



A Chapter of the American Advertising Federation

PUBLIC SERVICE

Overview

Throughout the year, AAF-Amarillo aims to increase community involvement and engagement while bringing awareness to the American Advertising Federation in Amarillo. By organizing and creating events, AAF-Amarillo assists non-profits with advertising and creative expertise as a way to align our organization as a philanthropic partner.

Implementation

Project: High Plains Food Bank “Together We Can” Food & Fund Drive Social Takeover

The High Plains Food Bank (HPFB) serves the top 29 counties in the Texas Panhandle with a goal to alleviate hunger and help educate about food waste. HPFB secures, processes and distributes food to 190 charitable organizations that, in-turn, give back to persons in need. From December 2 to December 6, the HPFB hosts the Together We Can! Food and Fund Drive at local Amarillo supermarkets.

Goals: The AAF-Amarillo goal was to cover 14 shifts with at least 14 Facebook Live posts to the HPFB Facebook page during the five-day event and to aid in reaching HPFB’s organizational goal.

Target Audience: The Texas Panhandle community (Top 26 counties of Texas), and followers of HPFB Facebook page.

Strategy: During the week, AAF-Amarillo club members volunteered to assist with a social media takeover of the HPFB Facebook account. AAF-Amarillo members went live on Facebook (Exhibit A) to encourage citizens of Amarillo and the surrounding community to stop by the food drive location and donate. While live streaming, AAF-Amarillo members helped educate viewers about the food items of the day and explain how the HPFB is able to utilize monetary donations toward their mission.

Results: AAF-Amarillo members covered all shifts and deployed friendly, colorful and information-packed Facebook Live videos promoting the event. The promotion was well-received, and the HPFB reached 80.37 percent of its goal, raising \$162,989.87 and 133,909 pounds of food to provide 763,550 meals.

Project: Adopt a Christmas Family

During the holiday season, Street Volkswagen, an AAF-Amarillo member, took the lead in seeking out a local family in need.

Goals: To make a difference to a family in need during the holidays.

Target Audience: Street Volkswagen was put into contact with a local family, whose son, Keagan, was diagnosed with pediatric cancer, and the family was regularly taking trips out of town for his medical treatments.

Strategy: Street Volkswagen donated a car to the family, and AAF-Amarillo soon followed their lead and engaged other club members to get involved. At a bi-weekly club meeting, club members and their guests were asked to bring a suggested \$5 donation at the door to donate to the local family.

Results: At the end of the meeting, \$400 was raised, which was put toward gift cards to movies, restaurants and grocery stores for Keagan and his family.

Project: Family Support Services of Amarillo Fundraiser

On Sunday, January 19, 2020, Family Support Services of Amarillo sustained a total loss from an accidental structure fire, totalling \$800,000 in damages according to the Amarillo Fire Department. A pillar of Amarillo since 1993, the impact of this loss was felt throughout the community.

Goals: To support Family Support Services through a disaster.

Target Audience: Caring citizens and donors.

Strategy: AAF-Amarillo members Chris Villegas, John Luciano, David Meraz and Ashley Parks spearheaded an initiative to launch a fundraiser to benefit the organization. A bowling tournament was organized at Western Bowl in Amarillo at \$25 per four-member team. AAF-Amarillo members used local TV news stations, radio and social media to spread the word that all members of the community were invited. Organizers raffled a 50/50 money pot and various other prizes, and food was provided by Pizza Hut.

Results: By the end of the successful and fun evening, \$2,500 was raised for Family Support Services of Amarillo.

Education Outreach

Project: Los Barrios de Amarillo “Step Up to Success”

In November, 2019, AAF-Amarillo President David Meraz, Government Relations Chair Chris Villegas and Ways and Means Chair Jesse Melson spoke to a group of high school students at the Los Barrios de Amarillo Step Up 2 Success program (Exhibit B).

Goals: To enrich high school students with industry knowledge and inspiration.

Target Audience: The program is focused on the historic “Los Barrios neighborhood in Amarillo with a mission to address cultural, educational and socioeconomic inequities in the Mexican American community to help remove barriers.

Strategy: The three AAF-Amarillo board members presented to the students about communications, marketing, design and social media. They explained their college choices that led them to their career paths and spent time explaining their college experiences. Then, then taught about social media trends, careers in communication and how to spark creative thought through fun exercises.

Results: The students were happy to have thorough glimpses into college life and possible creative career choices. Several approached the AAF-Amarillo members at the end of the presentations to ask questions related to their personal goals.

Project: Los Barrios de Amarillo “Step Up to Success 2.0” “Day in the Life of Marketing Professionals”

AAF-Amarillo hosted a luncheon on March 28, 2019, in partnership with Los Barrios de Amarillo’s “Step Up to Success 2.0” program (Exhibit C).

Goals: To provide an educational and inspiring day for local high school students.

Target Audience: Twenty five local high school students were invited to participate in “A Day in the Life of Marketing Professionals.”

Strategy: Students participated in six round tables, each hosted by an AAF-Amarillo member. Round table topics included public relations, blogging, social media, broadcasting, websites and community involvement. After rotating through each round table, students were divided into groups to complete a “Mystery Box Challenge.” During the challenge, students were given a product to create a campaign for. Each group had to present their campaign to the room, and a winning group was chosen. The winning group received free swag from AAF-Amarillo and other local businesses. After the luncheon, students were invited to Cenveo-Amarillo, a print company, where they took a tour of the facility, led by two AAF-Amarillo members.

Results: The event was a huge success, and our club received positive feedback from the students and teachers. AAF-Amarillo is hosting this event again in 2020.

Project: West Texas A&M University Ad/PR Society

AAF-Amarillo continues to support WTAMU's National Student Advertising competition (NSAC) and Bateman Advertising teams with resources and funding. Additionally, both groups are invited to present their projects at club meetings after the competition season ends.

Goals: To support WTAMU college students through meaningful connections to AAF-Amarillo and through educational programming.

Target Audience: WTAMU students in relevant areas of study.

Strategy: Throughout the year, WTAMU advertising professor and AAF-Amarillo member Mary Liz Brooks invites AAF-Amarillo members to her college classes to help judge various in-class competitions and give students exposure to real local professionals (Exhibit D). In addition, AAF-Amarillo conducted a raffle for gift cards and door prizes at each club meeting; all proceeds went to support the Tenth District's Advertising Education Sponsorship (AES). Sponsorship of the AES program provides ongoing funding for NASC student team travel and other expenses for the District 10 competition, as well as scholarships for advertising students in the District. New this year, AAF-Amarillo became a \$1,500 sponsor of the West Texas A&M University National Student Advertising Team. (Exhibit D)

Results: AAF-Amarillo continues a strong relationship with WTAMU, which leads to future members of our club. Additionally, AES donations collected since March 2019 total \$711. In April, in Oklahoma City, Oklahoma, at Adven10n, AAF-Amarillo plans to donate about \$1,000 on site.

Community Exposure

Throughout the year, AAF-Amarillo took opportunities to support other local clubs and initiatives throughout the community. On February 7, 2020, AAF-Amarillo members attended the Amarillo Hispanic Chamber of Commerce Annual banquet (Exhibit E). On September 27, 2019, at West Texas A&M University's Legacy Hall, AAF-Amarillo members attended the 2019 WTAMU Communications Hall of Fame Induction Ceremony. AAF-Amarillo sponsors a table at the induction ceremony every year and fills the table with active members. Throughout the years, AAF-Amarillo has continued to be active and supportive patrons of West Texas A&M University. On August 22, 2019, AAF-Amarillo Members volunteered at the March of Dimes VIP reception (Exhibit F). On August 1, 2019, AAF-Amarillo members attended the Girl Scout Women of Distinction Luncheon, supported by the Girl Scouts of Texas Oklahoma Plains (Exhibit G). On July 23, 2019, AAF-Amarillo officers donated their time and expertise to the Loaned Executive Training for the 2019 Campaign at United Way (Exhibit H). A Loaned Executive is a temporary United Way staff person volunteered by leading corporations and organizations in the community. The Loaned Executive Program is designed to make a valuable employee even more valuable through training and skill building.

Communicating Our Amarillo Happenings: Club Announcement Opportunities

AAF-Amarillo hosts meetings twice monthly, and we offer time to our members and guests to give updates on events or other announcements pertaining to their company or other affiliations. This time is allotted during each club meeting to help spread awareness of upcoming events in the area in hopes of awareness and calls to action. This is a valuable benefit to AAF-Amarillo members and guests and provides the club with a good pulse of the community and areas the club, as a whole, could support.

Conclusion

AAF-Amarillo's partnerships and projects this year have increased our presence in the community, provided financial support to non-profits and those in need, and helped our membership grow both personally and professionally. We look forward to continuing a strong public service program that services the Texas Panhandle for many years to come.

EXHIBITS

Exhibit A

High Plains Food Bank was live — at Market Street (S Georgia St).
December 5, 2019 · Amarillo · 🌐

We're here at United Market Street for the Together We Can Food and Fun Drive with some extra special guests today!



Watch together with friends or with a group [Start Watch Party](#)

Broc Carter and 7 others 111 Views

Like Comment Share

High Plains Food Bank
December 4, 2019 · 🌐

Panhandle-Plains Historical Museum's Stephanie Price wants to let you know that you can donate to HPFB this Friday 6-9pm or Saturday 1-5pm at PPHM and enjoy holiday fun.



6 2 Shares

Like Comment Share

High Plains Food Bank was live.
December 4, 2019 · 🌐

AAF Amarillo is with Pantex and Belmar elementary at our food drive! As you're leaving work come stop by with those cans or donate online!



9 4 Shares 688 Views

Like Comment Share

High Plains Food Bank was live.
December 4, 2019 · 🌐

Day 3 of the Together We Can Food & Fund Drive!



Jody Reynolds and 11 others 3 Shares 349 Views

Like Comment Share

Exhibit B



Exhibit C



Exhibit D





Dear AAF Amarillo Board,

October 7, 2019

I apologize that I am not in attendance at your board meeting today. At the present moment, I am on my way to New Hampshire for a research measurement conference. Such is the case during your November meeting as well, for I will be traveling to California for yet another conference. I appreciate your understanding my reason for sending a letter instead of being in front of you all today. Thank you, David, for reading this letter on my behalf.

I write to all of you to ask for AAF Amarillo's financial support for the 2019-2020 Buffalo Advertising/NSAC team. As I'm sure many of you are aware, the cost of the competition is hefty for AAF District 10. The same is true for teams who compete at the district level. Last year, for travel and lodging alone, Buffalo Advertising spent approximately \$4,500 for 16 competition attendees. For the past three years, Buffalo Advertising has organized fundraising events where all of the money raised was used towards travel and lodging for more than a dozen students (and I adviser). While planning and implementing fundraisers teaches the students numerous skills, it also is a risky process due to the inability to predict the amount of money that will be raised. In addition, the time used for fundraising cuts into the team's campaign planning time. Additionally, any money used for travel cuts into the money needed for campaign expenses, including money used for research incentives, creative mockups and numerous supplies needed to produce industry standard work.

Thus, I ask for your consideration in providing enough funds to cover the registration costs for the District 10 NSAC to be held in Oklahoma City, OK during April 15-17, 2020. In the past, registration has been \$100 per person. Therefore, depending on the number of team members who will participate in the competition, I am asking for approximately \$1,500.

AAF Amarillo has been a major supporter of WT's NSAC team for years, in more ways than just financial. Four years ago, you welcomed me as the new adviser and continue to support my efforts with leading this team. You've also made it a point to invite students to the Wednesday meetings and have also utilized some of them as the meeting's main speakers. Additionally, one of the Buffalo Advertising team highlights is when the students and I volunteer at the AAF Amarillo Advertising Awards event. The chance for them to get exposed to award winning work and to network with industry professionals is invaluable. This reciprocal relationship is beneficial to us and I hope to you all as well.

Regardless of the financial support you all determine can be provided for travel towards the NSAC, my goal is to continue the relationship between Buffalo Advertising and AAF Amarillo. Please also be confident that the WTAMU NSAC team will represent our district in a professional manner at the upcoming conference in Oklahoma City in April 2020. We are excited about the changes to the competition format and the students look forward to developing contacts with other peers and industry professionals at both the student/professional reception and student/professional breakfast. I am open to questions, suggestions or additional comments as it pertains to how we can continue this partnership.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Mary Liz Brooks'.

Mary Liz Brooks, Ph.D.
Assistant Professor/Buffalo Advertising Adviser
Department of Communication
806-651-2808/mbrooks@wtamu.edu

Exhibit E



Exhibit F



Exhibit G



Exhibit H

