

**2018-2019 National Club Achievement Competition**

*Category of Entry: Government Relations*

Ad 2 Dallas' Government Relations goals and efforts are focused on creating a plan of action for all members to advocate for a common cause. Our goals have always been to stay aware and ahead of topics when elected officials want to take action, whether is to benefit or hinder the advertising industry. Additionally, our focus is to provide education for all board members to establish the groundwork for future grassroots influence in the Dallas political arena

**1. Advocate:**

- Protect and promote all levels of government through grassroots activities at a state and federal level.

**2. Build Awareness:**

- Host a happy hour that promotes the music and film commissions in the state of Texas.
- Create sessions with key AAF members that have been involved with local politics and could leverage their knowledge on past experiences. Create partnerships with leading organizations focused on politics and the entertainment business.
- Provide beneficial information for board members to take action and encourage engagement with their own representatives based on zip codes.

**3. Educate:**

- Provide relevant information to elected officials about how self-regulation is more beneficial than government commissions interfering.

- Board members as well as paid members need to be in the loop by providing easy to read and clear call-to-actions communications that are parallel to Ad 2 Dallas' efforts.

**Advocate****Be the voice for all-things Government at each of the board member meetings****Event Details:**

Attend and speak at all board meetings that are held monthly at the Temerlin Advertising Institute for Education and Research at Southern Methodist University. (Exhibit 1)

**Target Audience:**

Employees of advertising agencies, owners of advertising agencies and companies that provide such services as well as corporate departments that have an advertising spending budget.

**Strategy:**

We want to help board members that have stake in the industry and hold market share through employment or ownership by advocating on their behalf. There are a lot of forces dictating how much a company has to pay in taxes, interest and other factors directly affecting wages and opportunity for growth.

**Execution/Tactics:**

Government Chair to attend all board meetings and gatherings to educate and establish a presence and public support.

At each board meeting, the Government Committee educates the board members on current issues facing the advertising industry. In turn, board members are encouraged to reach out to their representatives by establishing a channel of communication, whether calling or writing a letter to their representatives. Once this channel of communication has been established, we want to also reach out to our political representatives by providing economic statistics on how our industry influences the economy via a

personalized letter. This is attained by first gathering all board members' zip codes, and providing them with the relevant content to include. Afterwards, the Government Relations Chair will personally deliver them to their local representative's local offices.

**Build Awareness****Happy Hour with the Texas Film Commission and Texas Music Office****Event Details:**

This event was hosted by Ad 2 Dallas and AAF Dallas at Chelsea's Corner in Dallas, Texas. The Texas Film Commission and Texas Music Office from Austin, Texas were our guest speakers in town to discuss the importance of bringing media and entertainment firms to promote the city as a hub for prime advertising opportunities. Headcount.org was also present to demonstrate their advocating efforts as well as show how their goals align with the two commissions set forth by the Governor Gregg Abbot's office (Exhibit 2).

**Target Audience:**

We invited Ad 2 Dallas members, AAF members and advertising agencies within our network to share this great opportunity to learn about the service these government agencies provide our industry.

Additionally, Headcount.org was invited because of their overarching goal of providing services to those who want to register to vote at entertainment venues and shows.

**Strategy:**

Partner with AAF Dallas to increase the awareness and educate all members as well as board members.

Showcase the strategic partnership created by Ad 2 Dallas Government Chair with HeadCount.org to further push the grassroots movements goals (Exhibit 3). This partnership is key due to Headcount's goals of providing easy steps to follow to register to vote at music and entertainment events.

**Execution/tactics:**

Recruited representatives from each of the Texas Music and Film Commission out of Austin Texas to attend the happy hour. Kevin Couch, who ran for State Representative in Texas District 62 to replace retired Rep. Larry Phillips, helped set up the two commission groups to attend from Austin, Texas. Kevin's relationships with Congressman John Ratcliffe, Senator Bob Hall, and newly elected District 62 State Representative Reggie Smith will assist Ad 2 Dallas communications goals and strengthen our position to help accomplish our overall goals. At the event, there was a Q&A session to directly engage with the representatives from both Texas Music and Film Commission. (Exhibit 4- 6)

### **Educate**

**Event Details:** Develop a strategic partnership with Headcount.org as a way to engage our board members and make a difference during this election cycle. In addition, the partnership will while providing valuable volunteer opportunities for members and board members (Exhibit 7). Another education opportunity is Advertising Day on The Hill in Washington D.C. This event will help provide details to the politicians who represent us at the federal level about how the advertising industry further develops the economy by providing jobs and openings for economic growth. Furthermore, the Government Chair will be attending legislative sessions to provide firsthand testimonies on how our industry affects the economy of Texas. This event will happen in Austin, Texas where the State Capitol is located. Finally, we will educate our board members on how to provide educational letters to their local representatives (Exhibit 8).

### **Target Audience:**

For the Headcount.org partnership, all board members and members have been encouraged to attend and volunteer events around the Dallas-Fort Worth area. Ad Day on the Hill will be attended by Ad 2 Dallas Government Relations chair and another representative from the board.. Testimonies at the State Capitol

will be attended by the Government Relation chair as well as the AAF Government Relations chair.

Ultimately, our audience will be the politicians we elect to represent us at the local and federal level.

**Strategy:**

The Headcount strategic partnership was developed by the Government Relations Chair as a way to better position Ad 2 Dallas in the political arena and further create awareness of the importance of voting,. This partnership will provide value for Ad 2 Dallas as the partnership continues to grow. (Exhibit 9)

By attending Ad Day on the Hill, Ad 2 Dallas will be able to be the Texas voice for the advertising industry while providing valuable information to r our representatives in Washington, D.C. Also, being able to lobby and provide testimonies at the Texas State Capitol will be a movement strategically done to educate our state and local representatives on how we are directly affecting the economy. Finally, sending letters to our representatives will helps us educate them on key figures such as that for every \$1 that is spent on advertising, \$21 is seen in economic activity.

**Execution/tactics:**

Headcount.org provides the lead into concerts, comedy shows and other entertainment venues, this non-profit organization is commissioned by each artist so they can come in and provide on-site voter registration accessibility. Ad Day on the Hill will be attended by Jorge Perez, the Government Relations Chair for Ad 2 Dallas as well as the lobby and testimony opportunities in the Texas State Capitol. By collecting the zip codes from each board members, we will be able to identify their state and local representatives and will send a signed letter with key economic figures highlighting the importance of the advertising industry for economic growth.

**Results:**

The Headcount.org partnership created an opportunity for the Government Relations Chair to attend the biggest event of the year, which was the Beyonce and Jay-Z concert on September 11, 2018 at the AT&T

stadium (Exhibit 10). This partnership also provided the opportunity for Kira Stearns, our another board member, to attend the Hasan Minhaj comedy show on September 16, 2018 at the Majestic Theater in Dallas, Texas (Exhibit 11, 12). All together Headcount.iorg t was able to register a total of 1,402 voters in the Dallas Fort Worth area! (Exhibit 13) – which is the biggest voter registration mark for the organization with the help of Ad 2 Dallas.

**Conclusion:**

Ad 2 Dallas grassroots initiatives have educated, engaged, and encouraged board members as well as industry leaders to participate in building relationships with our government officials. . The value proposition Ad 2 Dallas provides for the industry is invaluable, the movements that have been accomplished and executed will continue to make waves for years to come. Specially with the partnership with Headcount.org, this year has been like no other for the organization and has generated results that can be seen by the number of people were registered via the partnership. By educating our board members of how accessible our state and local representatives are, we hope that this carries through their lives in all issues facing our industry.

(Exhibit 1)

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● **Ad 2 Dallas Board of Directors Meeting (7 of 11)**  
 Thursday, February 7 · 6:30 – 8:00pm

📍 **Umphrey Lee Center- SMU, 3300 Dyer St, Dallas, TX 75201**

📄 **Join Hangouts Meet**  
[meet.google.com/hys-izxr-nty](https://meet.google.com/hys-izxr-nty)

📞 **Join by phone**  
 +1 629-888-1453 PIN: 174 773 294#

👤 **32 guests**  
 22 yes, 2 no, 1 maybe, 7 awaiting

☰ **Umphrey Lee Center Room Number: ULEE 234**

Campus Map: Umphrey Lee Center, on Dyer st., Just east of Hillcrest. This is across the street from Diggs taco shop. Past the cafeteria, up the stair, go left, straight down the hall on the right. It is a glass room.

<https://sites.smu.edu/apps/campus-map/>

If you cannot make the meeting, but can call in please dial the following:  
 Dial 1-267-930-4000  
 Party code 735-992-825

🔔 10 minutes before, as email  
 10 minutes before

📅 Ad2 Dallas

Going? Yes No Maybe ^

(Exhibit 2)

**HAPPY HOUR**  
 with Texas Film Commission & Texas Music Office  
 October 10 @ 5:30pm | Chelsea Corner  
 4830 McKinney Ave

OCT 10 **HAPPY HOUR with Texas Film Commission & Texas Music Office**  
 Public · Hosted by AAF Dallas and Ad 2 Dallas

✓ Going ⋮

🕒 Wednesday, October 10, 2018 at 5:30 PM – 8 PM  
 about 3 months ago

📍 **Chelsea Corner**  
 4830 McKinney Ave, Dallas, Texas 75205 Show Map

👤 Hosted by AAF Dallas Message Host

✉️ Invited by Crystal DeMott Gonzales

About Discussion

23 Went · 36 Interested See All

Erika, Crystal and 6 other friends went

(Exhibit 3)



Join us on October 10 for Happy Hour with our friends from the @TexasFilmComm and Texas Music Office!

Stop by and mingle with all of the people you need to know for your next production project! #aafdallas



3:05 PM - 27 Sep 2018

3 Likes



(Exhibit 4)



(Exhibit 5)



(Exhibit 6)



(Exhibit 7)

**HeadCount and AAF - Texas Music Office & Texas Film Commission** ▷

**Jorge Perez** <jeperez@bsugmail.net> Mon, Oct 1, 2018, 12:58 PM ☆ ↶ ⋮  
to Chris ▾

Chris, I hope your Monday is going well! I wanted to follow up with some information about an upcoming event that my organization (American Advertising Federation) put together in an effort to inform the marketing and advertising industry about incentives to bring music events to the state of Texas. These monetary incentives are sponsored by the Governor and not very many people know about it.

I think it would be a great venue for you to make some connections and enjoy some drink specials. I know that you have a great network of individuals interested in the music industry and this informational event could be very beneficial for them. I would greatly appreciate if you could share with them!

There is a \$5 fee for tickets but I will be more than happy to waive that if you let me know who will be attending and how many. -I hope you can make it!!

Below is some info about the event:

Date: Wed, October 10, 2018  
Location: Chelsea Corner, 4830 McKinney Avenue, Dallas, TX 75205  
Time: 5:30 PM – 8:00 PM CDT

Facebook event page:  
<https://www.facebook.com/events/293606144575358/>

Eventbrite Event Page:  
<https://www.eventbrite.com/e/aaf-happy-hour-with-texas-film-commission-and-texas-music-office-tickets-50659757699?ref=estw>

Cheers,  
...

(Exhibit 8)

**Ad 2 Dallas - Government Update** Inbox x

**Jorge Perez** <jeperez@bsugmail.net> 4:36 PM (0 minutes ago) ☆ ↶ ⋮  
to Tina, Aaron, Barbara, Brian, Cali, Callie, Callie, Chelsey, Christin, Colton, Haley, Hilary, Jacqueline, me, Kelsey, Kevin, Kira, Labri, Lauren, Lex, McKenzie, Nishan, Peyton, Rr ▾

Dear Ad 2 Dallas Board,

I hope this email finds you well, and that your New Year's Resolutions are still going strong. I want to take a moment and update you on two awesome events that I will be part of this upcoming year and one project I need your help with.

**First, I need your help!** Please fill out your zip code in the following spreadsheet ([Click Here](#)).

-I am using your zip code to coordinate a mass communication letter targeting each one of your local political representatives letting them know how the advertising industry moves the Texas economy. Believe it or not, we have a big impact in the prosperity of our beautiful state and politicians need to know that!

**Second, I will be attending Day on the Hill in Washington D.C. (March 6-7) to lobby on behalf of the advertising industry.** [Click Here](#) for more information.

-As you might already know, The American Advertising Federation protects and promotes advertising at all levels of government through grassroots activities. Our nation-wide network monitors advertising-related legislation on local, state, and federal levels. We put our members face to face with influential lawmakers while encouraging self-regulation prior to government intervention, when appropriate of course. This happens at Day on the Hill!

-If you are interested in attending, let me know. There is no requirement for you to go, just be ready to learn how to make an impact on the federal level. This is a great opportunity to understand how things get done with politicians in, the nation's capital, Washington D.C.

**Third, come lobby and testify before congress in Austin, TX about how the advertising industry effects the Texas economy (March or April 2019).**

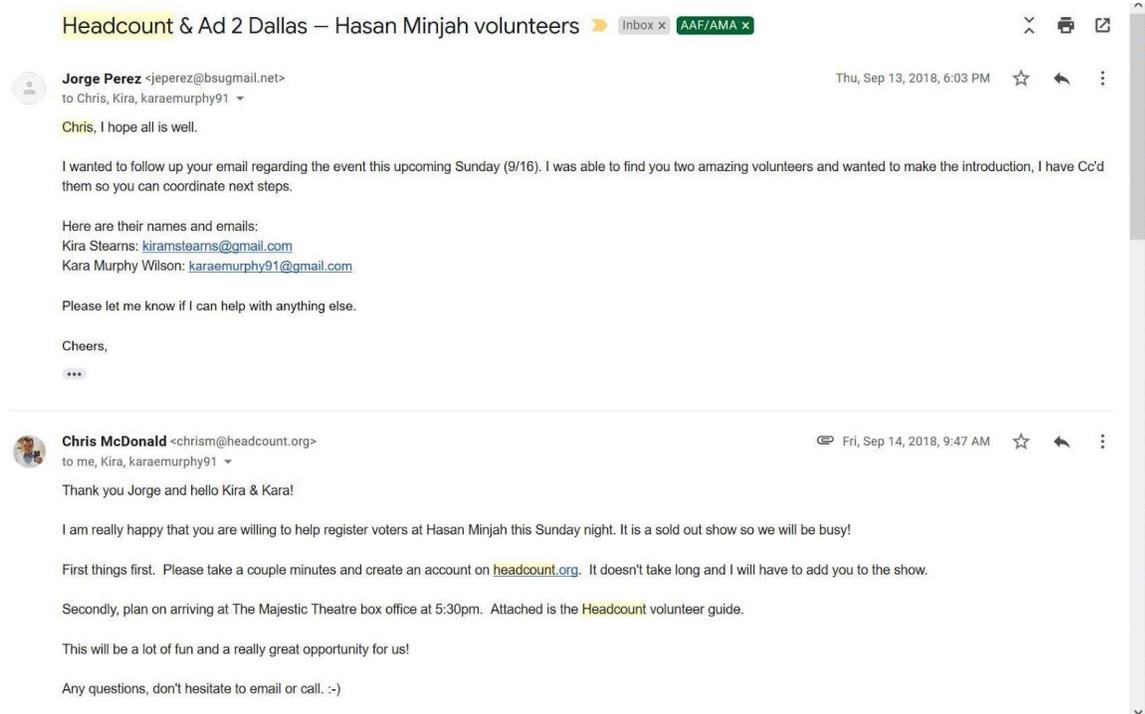
-Date is TBD due to the shut down, committees and legislation still currently being formed. I will provide an update as soon as possible.

In conclusion, it is an honor to continue to represent you and your companies at a local and state level. Please help me out with your zip codes and I will create a letter for you to sign and I will personally deliver them to your representatives!

Thank you and have a wonderful February!

Sincerely,  
Jorge  
...

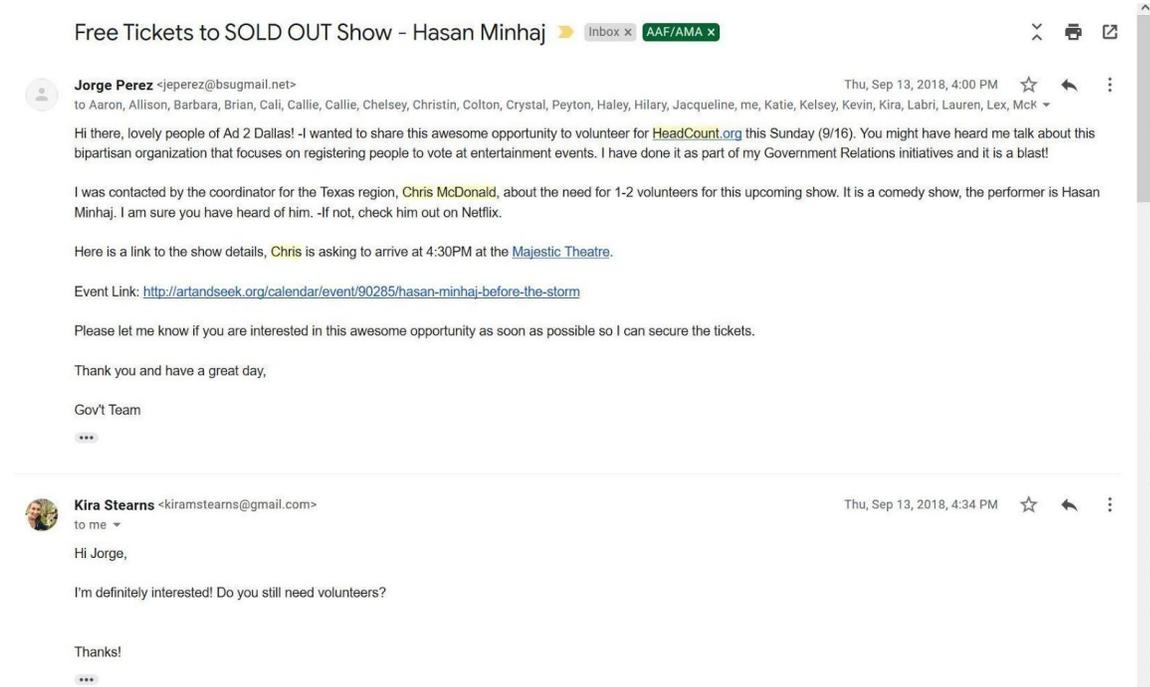
(Exhibit 9)



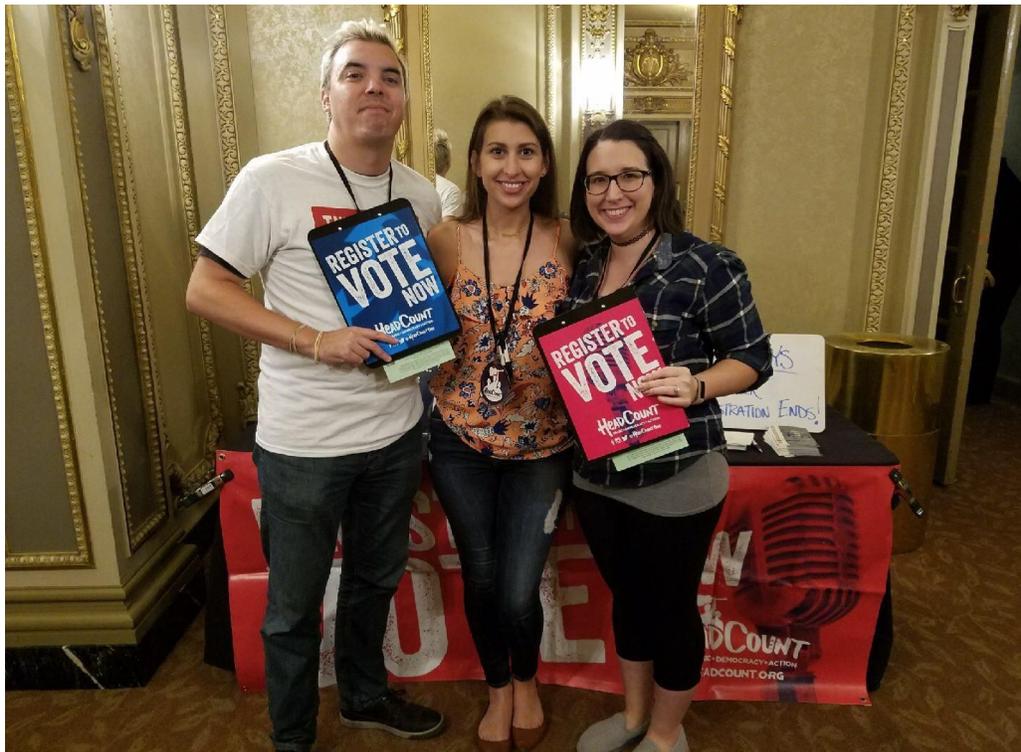
(Exhibit 10)



(Exhibit 11)



(Exhibit 12)



(Exhibit 13)

