

2019-2020 Club Achievement: Cornerstone Initiatives & Events

AAF-Fort Worth, Division IV

Submitted by: David Elizalde – Education Chair ; Elisa Rode – Presidential Advisor



INTRODUCTION

At the start of the year, we agreed our primary goal was to grow membership with a particular focus on **age and cultural diversity**. We felt it was important to keep this significant goal in our sights as we planned our cornerstone events, including programs supporting **advertising education**, awareness and activism with regard to **government relations**, and championed creative excellence through the **American Advertising Awards**.

Goals for Cornerstone Initiatives & Events:

- a. Retain existing and recruit new educators, students, sponsors, and companies
- b. Increase student engagement and membership among a diverse range of institutions, including private and state universities and community colleges
- c. Attach a diversity goal to all activities
- d. Increase visibility for government advocacy, diversity & education opportunities

INITIATIVE #1: Advertising Education (Professional, Student, General Public)

2019-2020 was a successful year for promoting and cultivating education opportunities for professionals, students, and the general public. As an organization we capitalized on past initiatives and introduced new initiatives for the purpose of increasing and diversifying membership. In May 2019, David Elizalde, Assistant Professor of Graphic Design at Texas Christian University, joined the board adding a more direct line of communication and support from the academic community. Our goals were reached through the following initiatives:

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UTA Comm Day, Arlington, TX, Oct. 22

Event Details: On-campus event for promoting career opportunities and providing professional guidance in the field of communication and design

Target Audience: University of Texas, Arlington communication students and faculty

Strategy: Optimize our presence at the event to reach students and the academic community at UTA

Execution Tactics: AAF FW hosted a table at the event and members were present for recruitment and networking, and equipped with a one-sheet explaining our new, young professionals membership level that was created this year.

UTA Comm Day Results:

- Chelsea McCall is a current board member and former president of the UTA Student Advertising chapter. She helped staff the booth to act as a bridge with professionals and students, strengthening the partnership with UTA. **(Exhibit 1)**
- UTA represents the most diverse student body among local universities. The event was attended by a strong representation of this student body.

2019 Fall and Spring Crawl, Fort Worth, TX, April 2nd and November 7th

Event Details: College students from multiple Tarrant County area universities attended a lunch panel discussion, toured six creative agencies, and participated in a networking event.

Target Audience: Students from UTA, TCU, UNT and TCC, and the professional community

Strategy: By literally touring the agencies, we are able to de-mystify the agency environment and professionals.

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Execution Tactics: The event was promoted to students via social channels and through personal invitations to student organizations, leadership, and faculty. The price of the event was increased from \$5 to \$10 to make the event more profitable.

2019 Fall and Spring Crawl Results:

- A diverse group of students representing both female and minority leadership met with over 120 students.
- Professionals met with a diverse group of students representing a wide range of socioeconomic backgrounds, ethnicities, ages and genders. **(Exhibits 2-9)**

TCU Day of Design and Alumni Show, October 25th

Event Details: A celebration of design, commemorating the first year of the Department of Design in the TCU College of Fine Arts. This inaugural event was initiated by David Elizalde, AAF FW Education Chair, and supported by AAF FW.

Target Audience: The event united TCU students, faculty, alumni and the professional community

Strategy: Develop an interactive event that attracts both the TCU and professional community under a shared appreciation of design

Execution Tactics: Promote event across social channels and solicit entries from successful alumni to fulfill the Alumni Show

TCU Day of Design and Alumni Show Results:

- Successful attendance of 150+ individuals across all sectors of the target audience.

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- Students were inspired by alumni work and had the opportunity to network with professionals from the creative community.
- Promotional support from AAF raised awareness of the organization. **(Exhibits 10-12)**

INITIATIVE #2: American Advertising Awards

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting more than 35,000 entries every year in local AAF Ad Club competitions. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising. Conducted annually by the AAF, the local Ad Club phase is the first of a three-tier, national competition. This year we introduced The People's Choice Award to celebrate peer recognition and reward an entry based on the popular vote of event participants. The Mosaic Award was also introduced to award an entry that best exemplifies a spirit of diversity and inclusion.

Target Audience: AAF-FW members and potential members.

Strategy: Use awareness of the competition and the gala celebrating the work and winners from the local advertising community to help increase interest in the club and help increase membership.

Execution Tactics: The theme this year was a fun take on the 2020 election that we hoped would be both simple and fun. The theme carried across submission materials to the gala celebrating the winners.

(Exhibits 13-15)

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American Advertising Awards Results:

- This year, entries were solicited from individuals in neighboring communities where there is no current AAF club in place. As a result, the number of entries increased to 361 professional and 73 student entries with more new entrants than ever seen in known memory.
- Additionally, efforts to expand the sponsorship pool resulted in American Advertising Awards gala sponsorships increasing from the previous year by 68.2%, from \$11,000 to the highest amount in recent years, \$18,500. **(Exhibits 16-19)**
- Lastly, our membership increase in the past year saw most significant growth during American Advertising Award entry deadlines and gala ticket sales as entrants and registrants signed up and renewed memberships to benefit from membership rates. **(Exhibit 20)**

INITIATIVE #3: Diversity and Multi-Cultural Initiatives

Our industry does have a diversity problem. Almost across the board and across the country, the minority representation is severely lacking and not representative of the population as a whole in this country. Advertising should have a representative membership in order for everyone to have a voice in an industry that helps to contribute to shaping culture. Our two main focuses to tackle our need for increased diversity are:

- Increase diversity in the local chapter: Throughout the spring, we worked to recruit new board members who were more representative of the larger Fort Worth community.
- Education efforts and inclusiveness of a more diverse student population: We worked closely with our Education Chair and our educational events including attending the University of Texas at Arlington’s Comm Day with a table representing AAF-Fort Worth to college professionals that were in various years of their studies. We also set up “Agency Crawls” in the Fall and the Spring

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that were most heavily attended by UTA. UTA was ranked the 5th most diverse university in the country by U.S. News, 2019. It is a perfect place to reach out to a diverse group of students who are interested in working in our industry. (**Exhibits 1-9**)

Target Audience: Local agency community and local schools including Texas Christian University, University of Texas Arlington, and University of North Texas.

Strategy: Communication. Awareness. Dialog. And setting intention behind our efforts to recruit more diverse members and chapter leaders.

Execution Tactics: Create a recruiting committee to have one-on-one conversations with potential board members. We also work to staff the booth at Comm day as well as agency tours to engage students.

Diversity and Multi-Cultural Initiative Results:

Our board is now more diverse with people of different ages and professional and ethnic backgrounds. We went from being a board of majority white women to a board that's more even male-female, as well as more ethnically and age diverse. In addition, for the student population, we worked to lay the groundwork and branch out to educate a diverse group of students about careers in the advertising industry that perhaps many didn't know existed. It is a good start, but there are plenty of more opportunities that can be explored.

INITIATIVE #4: Government Relations

The goal of our Government Relations efforts is to support our local, state, and national advertising industry by literally giving voice to concerns to our elected representatives about legislation and potential legislation that might impact our industry – both positive and negative.

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Event Details: In early March 2019, one of our AAF Fort Worth members traveled to Washington, D.C., to be educated on tax and privacy issues likely to be considered in the current session of Congress.

Demonstrating AAF's power as a grassroots organization, our attendee conducted face-to-face meetings with lawmakers from Fort Worth as well as senators Ted Cruz and John Cornyn from the State of Texas and their staffs (**Exhibits 21-23**). The Advertising Day on the Hill event is only hosted by AAF National every other year, but our Government Relations chair saw an opportunity to visit with lawmakers again in early 2020 through another professional group (**Exhibits 24-26**).

Target Audience: AAF Fort Worth current members, senior agency leadership, and agency principles.

Strategy: Make members aware of AAF-Fort Worth's participation in the national AAF Advertising Day on the Hill event last year as well as plans to hike the Hill in 2020.

Execution Tactics: We added information about these efforts to the American Advertising Awards gala video, so everyone attending the event (nearly 300 people) were made aware of efforts being made on their behalf in D.C. (**Exhibit 27**).

Government Relations Results:

Efforts to limit the deductibility of advertising as a business expense was tabled during the Spring legislative session in April and May of 2019. Efforts to adopt a national standard for privacy laws was also tabled until further discuss and hearings could commence on the matter. So, our efforts at the Day on the Hill were a great success. After returning to Fort Worth, efforts on taxation and privacy were continued to be discussed among membership. In 2020 Privacy Laws and deductibility are still an issue to be discussed with representatives on the Hill, but we will have to wait to see what impact our efforts might have.

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CONCLUSION

AAF-Fort Worth has made progress this term with increasing membership and interest among students and the young professional age group through our strong focus on initiatives and integrations supporting this segment. We plan to continue targeting this important segment as it is integral to the future of our organization. Cultural diversity has improved from several angles with events, sponsorships, partnerships, promoting the Mosaic award, and our board make-up. We will build on this foundation ongoing to bring in other diverse speakers and further apply culturally diverse objectives to each of our programs to broaden our reach to a larger audience. The focus on government relations increased to include more communication of AAF-Fort Worth's involvement in important advertising legislation going as far as integrating into our highest attended event, the American Advertising Awards gala. AAF-Fort Worth will continue to build awareness for these efforts and take advantage of opportunities to tie in education, diversity, and government relations to initiatives and events ongoing.

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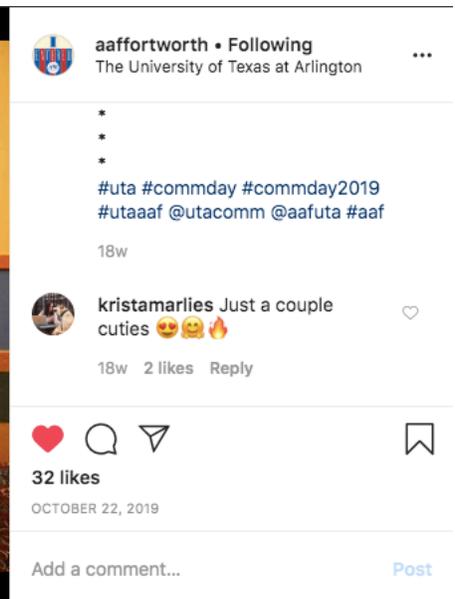
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EXHIBITS

Exhibit 1: AAF-Fort Worth Social Media Chair and Communications Chair at the University of Texas at Arlington Comm Day



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Exhibit 2: 2019 Spring Crawl, Social Promotion

**2019
Spring Crawl**

THURSDAY, APRIL 25 / FORT WORTH

CHECK-IN & LUNCH 12:30 - 1:30PM
Chimys / 1053 Foch St, Fort Worth, TX 76107

	2:00 - 2:50pm	3:00 - 3:50pm	4:00 - 5:00pm
GRP 1	The Starr Conspiracy	Simpli.Fi	The Modern
GRP 2	Simpli.Fi	The Starr Conspiracy	The Modern

STUDENT/PROFESSIONAL MIXER 5:00 - 6:30PM
The Modern Cafe / 3200 Darnell St, Fort Worth, TX 76107

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AMERICAN ADVERTISING FEDERATION
FORT WORTH

Exhibit 3: 2019 Spring Crawl, Students visiting Starr Conspiracy



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Exhibit 4: 2019 Spring Crawl, Students visiting The Modern



Exhibit 5: 2019 Spring Crawl, Students visiting Simpli.fi



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Exhibit 6: 2019 Spring Crawl, Lunch and Panel Discussion



Exhibit 7: 2019 Fall Crawl, Social Promotion

2019 Fall Crawl 

THURSDAY | NOVEMBER 7 | FORT WORTH

Lunch/Speakers 11:45am - 1:00pm	Agency Tours 1:20 - 5:00pm	Happy Hour 5:00 - 7:00pm
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\$10 Tickets | Locations & Details @ aaffortworth.com

The promotional banner features a yellow bus icon with '2019' on its side. The text is in a bold, sans-serif font. The background is light blue with a yellow footer bar.

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Exhibit 8: 2019 Fall Crawl, Promotion



THURSDAY | NOVEMBER 7 | FORT WORTH

\$10 Get tickets at aaffortworth.com

Check in with Lunch and Guest Speakers **11:45am - 1:00pm**

 Chimy's Mexican Restaurant
1053 Foch St., Fort Worth, TX 76107

	1:20-2:20	2:40-3:40	4:00-5:00
GRP 1	PMG	SOCIAL FACTOR	RED PRODUCTIONS Backlot Studio & Workspace
GRP 2	RED PRODUCTIONS Backlot Studio & Workspace	PMG	SOCIAL FACTOR
GRP 3	SOCIAL FACTOR	RED PRODUCTIONS Backlot Studio & Workspace	PMG

NETWORKING HAPPY HOUR **5-7pm**

THE BEARDED LADY 300 S Main St, Fort Worth, Texas 76104

AGENCY LOCATIONS

PMG 2845 W 7th St, Fort Worth, TX 76107

Social Factor 1227 W. Magnolia Ave., Suite 300, Fort Worth, TX 76104

Red Productions & Backlot Studio & Workspace 329 S Main St #101, Fort Worth, TX 76104

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Exhibit 9: 2019 Fall Crawl, Lunch and Panel Discussion



Exhibit 10: TCU Day of Design and Alumni Show, Social Promotion



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Exhibit 11: TCU Day of Design and Alumni Show, Student and Professional Networking



Exhibit 12: TCU Day of Design and Alumni Show, Student and Professional Networking



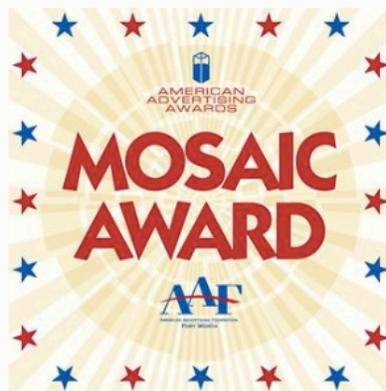
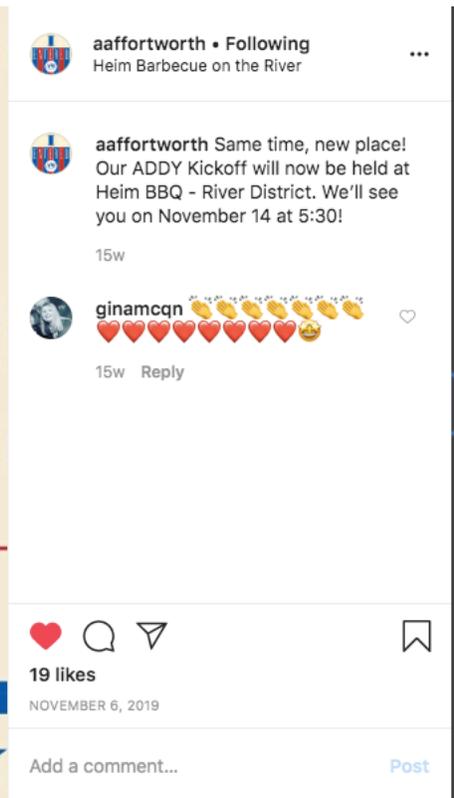
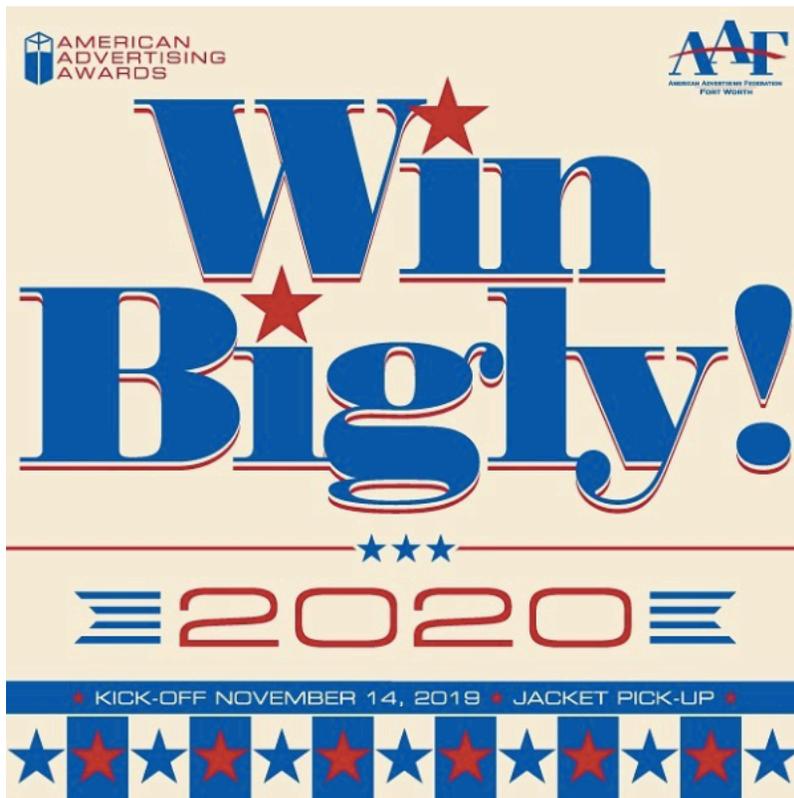
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Exhibits 13-15: 2020 American Advertising Awards, Promotion



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Exhibits 16-19: 2020 American Advertising Awards, Event Pictures



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Exhibit 20: Monthly Membership Levels increased from 62 in March 2019 to 78 in February 2020

(+26%)



Date	Total Members
March 2019	62
April 2019	63
May 2019	71
June 2019	69
July 2019	69
August 2019	68
September 2019	69
October 2019	71
November 2019	74
December 2019	77
January 2020	85
February 2020	78

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Exhibits 21-23:

2019 Advertising Day on the Hill, Members representing AAF’s 10th District, including one representative from AAF-Fort Worth. On the Hill and meeting with John Cornyn’s staff.



Exhibits 24-26: 2020 Advertising Day on the Hill, Members representing AAF’s 10th District, including one representative from AAF-Fort Worth.



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Exhibit 27: Video from American Advertising Awards Gala talking about Government Relations efforts.

