired industry veterans)

Strategy/execution/tactics: AAF Roanoke had a very successful Awards Gala in 2024 after a fantastic 2023 event which continued to raise the bar of excellence for us. With momentum on our side, we wanted to make this year's Awards Gala even more special for our members and award entrants.

We started planning earlier than the previous year, recognizing the pivotal role of venue selection in setting the stage for a memorable evening. After careful deliberation, we made the bold decision to host our Awards Gala at the glamorous Hotel Roanoke, a local gem just moments away from the heart of downtown Roanoke. Despite its reputation for elevated costs, we remained confident that we could make it work by further growing event turnout from the previous year and by renewing our focus on new sponsorships.

For our Awards Gala theme, AAF Roanoke proudly celebrated the rich tapestry of our local heritage and culture, drawing inspiration from the storied history and vibrant spirit of Roanoke and its surrounding counties. Embracing the essence of the Appalachian region, our "Addylachia" theme paid homage to the timeless traditions and captivating landscapes that define our area. From the allure of moonshine to the rustic charm of whiskey barrels, and the soulfulness of bluegrass music, our gala immersed attendees in an authentic experience that honored the enduring legacy of our community.

Hotel Roanoke's proximity to downtown also provided AAF Roanoke with post-event opportunities, including a VIP after-party. We encouraged gala attendees to extend the festivities

at an exclusive after-party, featuring a dessert bar, a champagne toast, and a private cash bar. This was designed to enhance the excitement of the night while also raising additional funds through ticket sales for the after-party.

Leading up to the gala, we were able to collect 201 award entries – 36 more than in previous years. Through various promotions, outreach efforts, and advertising initiatives, we generated 14 more professional award entries and 22 additional student awards compared to the previous year.

The event was well attended, bringing together a total of 215 guests to celebrate the brilliance of advertising professionals and students in the area.

Because the Awards typewriters were such a hit during last year's event, we decided another keepsake special awards box was needed. The same committee member and her company designed and manufactured roughly 20 whiskey barrel carriers to match the gala theme. The barrels were beautifully crafted and even included a strap to safely hold the award trophies.

A secondary goal for the event was for the gala to be produced in-budget and not at a loss financially for the club. Even with increased hotel costs, the gala was a success, finishing with a net revenue of more than \$9,000 (up from \$5,000 the previous year). Contributing factors were raising ticket prices from the previous year, great financial responsibility and sponsorship growth and coming up with a creative plan for ticket sales – including VIP after-party and selling tables – that more than covered all costs associated with the event.

Results: Total awards entries (including special awards) increased for both students (49%) and professionals (11.7%). The gala sold out with 215 tickets, a 19.4% increase in attendance over the year prior (180).

Exhibit A: Awards and gala promotions and event photos

ADVERTISING EDUCATION

All year

Goal: Provide members and students with professional development; support emerging advertising talent in the area

Target Audience: Students, creative professionals of all levels

Strategy/execution/tactics: We focused our virtual programming on topics that would resonate with younger audiences and produce as much real-life learning and value for students and professionals as possible. Our sessions not only focused on advertising expertise, tools and professional development topics, they also provided support for students entering AAF award submissions. For each AAF Roanoke program that was conducted virtually throughout the year, invitations were extended to college students. In addition, the pricing model was designed to make this education accessible with free registration for all college students. AAF Roanoke also partnered with a class at Virginia Tech to engage students by offering extra credit for attendance at virtual programs.

In support of this goal, AAF Roanoke continued to offer cash prizes for student award winners. In fact, we increased cash prize amounts from last year to continue to (financially) support up-and-coming advertising professionals. Through our 501(c)3 nonprofit, we awarded \$750 to

the best in show student winner, and \$500 to a judges' choice recipient. This prize helped more students gain awareness of AAF, the awards competition, and our industry as a whole.

In addition to programming and the Awards Gala, AAF Roanoke also played a pivotal role in the planning and support of the National Student Advertising Competition (NSAC), which also led to the potential evolution of student chapters here. The District 3 NSAC was led by several AAF Roanoke members, and also featured several AAF Roanoke volunteers. It was a successful event that saw participation from several schools in the area.

We are also proud to say that Liberty University, the winner of the D3 NSAC, eventually went on to win the national competition!

As a result of these efforts, Virginia Commonwealth University worked with AAF Roanoke and AAF National to start a student AAF chapter at the beginning of the new club year in July so they can participate in NSAC. That chapter was officially recognized this year.

Exhibit B: NSAC Award Photos

Perhaps our most ambitious endeavor in advertising education was the Advertising Awards at Fishburn Park Elementary.

Fishburn Park is one of 17 elementary schools in Roanoke City Public Schools. It is, however, the only elementary school where families across the city may apply for their students to attend

and benefit from an education that is rooted in science, technology, engineering, art, and math, commonly known as STEAM.

In this project, students who attend Fishburn Park were tasked with creating advertising components to promote their school as a great place to get an education. A group of AAF Roanoke professionals held a workshop at the school to teach students the elements of flyer design and tips for taking photos and cropping them to use in their designs. The students then created the flyers and took their own photography to be used in social media posts and promoted on Roanoke City Public School's (RCPS) website.

Following the AAF Student American Advertising Awards Rule Book, categories and all, AAF Roanoke coordinated judging by our club AAF Silver Medal winners, and then hosted an awards gala at Roanoke's historic Grandin Theatre that featured a red-carpeted paparazzi entrance for the students participants. Among the attendees were school faculty, RCPS administration, students and parents.

Additionally, student winners were forwarded to our Western Virginia Advertising Awards. Nine people from RCPS attended the professional gala including two students and their parents. The school administrator, Monica Milner, who was the brainchild for this partnership, was selected as Advertising Person of Year.

Exhibit C: Fishburn Park Awards Submission

Most recently, our Education Chair and his committee created a Media Week to introduce various forms of media to students at Radford University. Over the course of three evenings,

media partners from TV, radio, out-of-home, newspaper and digital advertising were represented. This was an opportunity for some members of AAF Roanoke to educate students on the power of media to reach audiences, tell stories and engage customers. It was also a great opportunity to introduce Radford University students to the American Advertising Federation as we work toward helping them create a student chapter.

Exhibit D: Radford University Media Week

Results: In addition to new student chapters in the area and local k-12 participation, AAF Roanoke also saw an increase in people from more age demographics at events. As we connected more with the community, we saw an increase in the age range we helped educate about our industries. From kindergarten through college age students, and from new advertising professionals to legends in our local industry, our activities and programs reached a much larger audience, garnered more member participation, and brought greater awareness of advertising and the AAF to our community.

DIVERSITY INITIATIVES

All year

Goal: Showcase diversity in the local/regional advertising community.

Target Audience: The advertising community as a whole.

Strategy/execution/tactics: One incredibly important goal for 2023-24 was to develop a programming calendar that highlighted diversity in the advertising community and provide actionable takeaways for industry professionals.

Exhibit E: Programming Schedule

Diversity is a critical need and opportunity for our industry, so we wanted to do everything we could to address key topics and better implement diversity into our planning. Our first big diversity event was a virtual session on “Outed: LGBTQ+ Representation in Advertising.” This virtual event, led by best-selling author and ad executive Kurt Thigpen, delved into the world of inclusivity and offered insightful exploration of the impact and importance of LGBTQ representation in advertising.

Exhibit F: Outed: LGBTQ+ Representation in Advertising

AAF Roanoke was also able to participate in in-person events to introduce ourselves to new audiences. Several board members represented AAF Roanoke at two local CareerQuest events. CareerQuest is a career fair that allows middle and high school students the opportunity to interact with a huge variety of area businesses and industry professionals. CareerQuest involved a total of 5,000 students from across the Roanoke region. Both of these events helped to expose AAF Roanoke and the larger advertising industry to students from a diverse variety of backgrounds and interests.

Results: AAF Roanoke made strong strides this year to bring diversity topics into its programming and actively engage in the local Roanoke community. Diversity will be a journey and a long-term goal for AAF Roanoke, and we’re excited to continue to highlight important topics and uplift new audiences into the advertising industry.

EXHIBIT A: Gala Information and Images

aaf roanoke

WESTERN VIRGINIA ADVERTISING AWARDS

The American Advertising Awards offers more than 200 categories. Enter your best work into the nation's largest creative competition!

SUBMIT TODAY

#WINANADDY

GREETINGS FROM
Addylachia

aaf roanoke

AMERICAN ADVERTISING AWARDS

2024 WESTERN VIRGINIA ADVERTISING AWARDS

thank you!

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YOUR ADDYLACHIA ADVENTURE AWAITS

1 DAY LEFT

WESTERN VIRGINIA ADVERTISING AWARDS GALA

MARCH 2, 2024 + HOTEL ROANOKE

thank you to our sponsor:

aaf roanoke

YOUR ADDYLACHIA ADVENTURE AWAITS

2 DAYS LEFT

WESTERN VIRGINIA ADVERTISING AWARDS GALA

MARCH 2, 2024 + HOTEL ROANOKE

thank you to our sponsor:

aaf roanoke

YOUR ADDYLACHIA ADVENTURE AWAITS

3 DAYS LEFT

WESTERN VIRGINIA ADVERTISING AWARDS GALA

MARCH 2, 2024 + HOTEL ROANOKE

thank you to our sponsor:

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YOUR ADDYLACHIA ADVENTURE AWAITS

4 DAYS LEFT

WESTERN VIRGINIA ADVERTISING AWARDS GALA

MARCH 2, 2024 + HOTEL ROANOKE

thank you to our sponsor:

aaf roanoke

YOUR ADDYLACHIA ADVENTURE AWAITS

5 DAYS LEFT

WESTERN VIRGINIA ADVERTISING AWARDS GALA

MARCH 2, 2024 + HOTEL ROANOKE

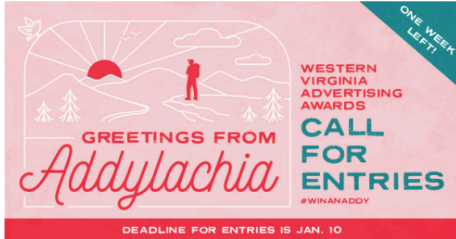
thank you to our sponsor:







WESTERN VIRGINIA ADVERTISING AWARDS



Urgent Reminder: Student Western Virginia Advertising Awards Deadline is Approaching!

Calling all students! The deadline for submissions to the [Student Western Virginia Advertising Awards](#) is quickly approaching. This prestigious competition, part of the renowned American Advertising Awards, celebrates excellence in student advertising across various media platforms. From online to traditional, print to broadcast, it's a showcase for creativity.

Don't miss the chance to highlight your talent! [Student entries close at 5 p.m. on Wednesday, Jan. 10. The entry fee is just \\$25.](#) Winners will be honored at a dazzling gala in early March 2024, with top achievers eligible for cash prizes.

Seize this opportunity to shape the future of advertising and celebrate the next generation of industry professionals. Submit your entries now!

[Student Rules & Categories](#)

Student entries can be submitted online now.

Final Deadline:
Wednesday, January 10, 2024
at 5 p.m.

[Students: Submit Entries](#)

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WESTERN VIRGINIA ADVERTISING AWARDS GALA



Early Bird Tickets Now Available

We're thrilled to invite you to an evening of sophistication and celebration at the [Western Virginia Advertising Awards Gala](#)! Join us as we honor the best of the region in advertising on March 2, 2024, from 6:00 pm to 9:00 pm, at the prestigious Hotel Roanoke. This is an event that exudes glamour and excellence, and we want you to be a part of it.

Early bird pricing is currently in effect, but only until February 9, 2024. Don't miss your chance to secure your spot and enjoy special savings on your tickets.

Event Details:

- **Gala:** An evening of awards, a sit-down meal, and a cash bar for your enjoyment. Dress in your best "garden party" semi-formal attire for a night of elegance and celebration.
- **After-Party:** Continue the festivities at the exclusive after-party presented by 5Points Creative. A dessert bar, a champagne toast, and a private cash bar await.
- **Hotel block:** AAF Roanoke has a room block at Hotel Roanoke for \$219 per night (must make reservations by 2/2/24). Call to book and mention "Advertising Federation Awards Banquet" or [book online](#).

Reserve your tickets now for special savings and be part of this unforgettable event!

[Get Your Tickets](#)

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EXHIBIT B: NSAC



EXHIBIT C: Fishburn Park Advertising Awards

Workshop




Social Posts

← Posts About Videos Photos More ▾

Apr 26, 2023 · 🌐

Go Steambots! Come join us at FPES! STEAM applications are due May 12, 2023. 📷Photos by our students📷

https://fishburn.rcps.info/news/what_s_new/fishburn_park_s_t_e_a_m_application?fbclid=IwAR22v3sVt4Mpkh_Qpr_7XXVYvVqPPVMexHdDCS5o8Wg94ax8jAEgjIcbjEA



👍❤️ Julie Byers and 7 others 1 comment

👍 Like 🗨 Comment 📧 Send ➦ Share


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Album STEAM

Fishburn Park Elementary School, Roanoke, VA Apr 25, 2023 · 🌐

FPES is a great place to be! Come be part of our Steambot family! STEAM applications are due May 12, 2023. 📷Photos by our students📷

https://fishburn.rcps.info/news/what_s_new/fishburn_park_s_t_e_a_m_application?fbclid=IwAR22v3sVt4Mpkh_Qpr_7XXVYvVqPPVMexHdDCS5o8Wg94ax8jAEgjIcbjEA




👍❤️ You, Annette Bratton and 6 others 1 share

Album STEAM

Fishburn Park Elementary School, Roanoke, VA Apr 18, 2023 · 🌐

Come be a part of our Fishburn Park family for school year 2023-2024. STEAM applications are due May 12, 2023. You can find the application link below. "We are an environment friendly school." 📷Photo by Alana📷

https://fishburn.rcps.info/news/what_s_new/fishburn_park_s_t_e_a_m_application?fbclid=IwAR22v3sVt4Mpkh_Qpr_7XXVYvVqPPVMexHdDCS5o8Wg94ax8jAEgjIcbjEA



👍❤️ You and 3 others 1 share

👍 Like 🗨 Comment 📧 Send ➦ Share

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Roanoke, VA May 1, 2023 · 🌐

FPES' STEAM application is due May 12, 2023. Please consider becoming a part of our Steambot family! 📷

https://fishburn.rcps.info/news/what_s_new/fishburn_park_s_t_e_a_m_application?fbclid=IwAR22v3sVt4Mpkh_Qpr_7XXVYvVqPPVMexHdDCS5o8Wg94ax8jAEgjIcbjEA



👍❤️ 5

👍 Like 🗨 Comment 📧 Send ➦ Share

Fishburn Park Elementary Awards Gala





Western Virginia Advertising Awards Gala



Ad Person of the Year



EXHIBIT D: Radford University Media Week



Courtney Bosworth

March 12 at 1:26 PM · 🌐



Media Week 2024 at Radford University. On March 25, 26, and 27 (Monday - Wednesday), come to Media Week 2024, sponsored by [AAF Roanoke](#) and the [RU School of Communication](#) to hear representatives from regional media outlets talk about media opportunities for jobs and internships but also for advertising by small businesses.

MEDIA WEEK 2024

The Radford University School of Communication and the Roanoke American Advertising Federation present Media Week 2024 at Radford University on March 25, 26, and 27 from 5 to 7 p.m. in Heth Hall 014. Come hear presentations from leading media outlets in Southwest Virginia on the power of media to reach audiences, tell stories, and engage customers. Speakers from leading out-of-home, television, radio, newspaper, and digital media will speak on the power of their media and how they can be used in today's media landscape. Students can see what job opportunities are available in the media world—also internships and small businesses can see how these media can be harnessed to drive awareness and customers to their businesses.

MONDAY MARCH 25

5—7 p.m.

Heth Hall 014

Beacon Mobile Media

Lamar Advertising

TUESDAY MARCH 26

5—7 p.m.

Heth Hall 014

Wheeler Media

WDBJ

WSLS

Wednesday MARCH 27

5—7 p.m.

Heth Hall 014

Lee Enterprises Digital/Roanoke Times

Cardinal News



For more information, contact Dr. Courtney Bosworth at cbosworth@radford.edu.

EXHIBIT E: Program Schedule

AAF Roanoke
94 likes · 116 followers

Learn more Liked Message

Posts About Mentions Reviews Followers Photos More

Events

Upcoming Past

<p>MON, FEB 12 Touchdown Takes: Super Bowl Ad Review Party Starr Hill Roanoke Pilot Brewery & Side Stage · Roanoke Event by AAF Roanoke</p>	<p>WED, JAN 24 BUZZ Watch Party features Roanoke City's "Arts C" The Grandin Theatre · Roanoke Event by Buzz4good</p>
<p>TUE, JAN 16 "Outed: LGBTQ+ Representation in Advertising" L1 Event by AAF Roanoke</p>	<p>THU, DEC 14, 2023 Ad 2 & AAF Roanoke Holiday Party Olde Salem Brewing Company - Market Street · Roanoke Event by AAF Roanoke</p>
<p>WED, NOV 1, 2023 Western Virginia Advertising Awards Submission Event by AAF Roanoke</p>	<p>FRI, OCT 6, 2023 ChatGPT Prompt Engineering Webinar Event by AAF Roanoke</p>
<p>WED, AUG 16, 2023 Music Trivia & Networking at Twisted Track with Ad 2 Twisted Track Brewpub · Roanoke Event by Ad 2 Roanoke</p>	<p>WED, JUL 26, 2023 BUZZ Watch Party: Community Foundation of the Moss Arts Center, Virginia Tech · Blacksburg Event by Buzz4good</p>
<p>FRI, JUN 30, 2023 All Starr Kickball Sponsored by Starr Hill Brewery Rivers Edge Park · Roanoke Event by AAF Roanoke</p>	<p>THU, JUN 8, 2023 Are You Prepared for the Migration to Google Analytics 4? Event by AAF Roanoke</p>

EXHIBIT F: LBGTQ+ Representation in Advertising

aaf roanoke

virtual lunch & learn

Outed: LGBTQ+ Representation in Advertising

TUESDAY, JAN. 16 12:00 PM

FREE FOR ALL AAF MEMBERS / \$5 FOR NON-AAF MEMBERS

Kurt Thigpen
Ace Studios