

## **Advertising Education**

While Ad 2 DC (“the Committee/we”) does not have a separate education-focused Chair and/or Subcommittee, we strive to offer a variety of educational opportunities to our members. For this club year, we focused our goals on instructions related to the COVID virus as well digital events that offered insight into career growth during these unprecedented times.

## **COVID-19 Tools**

With COVID information changing at a fast-paced rate, we recognized the need to create a set of stream-lined tools to help in setting the club up for success. We created two Google documents: a one-sheeter of COVID protocols (Exhibit 1) and a database of important COVID resource links (Exhibit 2) for members. As Google documents are easily shareable, with an enhanced capacity to be kept up-to-date, we were able to create a convenient source of information that was adaptable with the times.

**Results:** Having a solid foundation of key resources helped maintain an open dialogue as a club, both internally and externally, in regards to COVID. As we planned all 2020-2021 events and communications, we had a central source of clear yet concise information to best guide our actions during the club year.

## **Digital educational content / events**

**Goal:** To offer virtual access to industry specialists and intellectual insight into career management

**Target Audience:** Ad 2 DC members and potential members within the DC-based advertising and marketing industry as well as upper-level college students who were set to graduate during the COVID pandemic.

**Strategy:** As the COVID pandemic continued to have an impact, we aimed to offer events that would gather professionals from all facets of the industry to appeal to a wider audience and focused our approach on intimate access so attendees could have personal opportunities to discuss concerns.

***Digital Content: “Ad Academy”***

With the removal of in-person benefits, our club quickly identified the need to have digital content available at a viewer’s fingertips. Ad 2 DC’s chief drive was to build up the “Ad Academy,” a new AAF / Ad 2 DC members only video platform (Exhibit 3). Our club planned (Exhibit 4), recorded (Exhibit 5), and edited (Exhibit 6) multiple remote interviews with advertising experts as well as long-standing AAF DC / Ad 2 DC members. Topics ranged from club history to hiring advice so as to offer a range of content (Exhibit 7).

***Event Details: “Industry Experts” Pop-Up Events***

In tandem with on-demand content, our club also held “pop-up” style events mixed with more formal panels and workshops. These monthly rotating “pop-ups” swapped between three set themes and each lasted 30 minutes in length for participants to connect in laid back scenarios. One of these themes, entitled “Industry Experts,” was specifically created as an educational opportunity (Exhibit 8). This event provided attendees with free access to a Ad 2 DC solicited DC-based mover and shaker. The experts were allowed to format the 30-minutes as they wished, with one doing a full 30-minute presentation in October and another choosing to do an open Q&A in January.

***Event Details: “Around the Industry in 80 Minutes”***

“Around the Industry in 80 Minutes,” the second event of its kind for Ad 2 DC, was inspired by the movie *Around the World in 80 Days* and is set to occur in late April 2021. By integrating career advice into a round-robin style event, we’re aiming to bring together members, nonmembers and experienced professionals from all across the advertising industry. Seven different areas have been identified as roles our attendees would be interested in: Client Side, Account Services, Copywriting, Design, Web Development, Paid Media and Public Relations/ Earned Media. The goals of this event is to: 1) Provide attendees with the opportunity to meet industry professionals in their specific area of interest; and 2) Educate student attendees about various career paths in the industry and how these roles interact with each other. At the time of book submission, we’re currently in the process of selecting participants with a proposed event date of April 29th, 2021 (Exhibit 9).

**Results:** Through “Ad Academy,” our club was able to offer unique access to industry experts as well as insight into our club’s historical knowledge in one convenient avenue. This library also allowed members to tune into new content between events. While our more formal events tended to have a higher-level of attendance, our “pop-up” events featured a greater rate of regular attendees and the more predictable offerings were appreciated by new members. Striking a balance in content focus allowed us to have something for everyone as individuals looked to broaden their skill sets while still catering to their social needs during COVID.

### **American Advertising Awards Initiatives**

Based on the structure of Ad 2 DC within the larger AAF DC organization, AAF DC maintains control over any / all actions in relation to the American Advertising Awards. As such, our club does not have any Ad 2 DC-specific goals, strategies, or tactics to share at this time.

### **Diversity and Multicultural (D&I) Initiatives**

Ad 2 DC struggled this club year in regards to engagement and retention for the Ad 2 DC Diversity Chair. Our Diversity Chair position was intermittently filled. However, the remainder of the board came together to pitch in and still invigorated our efforts. During this time, the Ad 2 DC club set goals to acknowledge, represent, celebrate, and advocate on behalf of DC’s diverse population and their perspectives. As a result, we presented our Ad 2 DC members with energized digital channels to virtually explore Diversity and Inclusion (D&I) efforts around the DC area and hosted two educational seminars that symbolized and elevated the diversity found in the DC metro area.

### **Digital Channels**

**Goal:** To expand our digital promotion so as to best celebrate D&I in DC and provide members with a consolidated source of 100% digital D&I content.

**Target Audience:** Ad 2 DC members and potential members within the advertising and marketing

industry in the DC metro area.

**Strategy:** In early 2021, we continually researched and gathered resources focused around D&I within the DC area from local DC-based blogs, digital libraries, and community-sourced materials. From this initial launchpoint, we decided to expand this initiative to include national and international award-winning D&I campaigns and/or creative to bring attention to expanded work that has positively influenced D&I movements in advertising within the recent past.

**Execution/Tactics:** We initially used this information to highlight regional opportunities to support Black-owned businesses and restaurants via a scaled-down social media-focused campaign (Exhibit 10) to support our local community and draw attention to business owners / artists / creatives within our membership area. As the nation started to suffer from “Zoom Fatigue,” we realized that alternative methods in addition to live events would be needed to help offset more worn-out methods of connection. To further expand access into more evergreen channels post-COVID, we created a digital portfolio featuring D&I advertising campaigns, DC-focused businesses / artists, and resources including suggested articles as well as official reading lists (Exhibit 11). We envisioned this would replicate an art-gallery style experience, where members could wander from exhibit to exhibit or folder to folder at their own leisure.

**Results:** As our members naturally place a high priority on D&I efforts due to our locale, we saw a direct correlation between our raised efforts and increased digital engagement. Our initial Black History Month series not only achieved a reach of 639 and over 131 impressions across Facebook, Instagram, and LinkedIn but added in traffic bumps across these pages as well (Exhibit 12). While our team is still evaluating the means to track engagement with the virtual gallery, we’ve witnessed an enthusiastic vocal response when we’ve promoted access to attendees during our virtual events.

## **Workshops/Seminars**

**Goal:** To educate and raise awareness of the challenges and opportunities regarding the representation of people of color, gender identities, and sexual orientations in the advertising industry through two open-format discussions.

**Target Audience:** Ad 2 DC members and potential members plus local diversity-focused agencies and social media influencers.

**Strategy:** We observed culturally relevant trends related to mainstream advertising and media to develop programming that addressed timely topics and appealed to young professionals in our industry.

***Event Details: “Diversity and Multicultural Advertising in DC”***

The Chair and Programs Committee organized an industry-focused dialogue for both members and non-members alike that crafted a conversation about creating a culture of D&I in the DC advertising space and highlighted innovative D&I consumer and government-based campaigns from local diverse DC agencies. Our original plan was to hold two separate sessions that would switch halfway through, with “Session A” being focused on diversity in advertising in government projects and Session “B” set to discuss diversity in advertising within the DC market for commercial campaigns, so as to replicate a more “conference-style” approach. However, we ultimately faced technical challenges and instead hosted a longer combined session (Exhibit 13). Panelists included a total of five representatives from: two Black owned & operated agencies, two women-owned & operated agencies, and one Hispanic owned & operated agency (Exhibit 14). While selecting panelists and a moderator for this discussion, we intentionally sought out speakers who could speak to the diverse perspectives that tend to be key demographics within consumer or government campaigns. As such, we were able to successfully balance both D&I and government-oriented topics to hold a highly successful combined D&I / government event.

***Event Details: “Behind the Hashtags: Inclusivity in Influencer Marketing”***

Just prior to the onset of the COVID-19 pandemic, our previous Diversity Committee had been poised to host our “Behind the Hashtag” event. Out of an abundance of caution and the evolving situation of the COVID virus, we made an executive decision to postpone this event (Exhibit 15). An email was sent to all participating panelists and the over 60 registered attendees to inform them of the decision. While the

Diversity Chair then stepped away, we were able to re-engage them for a limited basis so as to virtually host the postponed event. Aiming for a new event date of March 25th, 2021, this event focused on the current lack of diversity in influencer marketing and the importance of minority representation across national brands' social media platforms (Exhibit 16). While the virtual format meant we lost our main sponsor, we were able to re-engage a majority of the original panelists to participate. During the discussion, industry experts and social media influencers spoke transparently about the competitive virtual environment and "mean girl" non-inclusive nature it creates amongst minority and women influencers. While selecting panelists and a moderator for this discussion, we intentionally sought out speakers who represented diverse perspectives of the influencer community (Exhibit 17). Of the invited panelists, two were social media influencers and two were industry experts.

**Results:** Through these two events, we expanded deeper into our community via a combined effort of posting and/or submitting both events for promotion on local DC-focused blogs and leveraging our panelists's networks to raise awareness prior to the events (exhibit 18). We also applied a small-scale paid promotional post, one per event, via our club instagram (Exhibit 19). As a sample, through just one paid push for our first D&I event, we saw almost 8,000 impressions within 3 days of promotion. We were able to host our highest attended events of the club year at the time of book submission, with over 48 registrants / 34 attendees for our "Diversity and Multicultural Advertising within DC" event and 49 registrants for our re-scheduled "Behind the Hashtag" event. Overall, the combination of our D&I efforts led to high spikes within our social platforms, helping to illustrate that our club contributed to sparking meaningful D&I-based conversations for members and non-members alike (Exhibit 20).

### **Government Relations**

In past years Ad 2 DC has not had a Government Relations Chair and therefore it did not have established initiatives, or events (with the exception of Ad Day on the Hill). The goal for this year was to find a way to engage members interested in government relations by creating conversations around current industry topics.

### **#Ad2DCGovernmentTalks**

**Goal:** To grow Ad 2 DC discussions around government issues while educating members on the topic to build awareness. This was executed by releasing one specialized post per quarter in our Facebook, Instagram, and LinkedIn pages and contacting local marketing professionals for comments through June 2021. Topics for these posts include: government's role in regulating digital platforms, ad targeting during presidential elections, and ad targeting based on appearance.

**Target Audience:** Ad 2 DC members and DC metro area industry professionals with a college degree interested in advertising, communications and D&I. These individuals should have a strong stance on politics, and government related issues.

**Strategy:** Since the Ad 2 DC Steering Committee members closely aligned with the desired attributes of our target audience, the topics for all posts were decided during our Steering Committee meetings. Once a topic was decided, the Government Relations Chair researched and gathered resources around the topic and wrote a 2-3 paragraph summary on the issue (Exhibit 21). The goal of the summary was to provide members with some background information in case they were not aware of the issue while maintaining a non-biased bipartisan approach and sharing the Ad 2 DC stance. Various industry professionals were then contacted and asked to share their thoughts in 2-3 sentences (Exhibit 22). Throughout the series we were able to gather 6 comments from local marketers. Upon completion of research and outreach, the Creative Co-Chairs worked on graphics for the Facebook, Instagram, and LinkedIn posts which conformed to a set eye-catching format for consistency (Exhibit 23). Finally, the Communications Chair was contacted to schedule and post the topics across all Ad 2 DC social platforms (Exhibit 24 / Exhibit 25).

### **Ad 2 DC “Your Voice, You’re Vote”**

**Goal:** Political campaigns are about more than just paid marketing, rallies, and the discussion of issues. Ultimately, the most important part of a campaign is getting the most votes on election day, especially

during the time of COVID. As such, Ad 2 DC wanted to create an easy shareable source of bipartisan voter information to ensure our members were able to use their voice to vote.

**Target Audience:** Ad 2 DC members and non-members within Delaware, Virginia, and/or Maryland who were eligible to vote and in need of further information regarding 2020 rules or regulations on voting.

These individuals should have a strong stance on politics, and government related issues.

**Strategy:** We researched early voting, registration, and absentee ballot deadlines for the 2020 elections for the District of Columbia, Maryland, and Virginia since our chapter caters to the Washington DC Metropolitan area. We aimed to provide key deadline information and in this manner worked to incentivize our members as well as other followers to vote. Our Government Relations Chair collaborated with the Creative Co-Chairs to create engaging and straightforward graphics which made it easier for our members to digest the information (Exhibit 26). We also connected with the Communications Chair to schedule the post and reach audiences during times with higher engagement (Exhibit 27 / Exhibit 28).

**Results:** As of book submission, September's post #1 received 214 impressions on Instagram with a reach of 159 and 13 likes as well as a reach of 157 on Facebook with 3 post clicks. For this post, please note our LinkedIn page was not live at time of posting so no LinkedIn data is available. October's post #2 resulted in: 217 impressions on Instagram with a reach of 167 and 5 profile visits directly from this post, a reach of 35 on Facebook, and 49 organic impressions on LinkedIn, with a 5% click-through rate. The third post in January 2021 resulted in 170 impressions on Instagram with a reach of 130 and 11 likes, a reach of 44 on Facebook, and 45 impressions on LinkedIn with a 20% click-through rate and a 22.22% engagement rate on LinkedIn. Our "your voice, your vote" social blitz saw a combined result of over 282 combined impressions across all platforms. By also connecting with new subject experts that existed 100% outside of our previous Ad 2 DC networks, fresh channels of government-focused outreach were created. For example, the experts featured in our election year "user data" post had a combined total of approximately 1,686+ LinkedIn connections. We're hopeful that we can use these as well as future connections from upcoming posts to help aid in club efforts and grow the reach of Ad 2 DC beyond this club year.

## Exhibit 1: Ad 2 DC “One-Sheet” COVID Protocols

### **Ad 2 DC COVID Protocols**

Ad 2 DC has been closely monitoring the spread of COVID-19 throughout the United States and we have been following guidance from the Centers for Disease Control (CDC), World Health Organization (WHO), as well as local health authorities to ensure we have the right resources in place to assist in safeguarding the health and well-being of our members. Here are some steps we recommend to ensure we are all being proactive with our safety measures.

- Wear a mask to protect yourself and others. However, do NOT use a mask meant for a healthcare worker. Currently, surgical masks and N95 respirators are critical supplies that should be reserved for healthcare workers and other first responders.
- Please follow all social distancing guidelines; allowing for at least 6’ between individuals whenever possible.
- Please avoid crowds. The more people you are in contact with, the more likely you are to be exposed to COVID-19. When available, form a “pod” of those in your household and resist breaking this pod (ex: avoid traveling, refrain from visiting those outside your household, etc.)
- Please wash hands thoroughly throughout the day, with at least 20 seconds of scrubbing.
- We encourage the use of hand-sanitizer and wipes (*when available*) in between hand washings.
- Avoid spaces with poor ventilation. If indoors, bring in fresh air by opening windows and doors, if possible.
- Keep your work-station neat and tidy. Clean and disinfect frequently touched surfaces daily (*ex: doorknobs, light switches, countertops, phones, desks, ect*)
- Please monitor yourself for symptoms. Cover all coughs or sneezes and throw all used tissues in a trash receptacle. Talk to your employer for specific guidance regarding your workplace policies and staying home when unwell..

Following these recommendations and staying up-to-date on all local and/or federal regulations will best aid in protecting you and help reduce the chances of spreading the infection to others.

## Exhibit 2: Ad 2 DC COVID Links and Resources (as of March 2021)

### ***COVID-19: Important Links & Resources***

For more information regarding what you can do day-to-day to help prevent the spread of COVID-19, please view our AD 2 DC External Protocols [here](#).

#### Local Protocols:

- [DC Guidelines](#)
- [MD Guidelines](#)
- [VA Guidelines](#)

#### Important Federal regulations:

- [Center of Disease Control COVID Guidelines](#)
- [World Health Organization](#)

#### Vaccine Information:

- [CDC Vaccine information](#)
- [FDA Vaccine Information](#)

#### Local Vaccine Information / Timelines:

- [DC Vaccination Plan](#)
- [MD Vaccination Plan](#)
- [VA Vaccination Plan](#)

#### Important Cleaning Tips:

- <https://www.cleaninginstitute.org/coronavirus>
- <https://www.cleaninginstitute.org/home/clean-home>
- <https://www.cleaninginstitute.org/cleaning-tips/clean-surfaces>
- <https://www.cleaninginstitute.org/cleaning-tips/clean-hands>
- <https://www.cleaninginstitute.org/cleaning-tips/easy-cleaning-schedule>

### Exhibit 3: Ad Academy Interface

# Ad Academy

Members-Only Educational Resource Library



## Our First-Ever Online-Only Awards Show

Adapt or cancel — when it comes to events in 2020, those seem to be the decision points. Determined to celebrate advertising excellence in the D.C. market, in March, we hosted our first-ever virtual American Advertising Awards show. Enjoy this **FREE** replay of our 2020 American Advertising Awards, featuring expert commentary and comedy from MC Sonya Gavankar, and hosts Julie Mayes (IMG) and Gretchen Carswell (Van Metre).

Login for members-only content



## Exhibit 4: Ad Academy Filming Planning

### Video Library

#### General:

- Fade up from black
- Use Facebook end graphic on videos

#### Make sure they're evergreen

#### Personal / Educational

- How to take a virtual headshot

#### In the workplace

- How to connect with others virtually

#### Types of videos:

- Historical Content (*AAF / Ad 2*)
  - *First = Judy*
- Diversity
  - Courtney brainstorming topics / individuals
- Tips / Tricks:
  - Career-Focused
    - Recruiters
    - HR people
- Technical-focused
  -
- Mental Health
- Industry education
  - Ex: how to approach a creative brief
  - How to negotiate a salary
  - How to Network
- Interviews
  -
- Government:
  - *Last one we pursue*

## Exhibit 4: Ad Academy Filming Planning (cont.)

### PROCESS:

- Lauren
  - Booking guests
  - Doing outlines / interview questions
- Mike
  - Editing
  - Graphics
  - Music / Audio
  - Posting

### FORMAT OF WORKFLOW:

- 1. Picking topics / Confirm Individuals
  - 1.A - Guest Outreach
- 2. Create Interview Questions / Outline
- 3. Interview (30 - 45; assume 10 minutes is setup & testing)
- 4. Editing
  - Have BRoll up our sleeves (*Explore free stock*)
  - 5. Free stock music
- 5. Review (*Mike & myself*)
- 6. Posting

### MILESTONES:

- FIRST: Judy video
  - Schedule time with Judy
  - Create Inter questions
- SECOND: Career video w/Holly's Boss
  - Advertising / marketing for nonprofits

### ACTION ITEMS:

- Lauren
  - Send Mike free stock & music sites
- Mike
  - Familiarize yourself with Zoom filming by Sept. 7th
- Ask creative for happy hour graphic to add to survey

## Exhibit 4: Ad Academy Filming Planning (cont.)

Hey There **Judy**,

Hope you had a great holiday weekend! With the new AAF / Ad 2 DC website and membership video library, our steering committee has been thinking of some great ways to begin adding some content.

One of our ideas for a video series is to highlight AAF members who have made significant contributions to the organization. As such, if you're open to it, we'd love to find some time to virtually **film** you via Zoom to discuss what AAF means to you, what your Journey with AAF has been like, and learn more about the Foundation.

If possible, can you let us know your availability September 24th or 25th for a 30 - 45 minute **filming** session via Zoom?

Looking forward to hearing from you!

Thanks,

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**Lauren Schild**  
President, Ad 2 DC

Ad 2 DC // Young Professionals of AAF DC  
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Hi **Judy**,

Thanks for reaching out, happy to clarify:

1. Zoom information has been updated in the calendar invite (*please disregard the google meet link*):
  1. <https://us02web.zoom.us/j/85723386896?pwd=K0ZxL2djcFRUcWJYWE0yMGxremRydz09>
  2. Meeting ID: 857 2338 6896
  3. Passcode: Ad2DC
2. I'll be asking you the questions, so no need to memorize them!
3. Yes, we'll be editing this down into about 3 - 5 smaller videos, each ideally about 4 - 6 minutes in length



**Ad 2 DC Programs** <programs@ad2dc.org>  
to Ad, me, Lauren ▾

Thu, Dec 3, 2020, 9:29 AM ☆ ↶ ⋮

My boss and her podcast co-host are prepared for tomorrow but have a few questions. Are they introducing themselves or are we introducing them, and are the questions asked to them or do they need to say the question before answering? Here are the questions they are prepared to answer.

1. Tips on putting together a portfolio of agency work/personal work?
2. How do we ask for a promotion?
3. How to find an advertising mentor?
4. How often do people switch disciplines in advertising? Do agencies support that?
5. What's better for my career – starting at a big agency with name recognition or a smaller agency?
6. How can I use my skills learned in an agency and apply it to a job in a new industry?

Thanks,



**Holly Gonzalez**  
Programs and Events Chair, Ad 2 DC

Ad 2 DC // Young Professionals of AAF DC  
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**Exhibit 5: Ad Academy Recording**



## Exhibit 6: Ad Academy Editing

Hey Mike,

Shooting some thoughts your way! Mainly graphic / timing, overall I think the content is really strong, love the music choice, and you've gotten some great responses from Judy in there:

- Opening is great, love the intro; I think it can be a few beats longer to really give the viewer a chance to take it all in
- Overall, we should always aim to cut-out my VO and have the question be a full-screen graphic to really help add some breaks into the full interview.
  - For the first one:
    - I think we can have the blue background stay in-place (with the ad 2 logo / Judy's title / headshot fade out), the question can then dissolve in, and then fade out, and then after a few beats of her answer have the question fade in via the lower bar as it currently does
  - Afterwards (when transitioning between interview clips):
    - We can have the music come back in for a few beats, have the blue background / new question fade up together, sit on it for 3 - 4 seconds, and then have the graphics fade down with the music.
- Love the logo placement throughout and question bar
- CTA
  - I think the music should slowly fade in under the last few beats of her answer to help smooth out the transition
  - I think we can extend the dissolve on the CTA as well by a few beats
  - Since this will only be living on the Ad 2 library and we can assume the viewer is watching it via the library, I think we can tweak the language to something along the lines of:
    - Thanks for watching!
    - Be sure to catch more AAF DC & Ad 2 DC content via our members-only video library!

Let me know if you have any questions on the above! Also happy to connect anytime next week :) Keep up the amazing work!

Best,

Exhibit 7: Ad Academy Finished Content Sample



**Ad 2 DC**  
presents

**JUDY'S HISTORY  
WITH AAF DC**

**Judy Markoe**  
AAF DC Foundation Chair



Advice you wished that you received in your career?



Exhibit 7: Ad Academy Finished Content Sample (cont.)



**Ad 2 DC**  
presents



WORK + LIFE STRATEGY FOR  
**two marketing moms**  
MARKETING & ADVERTISING PROFESSIONALS

**Nonprofits  
in the Ad Space**

**Kelly Callahan-Poe & Julia McDowell**  
*Two Marketing Moms Podcast*



Julia McDowell

What is the best pathway when starting a marketing career?



## Exhibit 8: "Pop-Up" Series, Industry Experts



**Ad 2 DC**

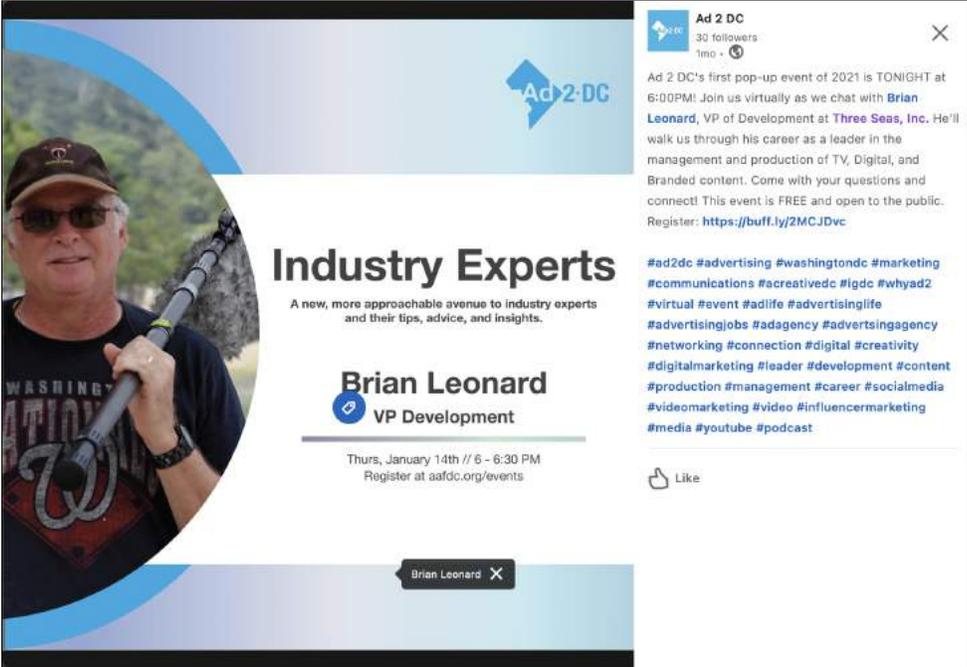
# Industry Experts

A new, more approachable avenue to industry experts and their tips, advice, and insights.

**Judy Markoe**  
AAF DC Foundation Chair  
Big Picture Marketing Consulting

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Thurs, October 15th // 6 - 6:30 PM  
Register at [aafdc.org/events](http://aafdc.org/events)



**Ad 2 DC**  
30 followers  
1mo · 🌐

Ad 2 DC's first pop-up event of 2021 is TONIGHT at 6:00PM! Join us virtually as we chat with **Brian Leonard**, VP of Development at **Three Seas, Inc.** He'll walk us through his career as a leader in the management and production of TV, Digital, and Branded content. Come with your questions and connect! This event is FREE and open to the public. Register: <https://buff.ly/2MCJDvc>

# Industry Experts

A new, more approachable avenue to industry experts and their tips, advice, and insights.

**Brian Leonard**  
VP Development

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Thurs, January 14th // 6 - 6:30 PM  
Register at [aafdc.org/events](http://aafdc.org/events)

**#ad2dc #advertising #washingtondc #marketing #communications #screativdc #lgdc #whyad2 #virtual #event #adlife #advertisinglife #advertisingjobs #adagency #advertisingagency #networking #connection #digital #creativity #digitalmarketing #leader #development #content #production #management #career #socialmedia #videomarketing #video #influencermarketing #media #youtube #podcast**

Like

Brian Leonard X

**Exhibit 8: “Pop-Up” Series, Industry Experts (cont.)**

**Ad 2 DC**  
30 followers  
4mo · 🌐

Thank you to everyone who attended October's pop-up event! We were joined by Judy Markoe of Big Picture Marketing Consulting in conversation. She discussed her career background, talked about the AAF Foundation (that offers student scholarships), and provided us with advice on the world of advertising. Some takeaways from our discussion:

- Find what you love – then find a way to do it.
- Foster your creativity and the creativity of those around you.
- Value the people you meet along the way.

#socialmedia #community #marketing  
#digitalmarketing #advertising #creative #linkedin  
#event #networking #media #branding  
#socialmediamarketing #jobopenings  
#personalbranding #publicrelations #ad2 #whyad2  
#connect #communications #strategy  
#influencermarketing #podcast #creativity #career

👍 Like

## Exhibit 9: “Around the Industry in 80 Minutes”

**Title:** Around the Industry in 80 Minutes

**Date:** April 29, 2021

**Time:** 6:15-8:00 pm

**Location:** Zoom

**Event description:** This event will be a place that AD 2 DC members and industry professionals from all parts of the industry can virtually gather and share knowledge, advice and information with our members. The general structure of the event will be that industry professionals from different subsections will be in a Zoom breakout room, and Ad 2 members will be rotated around by the Zoom event host every 10 minutes to a different table, getting an opportunity for more personal conversations with the professionals. We will have all attendees write their specific job function on their zoom name, and will group them by their roles (so, for example, all copywriters would be placed in a room together) - that way, our industry experts can frame each conversation in regards to the specific job audience they’re talking to at that time. After the rounds are completed, we will have some time for final group networking where attendees can go back and address any lingering questions and the industry professionals can offer any final words of wisdom.

**Groupings of speakers: (GOAL: 14 speakers - 2 per category)**

- **Client side** - work for the brand or product
- **Account services** - liaison between the agency and the client, ensuring the clients’ needs are met and their information is communicated to other teams within the agency
- **Copywriting** - creative team members responsible for messaging, executing a brand’s voice in advertisements
- **Design** - creative team members responsible for visual, graphic and art design, bringing the client’s strategy and messaging to life
- **Website** - web developers, app developers, UX/UI designers, and those who make clients’ (and agencies’) websites & web applications
- **Paid Media** - responsible for planning and placing paid media for clients
- **Public Relations/Earned Media** - responsible for earned media: press releases, organic social media, and other community engagement

**\*cap of 55 attendees\***

**Run of show:**

6:15-6:30 pm: Introductions and splitting up attendees

6:30 - 7:40: Rotations with Speakers

6:30 - 7:40 pm: Rotation 1

6:40 - 6:50 pm: Rotation 2

6:50 - 7:00 pm: Rotation 3

7:00 - 7:10 pm: Rotation 4

7:10 - 7:20 pm: Rotation 5

7:20 - 7:30 pm: Rotation 6

7:30 - 7:40 pm: Rotation 7

7:40-8:00 pm: Final Networking

## Exhibit 10: Washington DC Black-Changemakers Campaign



**Ad 2 DC**  
February 18 at 7:00 PM · 🌐

Check out these virtual events to celebrate Black History Month!

There are plenty of musical celebrations, museum events and self-guided tours for soaking up history.

<https://buff.ly/2YDbwpl>

👤 Lauren Schild

👍 Like   🗨 Comment   ➦ Share

👤 Write a comment...

**Tweet**

**Ad 2 DC**  
@Ad2DC

Join in on virtual events this Black History Month and learn about the artists and culturemakers of Afrofuturism, watch a powerful chorus concert, or learn to cook Gullah Geechee-style crab fried rice. Expand your knowledge: [buff.ly/39Rhx8M](https://buff.ly/39Rhx8M)



**Tweet**

**Ad 2 DC**  
@Ad2DC

You have to try out these 8 Black-owned restaurants around the DC area! Click on the link for top spots featuring Detroit pizza, fried chicken, and Kenyan food. They are worth a visit well beyond Black History Month.

[buff.ly/3asULnW](https://buff.ly/3asULnW)



**Ad 2 DC**  
30 followers  
1w · 🌐

This month, DC library programming is highlighting Black History Makers in literature who've inspired us, launching author talks with legends we celebrate, honoring D.C.'s own in music and photography, and providing book recommendations for readers of all ages.

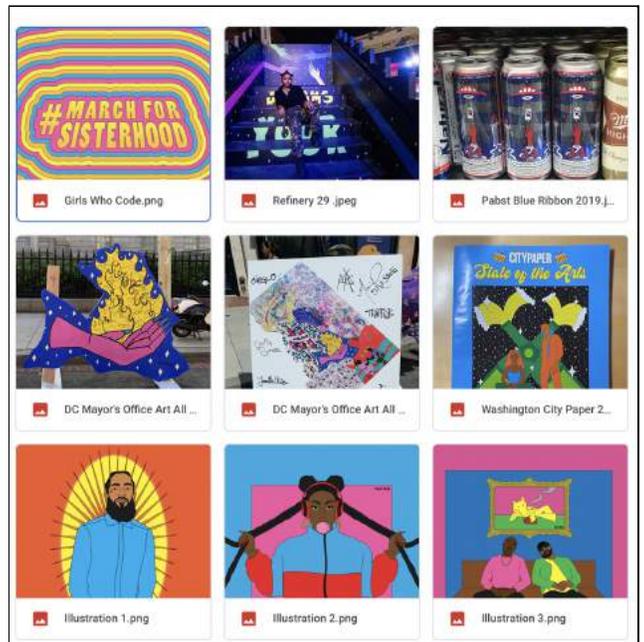
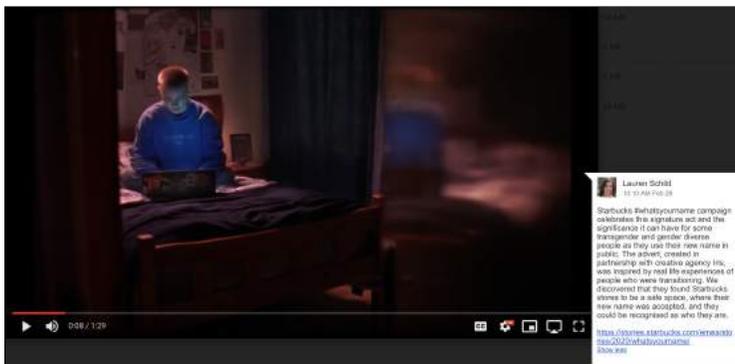
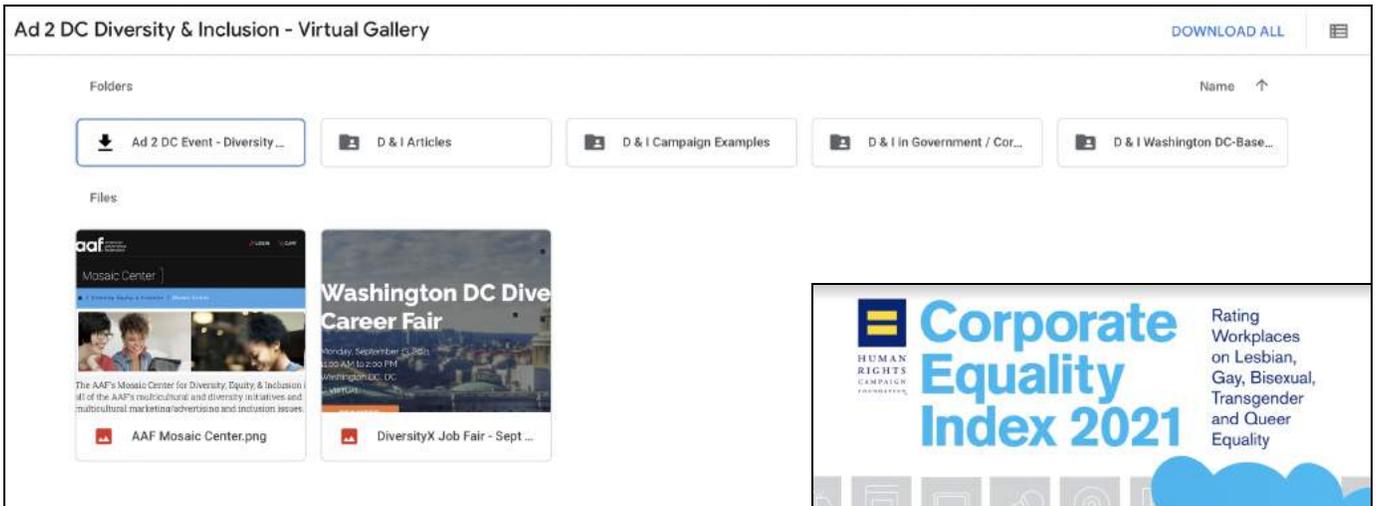
#blackhistorymonth #february #ad2dc #advertising #washingtondc #marketing #communications #acreatedc #igdc #whyad2 #member #adlife #advertisinglife #advertisingjobs #adagency #advertisingagency #districtofcolumbia #music #programming #film #storytelling #podcast #stories #photography #documentary



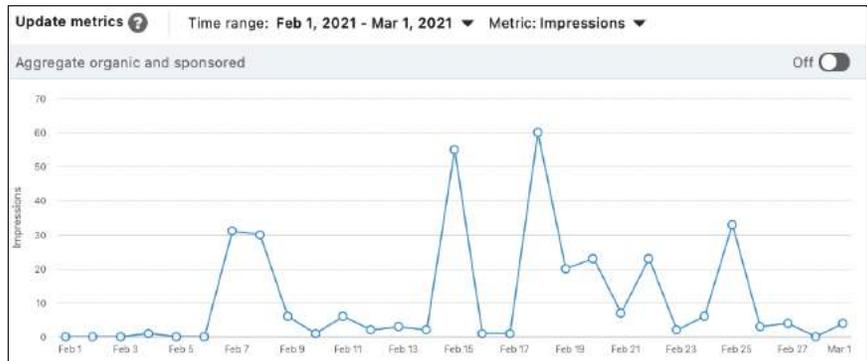
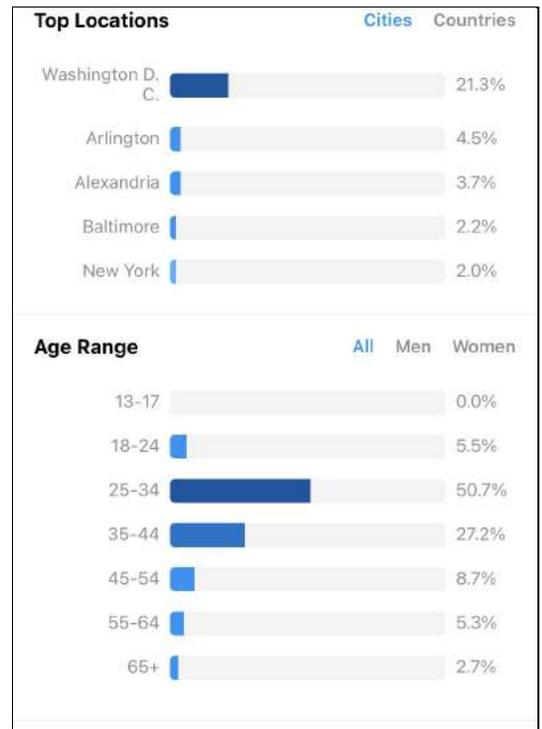
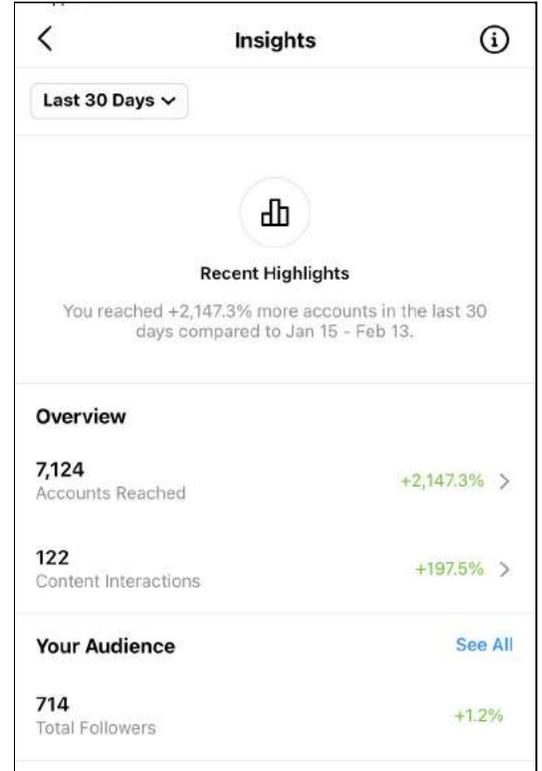
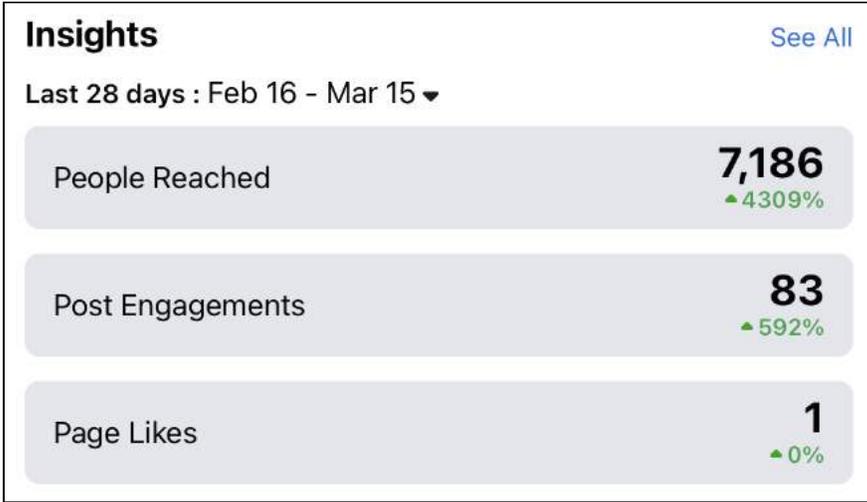
**Black History Month**  
dclibrary.org · 2 min read

**#Ad2TakesAStand**  
**AGAINST RACISM**  
**AGAINST INJUSTICE**  
**AGAINST VIOLENCE**

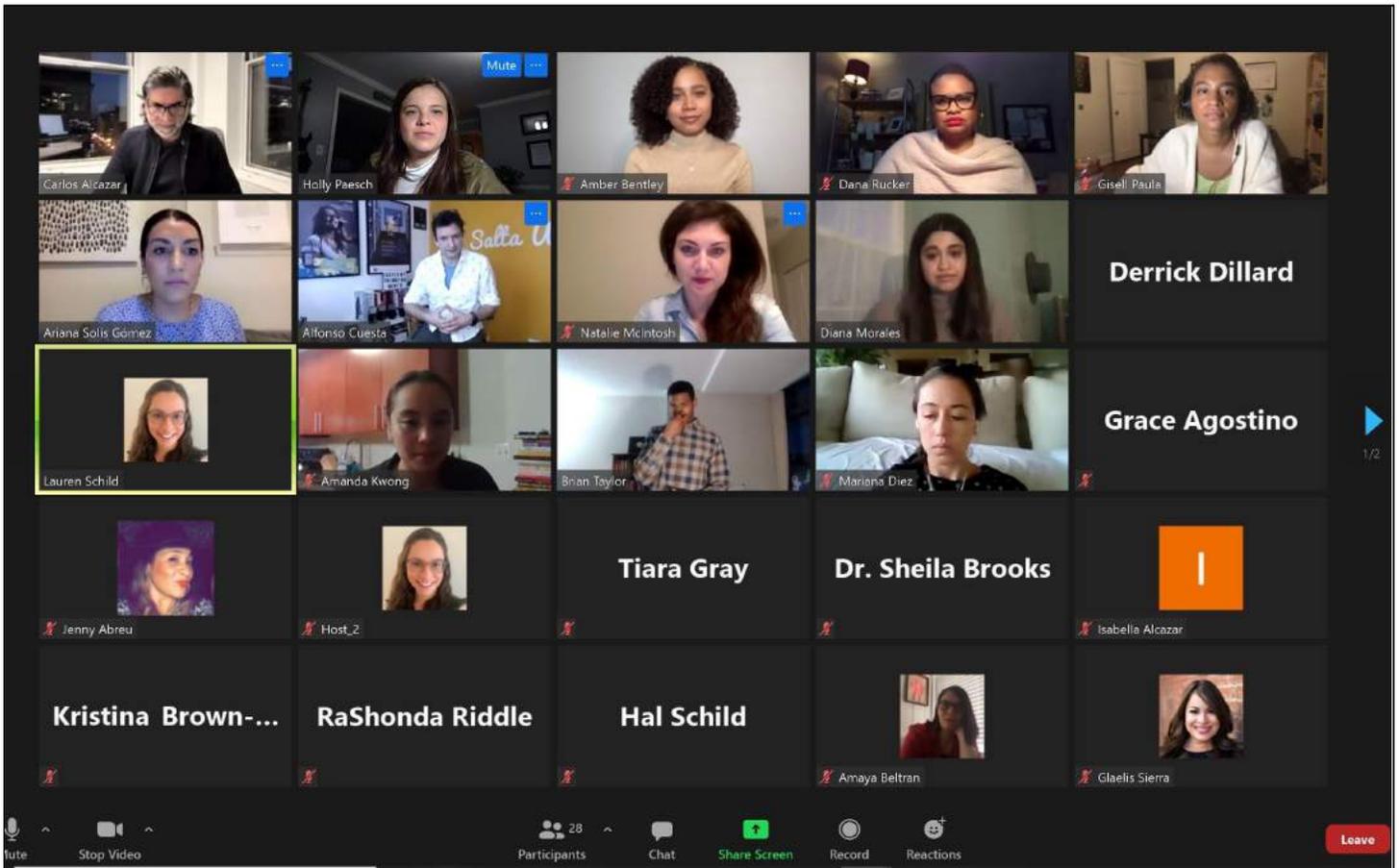
## Exhibit 11: Diversity and Inclusion (D&I) Digital Art Gallery Sample



## Exhibit 12: Diversity Posting Analytics - Traffic Increase



### Exhibit 13: Diversity and Multicultural Advertising in DC Event



**Exhibit 14: Diversity and Multicultural Advertising in DC - Panelists**

		
<p>Amber Bentley, VP of Marketing &amp; Communications</p>	<p>Alfonso Cuesta, Creative Director &amp; Co-Founder Diana Morales, Social Strategist</p>	
	<p>CULTURE ONE WORLD</p>	
<p>Ariana Solis Gomez, VP Group Account Director</p>	<p>Brian Taylor, Founder</p>	

**Exhibit 15: COVID-19 Virus Cancellation Creative & Correspondence**



Good Evening Panelists,

Hope all is well!

**Out of an abundance of caution, a decision has been reached to cancel Capital One's hosting of the Behind the Hashtag event currently scheduled for 3/26 at Capital One's Chinatown Cafe.**

As you know, the COVID-19 outbreak remains an evolving situation and we continue to monitor government authorities' assessments and advice. We apologize for any inconvenience, and appreciate your understanding, particularly with the recent news out of Georgetown, that we are making decisions with the greatest care and concern for everyone involved – you – the greater DC community, the event attendees - and our associates.

On behalf of Ad 2 DC, we will be sending an email to all who registered attendees to let them know of Capital One's decision to cancel the event and for them to stay tuned for a potential rescheduled date and time.

Please feel free to inform your social media following on your social platforms of the cancelled event for 3/26 and let them know to stay tuned for updates on a potential rescheduling.

Thank you so much and please let me know of any questions.

Thanks,  
Courtney

## Exhibit 16: Behind the Hashtag: Inclusivity in Influencer Marketing



### Behind the Hashtag

This unique panel discussion during Women's History Month (March 2021) will discuss the lack of diversity & the importance of representation of diverse influencers across National brands platforms. We'll also discuss what exactly is an influencer in the social world we live in today along with the competitive virtual environment and mean girl non-inclusive environment it creates amongst minority women influencers. The panel will consist of minority DC area influencers and advertising/marketing professionals who will engage in a transparent conversation about the behind-the-scenes of social media marketing and what can be done to make our timelines more inclusive.

More details and Zoom link to come.

Starts Thu Mar 25 2021, 06:00pm EDT

Ends Thu Mar 25 2021, 07:30pm EDT

[Register Now!](#)

**Exhibit 17: Behind the Hashtag: Inclusivity in Influencer Marketing - Panelists**



**Ad2DC**

**# BEHIND THE #HASHTAG**  
Inclusivity in Influencer Marketing

Thursday, March 25, 2021  
// 6:30PM

**Brittany Johnson**  
@BOn.Top  
Sr. Executive Producer +  
Digital Lead at Podcast Village  
Moderator

**Alexia Bailow** @shutuplex  
Lead, Corporate Communications Insights  
+ Impact | Senior Manager, Capital One

**Cornelia Poku** @CorneliaAPoku  
Communications Manager, BIO + Founder  
of Black Girls Eat DC

**Jennifer Jean-Pierre**  
@jenjeanpierre  
Fashion + Lifestyle Blogger

**Link in Bio to Register**

**What is your definition of an influencer?**

*Someone who isn't afraid to be themselves. Someone who steps out of the box and isn't afraid to show the process and final product. Someone who is unique and creating their own lane.*

**@B.On.Top**



**As a minority influencer or advertising/marketing professional what must be done in your role to diversify our social feeds?**

*As a minority influencer on the internet, I call out Black-owned brands to help generate interest and hopefully business. I also work with Black publicists and marketers to help them be successful/look good for their brands. Additionally, I make sure to shoutout my peers and engage with their content so that we can all be noticed on a larger scale.*

**@BlackGirlsEatDC**



**Why does representation in national brand campaigns matter?**

*Representation in campaigns matter because we matter. Multicultural communities make up trillions of dollars in spending power. Effective advertising enables people to see themselves in the content. If marketing pros forget this, not only is the campaign insensitive, it's also short-sided and not strategic.*

**@shutuplex**



## Exhibit 18: Diversity and Multicultural Advertising in DC - Promotion Sample

**S** Salta With Us  
469 followers  
3d • Edited • 🌐 [+ Follow](#) • • •

Amigos!

Tomorrow [Diana Morales](#) and I will be participating in a roundtable organized by [AAF DC - American Advertising Federation DC Chapter](#) with other agency leaders from our region.

The topic: DIVERSITY & INCLUSION in advertising and its role in corporations and government, with room for an engaging Q&A

It's free, you can join from the comfort of your home, and unlike with other work ZOOM calls, enjoying a well deserved drink is not only permitted, but encouraged!

All panelists come from top multicultural agencies in our region.

And in case these weren't good enough reasons:  
Remember: if you can join, but decide not to, another politician will make a fool of himself in national television trying to speak español.

Follow the link to RSVP:  
<https://bit.ly/2Ohr9g5>

[#diversity](#) [#advertising](#) [#inclusion](#) [#corporations](#)  
[#leaders](#) [#roundtables](#)

**HOW TO REACH MINORITIES WITH YOUR CAMPAIGNS?**

**THURSDAY, MARCH 4**

**STEAM FOR KIDS:** The National Children's Museum aims to empower kids to explore a career in climate science with this [live talk from two climate change experts](#). Tune in to hear from IF/THEN ambassadors speak on their work to save the planet. (4 p.m., **FREE**)

**DANCE PERFORMANCE:** Dance Place presents a [free virtual performance as night one of the BlackLight Summit](#), a partnership with the Clarice Smith Performing Arts Center to reimagine dance as activism for silenced voices. Two local, BIPOC dance artists will present short-form digital works, followed by a discussion of the themes. (6:30 p.m., **FREE**)

**MORE:** [Power to Empower Series: Celebrating Her](#) (NPH USA, 7 p.m., **FREE**) [Diversity and Multicultural Advertising in DC](#) (Ad 2 DC, 6:15 p.m., **FREE**), [KIPP DC Champions Celebration](#) (8 p.m., donations welcome)

**SRB** SRB Communications, LLC  
352 followers  
2d • 🌐 [+ Follow](#) • • •

Our Vice President, Amber Bentley, will be speaking on a panel this evening hosted by [Ad 2 DC](#) to discuss [#trends](#) in the [#industry](#) and ways to improve [#diversity](#) efforts. Join her and other industry leaders in the conversation: <http://ow.ly/6QCp50DOoAM>

1

Like Comment Share Send

**Exhibit 19: Diversity and Multicultural Advertising in DC - Instagram Paid Promotion**

<

## Promotion Insights



Posted on 02/25/21, 1:00pm

♥ 7
💬 0
🔖 1

### Interactions

0

Promotion Clicks

Visit Website <small>0% from promotion</small>	38
Visit Profile <small>N/A</small>	3

### Discovery

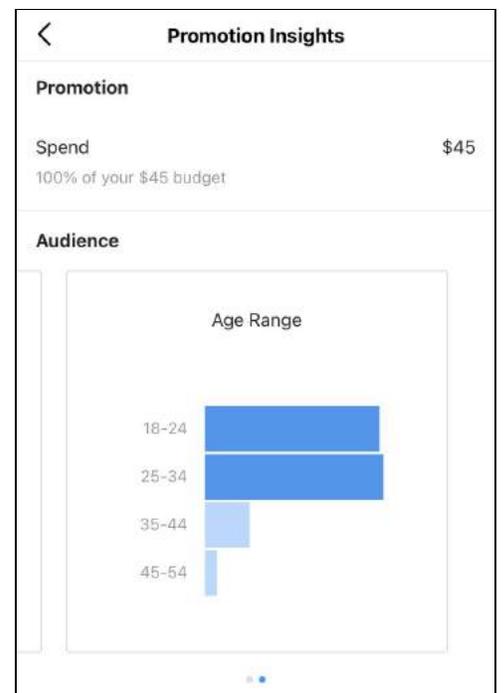
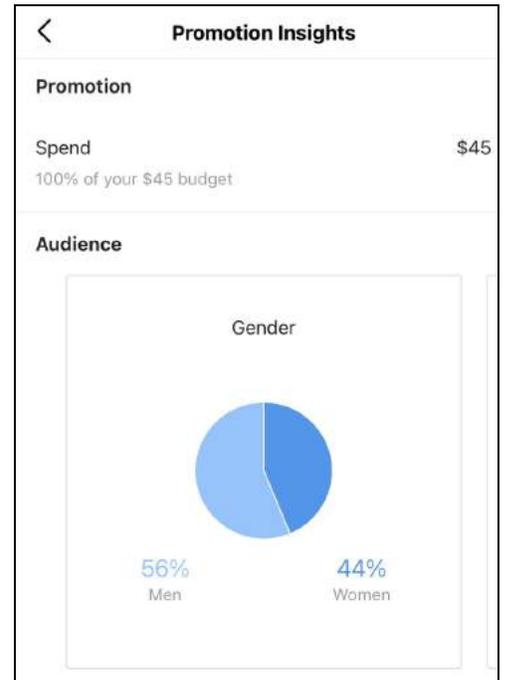
6,633

People reached

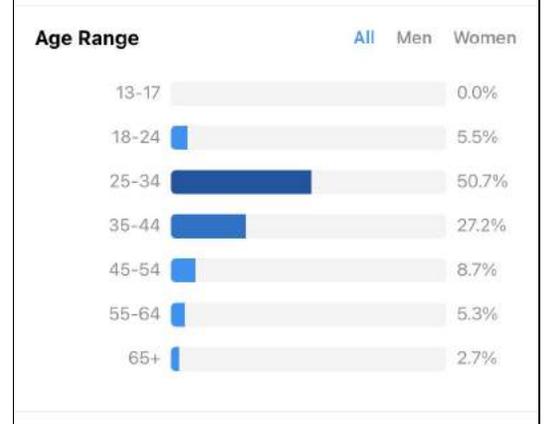
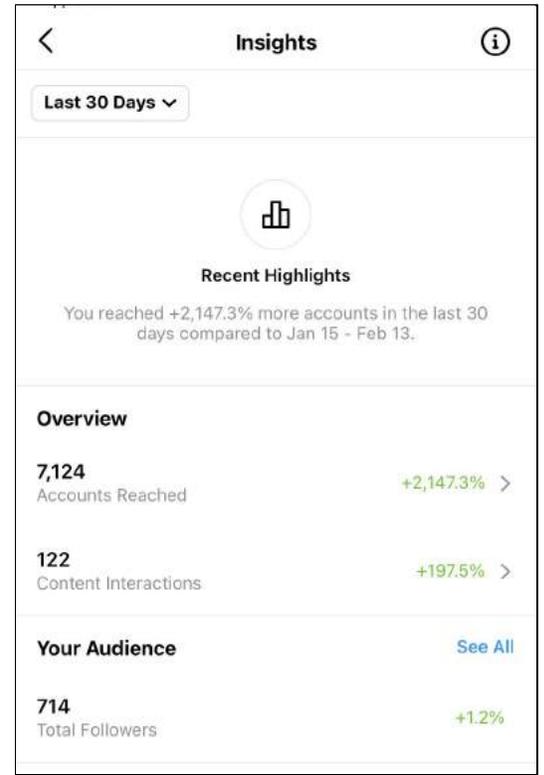
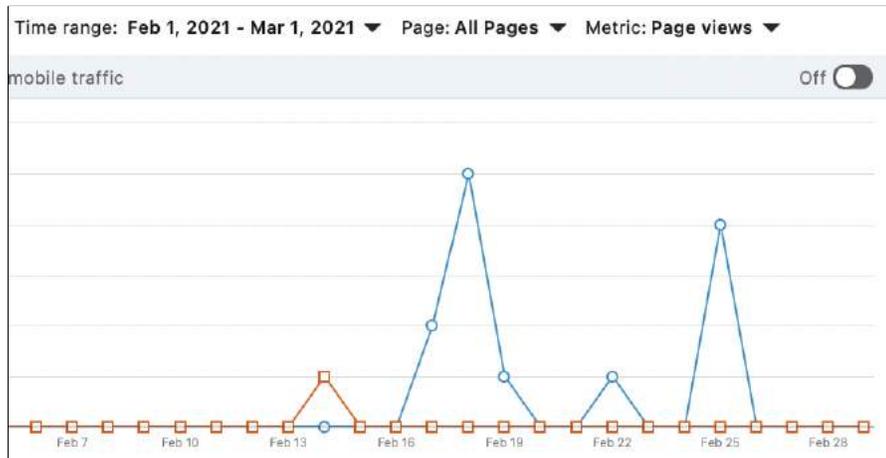
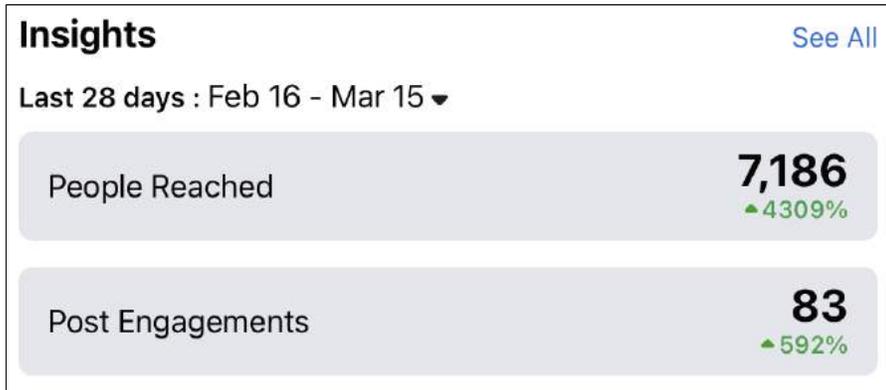
99% weren't following you

98% came from your promotion

Impressions <small>96% from promotion</small>	8,773
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## Exhibit 20: Diversity Posts, Social Analytics Sample



## Exhibit 21: #Ad2DCGovernmentTalks - Research

Following Up 

 **Ad 2 DC Government** <government@ad2dc.org> Aug 23, 2020, 1:01 PM   

to Lauren, Ad ▾

Hi Lauren,

I hope this email finds you well! I sent you a message through Slack the other day because I don't have your phone number. I'm not sure if we're still utilizing the platform but essentially I just wanted to get your thoughts around the question I came up with for our first government relations social post.

Question: Do you believe the government should regulate the digital platforms available to Americans?

This would be related to the Trump's Administration plan to ban the TikTok platform if it is not sold by September 15.

I thought it would be easier to provide a question for others to comment on rather than leaving it open ended.

Let me know what you think :)

Thank you,

—

 **Nicole Silva**  
Government Chair, Ad 2 DC

**Ad 2 DC // Young Professionals of AAF DC**  
Follow Us! [Web](#) // [Facebook](#) // [Twitter](#) // [Insta](#) // [LinkedIn](#)

 **Lauren Schild** <lauren.e.schild@gmail.com> Aug 24, 2020, 12:32 PM   

to me, Ad ▾

Hi Nicole,

I'm so sorry for the lapse in response on my part! I was OOO / had a few family events last week that kept me from closely monitoring my inbox but I appreciate you reaching out to follow up.

We're definitely still using Slack and, again, completely my bad for not responding sooner.

I like the question format and feel that this is definitely a strong question to start out on. I'd maybe re-phrase it so TikTok is in the question (*Do you believe the US government should regulate rising global digital platforms, such as TikTok, available to Americans?*)

In addition, I think we'll need to provide Ad 2's thoughts / response either alongside the question or as a follow-up post so we can share our (*aka your*) insight with our members.

Thanks,

...

—

—

 **Lauren Schild**

## Exhibit 21: #Ad2DCGovernmentTalks - Research (cont.)

 **Lauren Schild** <lauren@threeeasinc.com> Tue, Dec 8, 2020, 9:04 AM ☆ ↶ ⋮  
to me, Ad, Ad ▾

Hi Nicole,

No worries, completely understand especially since we're in the midst of the holiday season! I think this is a really strong and relevant question, and I really like the background info. you've collected. I feel like the Walgreens example is really strong and shows how everyday brands are starting to use this technology.

My only additional thought for the question is adding another part to the last question to reference possible future ramifications (ex: Should advertisers also have access to phone facial recognition and, if so, how could this impact the future of advertising?).

Overall, really strong! I'd say lets aim to try to get quotes from some industry experts before the holidays and then premiere the question early January on social / LinkedIn?

Thanks,  
\*\*\*



**LAUREN SCHILD**  
Producer  
[lauren@threeeasinc.com](mailto:lauren@threeeasinc.com) | [threeeasinc.com](http://threeeasinc.com)  
office 202.237.8884 | cell 703.297.6421  
[baltimore](#) | [silver spring](#) | [washington dc](#)

 **Ad 2 DC Government** <government@ad2dc.org> Mon, Dec 7, 2020, 8:56 PM ☆ ↶ ⋮  
to Lauren, Ad, Ad ▾

Hi Lauren,

I hope this email finds you well. I've been swamped with work and unfortunately I'm just getting to this. My apologies for the delay, but I wanted to ask your thoughts on the question before I share it. Open to changing it or add more to it, let me know what you think!

**Caption:**  
As advertisers continue to look for ways to reach specific audiences at the right place and time - technology continues to advance and find ways to facilitate this process. An emerging form of targeting that continues to be a topic of conversation is facial recognition advertising. From billboards to coolers inside stores, advertisers now have the ability to record you and apply statistical analysis to identify audience demographics. They are able to obtain instant data that can range from mood, age, gender and combine it with external factors such as weather to serve you personalized ads.

Companies such as Walgreens have partnered with Cooler Screens, the world's first and largest in-store digital merchandising and media platform for brick-and-mortar retail. Cooler Screens uses IoT cloud and artificial intelligence to instantly deliver personalized information, offers and promotions to consumers.. To do so they replace glass cooler doors with new digital smart screens that seamlessly integrate into the existing retail environment.

At Ad 2 DC, we believe that as technology continues to advance and advertisers find new ways to personalize ads for consumers they should be transparent about when, how and why user information is collected.

**Question:**  
Customers want to feel seen and heard but how will facial recognition facilitate this? Should advertisers also have access to phone facial recognition?

Thank you,

—  
 **Nicole Silva**

## Exhibit 22: #Ad2DCGovernmentTalks - Outreach to Industry Professionals

 **Nicole Silva** <silvanicoleandrea@gmail.com> Fri, Aug 28, 2020, 8:00 AM ☆ ↶ ⋮  
to clayts ▾  
Dr. Clayton,  
Happy friday! I'm just following up on the email below; not sure if it might've gone to your spam folder.  
Best regards,  
  
**Nicole Silva**  
Government Relations Chair, Ad 2 DC  
⋮  
⋮

 **Michael Clayton** <clayts@american.edu> Fri, Aug 28, 2020, 8:25 AM ☆ ↶ ⋮  
to me ▾  
Thanks. I didn't receive your original email. I'd be happy to provide a quote. Today's my full day of classes. When do you need it by?

 **Ad 2 DC Government** <government@ad2dc.org> Thu, Aug 27, 2020, 7:07 PM ☆ ↶ ⋮  
to me ▾

----- Forwarded message -----  
From: **Ad 2 DC Government** <government@ad2dc.org>  
Date: Mon, Aug 24, 2020 at 3:36 PM  
Subject: Ad 2 DC - Comment Invitation  
To: <clayts@american.edu>

Dr. Clayton,

I hope this email finds you in good health and spirits. I'm reaching out to you because I recently joined Ad 2 DC as a Government Relations Chair and would appreciate your comment for a social media campaign I'm working on.

The goal of this campaign is to raise awareness about different advertising, communication and digital media issues by sharing the thoughts and opinions of industry experts.

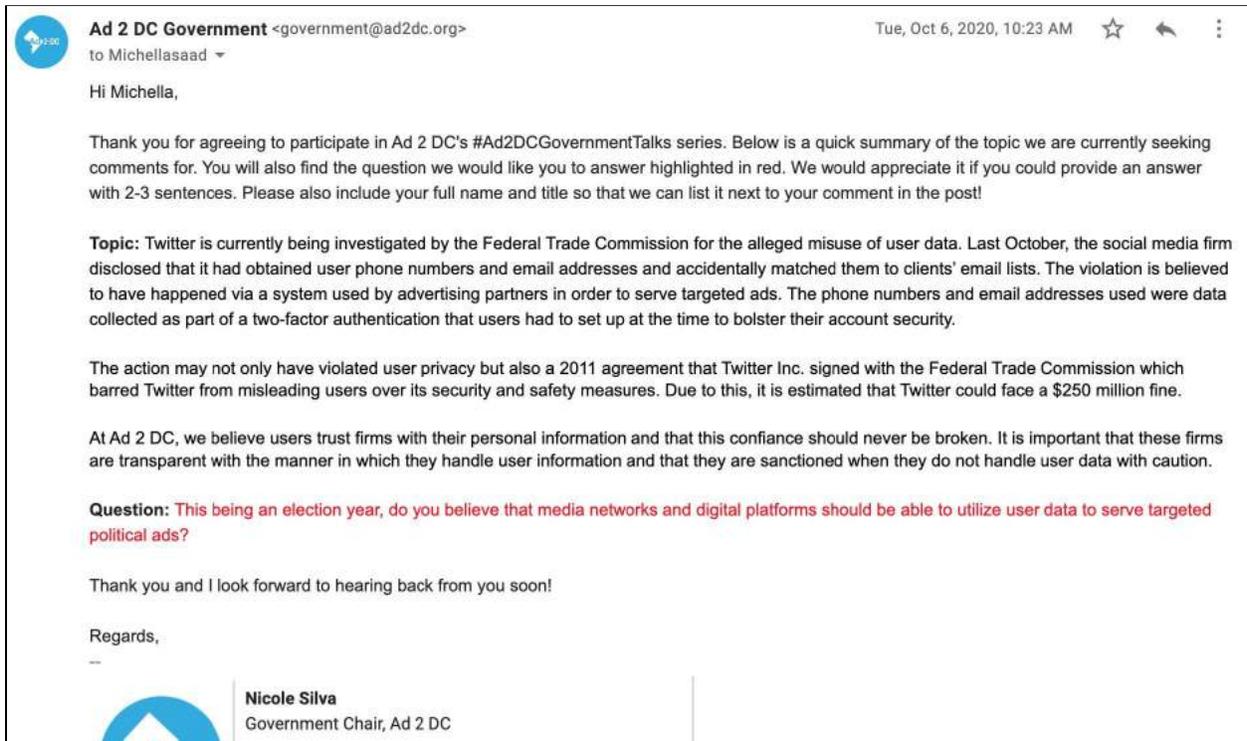
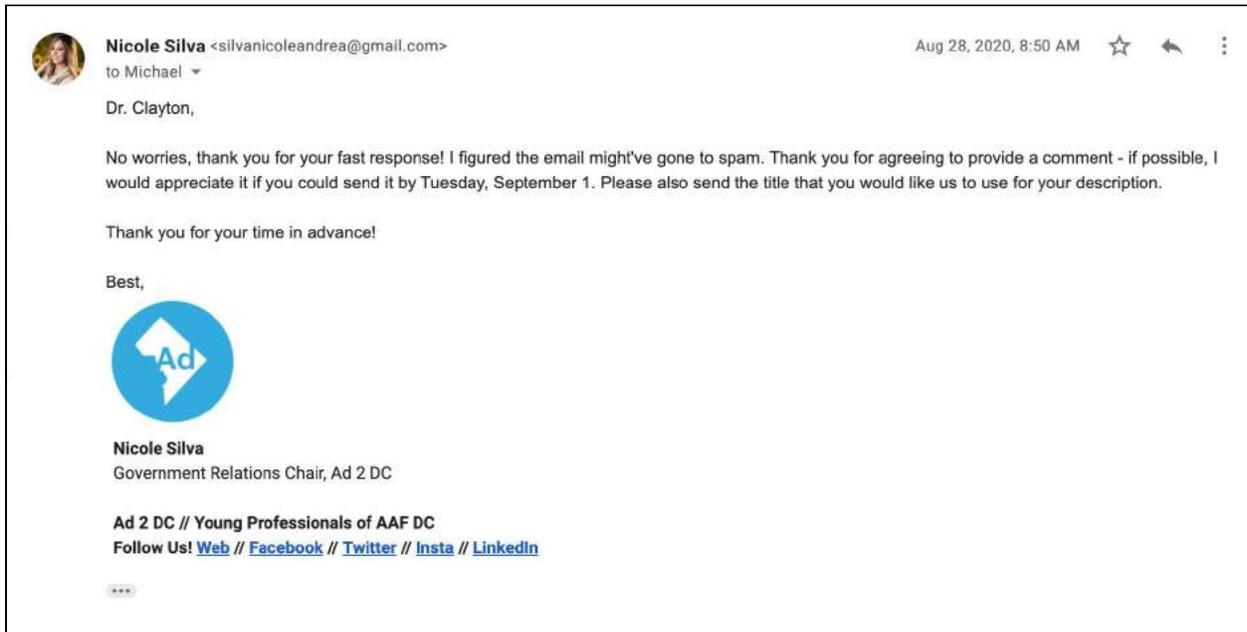
The topic I'm currently working on is - The Trump's Administration plan to ban the TikTok platform if it is not sold by September 15. The question would be - *Do you believe the US government should regulate rising global digital platforms, such as TikTok, available to Americans?*

Please let me know if you are able to comment on this topic. I look forward to hearing from you soon!

Best regards,

—  
 **Nicole Silva**  
Government Chair, Ad 2 DC

## Exhibit 22: #Ad2DCGovernmentTalks - Outreach to Industry Professionals (cont.)



## Exhibit 22: #Ad2DCGovernmentTalks - Outreach to Industry Professionals (cont.)

 **Michella Saad** <michellasaad@gmail.com> Thu, Oct 8, 2020, 12:05 PM ☆ ↶ ⋮  
to me ▾

Media networks and digital platforms should not be able to utilize user data to serve targeted political ads without first obtaining explicit consent of the individual. The request for consent should be presented to the user separately, in their preferred language, requiring the individual to opt-in with an electronic signature that will provide an audit trail. By separate, I mean the consent should not be buried in a Terms of Use agreement that few people actually read. Upon electronically signing, an email confirmation should be sent to the individual which would include opt-out instructions should they change their mind. Each media outlet and digital platform should be required to obtain consent from each individual as opposed to one blanketed consent across all outlets and platforms.

Michella Saad  
Director of Marketing

Thank you!

**Michella Saad | Marketing Manager**  
Virginia Oral, Facial & Implant Surgery  
Office of Dr. Michael T. Gocke, DDS  
7601 Lewinsville Rd., Suite 203  
McLean, VA 22102  
Office: (703) 388-2805

 **Ad 2 DC Government** <government@ad2dc.org> Wed, Oct 7, 2020, 12:32 PM ☆ ↶ ⋮  
to marissalangevin14 ▾

Hi Marissa,

Thank you for agreeing to participate in Ad 2 DC's #Ad2DCGovernmentTalks series. Below is a quick summary of the topic we are currently seeking comments for. You will also find the question we would like you to answer highlighted in red. We would appreciate it if you could provide an answer with 2-3 sentences by COB Thursday, October 8. **Please also include your full name and title so that we can list it next to your comment in the post!**

**Topic:** Twitter is currently being investigated by the Federal Trade Commission for the alleged misuse of user data. Last October, the social media firm disclosed that it had obtained user phone numbers and email addresses and accidentally matched them to clients' email lists. The violation is believed to have happened via a system used by advertising partners in order to serve targeted ads. The phone numbers and email addresses used were data collected as part of a two-factor authentication that users had to set up at the time to bolster their account security.

The action may not only have violated user privacy but also a 2011 agreement that Twitter Inc. signed with the Federal Trade Commission which barred Twitter from misleading users over its security and safety measures. Due to this, it is estimated that Twitter could face a \$250 million fine.

At Ad 2 DC, we believe users trust firms with their personal information and that this confidence should never be broken. It is important that these firms are transparent with the manner in which they handle user information and that they are sanctioned when they do not handle user data with caution.

**Question:** This being an election year, do you believe that media networks and digital platforms should be able to utilize user data to serve targeted political ads?

Thank you and I look forward to hearing back from you soon!

Regards,

--

 **Nicole Silva**  
Government Chair, Ad 2 DC

## Exhibit 22: #Ad2DCGovernmentTalks - Outreach to Industry Professionals (cont.)

 **Marissa Langevin** <marissalangevin14@gmail.com> Thu, Oct 8, 2020, 11:13 AM ☆ ↶ ⋮  
to me ▾

Hi Nicky,

Thanks for thinking of me for this question! My answer is below:

"I don't believe digital platforms should be able to utilize user data for targeted political if permission to obtain certain information was not explicitly granted by users, as the subsequent growing distrust will likely harm the platform's reputation longer than it will help a campaign. Although digital platforms may say they have the information at their disposal, if a user has given personal information for one reason but it is used for another purpose, that is a violation of privacy for both platform users and voters."

- Marissa Langevin, Project Manager & Adjunct Marketing Professor

Let me know if there's anything else I can do!

\*\*\*  
--  
Marissa L. Langevin  
MS Marketing, May 2019  
BSBA: Int'l Marketing and Entrepreneurship, May 2018  
[MarissaLangevin14@gmail.com](mailto:MarissaLangevin14@gmail.com)  
508-734-0424

---

 **Ad 2 DC Government** <government@ad2dc.org> Thu, Oct 8, 2020, 10:14 PM ☆ ↶ ⋮  
to Marissa ▾

Hi Marissa,

Thank you so much for sharing your comment. The post, which will include your comment, will be shared in our Instagram @AD2DC & LinkedIn in the next two weeks.

 **Ad 2 DC Government** <government@ad2dc.org> Wed, Oct 7, 2020, 11:43 AM ☆ ↶ ⋮  
to Harris.a.christopher ▾

Hi Chris,

Thank you for agreeing to participate in Ad 2 DC's #Ad2DCGovernmentTalks series. Below is a quick summary of the topic we are currently seeking comments for. You will also find the question we would like you to answer highlighted in red. We would appreciate it if you could provide an answer with 2-3 sentences by COB Thursday, October 8. **Please also include your full name and title so that we can list it next to your comment in the post!**

**Topic:** Twitter is currently being investigated by the Federal Trade Commission for the alleged misuse of user data. Last October, the social media firm disclosed that it had obtained user phone numbers and email addresses and accidentally matched them to clients' email lists. The violation is believed to have happened via a system used by advertising partners in order to serve targeted ads. The phone numbers and email addresses used were data collected as part of a two-factor authentication that users had to set up at the time to bolster their account security.

The action may not only have violated user privacy but also a 2011 agreement that Twitter Inc. signed with the Federal Trade Commission which barred Twitter from misleading users over its security and safety measures. Due to this, it is estimated that Twitter could face a \$250 million fine.

At Ad 2 DC, we believe users trust firms with their personal information and that this confidence should never be broken. It is important that these firms are transparent with the manner in which they handle user information and that they are sanctioned when they do not handle user data with caution.

**Question:** This being an election year, do you believe that media networks and digital platforms should be able to utilize user data to serve targeted political ads?

Thank you and I look forward to hearing back from you soon!

Regards,

—  
 **Nicole Silva**

## Exhibit 22: #Ad2DCGovernmentTalks - Outreach to Industry Professionals (cont.)

 **Christopher Harris** <harris.a.christopher@gmail.com> Wed, Oct 7, 2020, 9:37 PM ☆ ↶ ⋮  
to me ▾

Thank you for this opportunity, I hope this email finds you well.

Targeting is a critical part of any marketing campaign however, I believe that the data utilized must be within reason when it comes to political campaigns. Targeting segments based on demographics and geographical locations are essential for any political candidate to reach both their base and prospective voters. Caution should be exercised around the use of higher levels of segmentation based on psychographics.

- Christopher Harris, M.S.  
Podcast Marketing Strategist

Let me know if you need anything else from me!

Sincerely,  
Chris Harris

\*\*\*

---

 **Ad 2 DC Government** <government@ad2dc.org> Thu, Oct 8, 2020, 10:13 PM ☆ ↶ ⋮  
to Christopher ▾

Hi Chris,

Thank you so much for sharing your comment. The post, which will include your comment, will be shared in our Instagram @AD2DC & LinkedIn in the next two weeks.

In the meantime, please let us know if you have any questions.

Regards,

 **Ad 2 DC Government** <government@ad2dc.org> Wed, Dec 30, 2020, 4:58 PM ☆ ↶ ⋮  
to kdanna ▾

Hello!

My name is Nicole Silva and I am the Government Relations Chair for Ad 2 DC. We are a group of talented, driven young professionals in the D.C. Metro area, 32 years old and younger, either employed or interested in the world of advertising and its related fields! I'm reaching out to you because I saw that you're a advertising/marketing professional and we would love your input on a topic we're currently working on for our [#Ad2DCGovernmentTalks series](#).

Below is a quick summary of the topic we are currently seeking comments for. You will also find the question we would like you to answer highlighted in red. We would appreciate it if you could provide an answer with 2-3 sentences. Please also include your full name and title so that we can list it next to your comment in the post!

**Topic:** As advertisers continue to look for ways to reach specific audiences at the right place and time - technology continues to advance and find ways to facilitate this process. An emerging form of targeting that continues to be a topic of conversation is facial recognition advertising. From billboards to coolers inside stores, advertisers now have the ability to record you and apply statistical analysis to identify audience demographics. They are able to obtain instant data that can range from mood, age, gender and combine it with external factors such as weather to serve you personalized ads.

Companies such as Walgreens have partnered with Cooler Screens, the world's first and largest in-store digital merchandising and media platform for brick-and-mortar retail. Cooler Screens uses IoT cloud and artificial intelligence to instantly deliver personalized information, offers and promotions to consumers.. To do so they replace glass cooler doors with new digital smart screens that seamlessly integrate into the existing retail environment.

At Ad 2 DC, we believe that as technology continues to advance and advertisers find new ways to personalize ads for consumers they should be transparent about when, how and why user information is collected.

**Question:** Customers want to feel seen and heard but how will facial recognition facilitate this? Should advertisers also have access to phone facial recognition data and, if so, how could this impact the future of advertising?

We would appreciate it if you could provide an answer by 1/6/21. Thank you in advance and I look forward to hearing back from you soon!

## Exhibit 22: #Ad2DCGovernmentTalks - Outreach to Industry Professionals (cont.)

 **Ad 2 DC Government** <government@ad2dc.org>  
to DanielJess225 ▾ Wed, Dec 30, 2020, 4:47 PM ☆ ↶ ⋮

Hi Jessica,

My name is Nicole Silva and I am the Government Relations Chair for Ad 2 DC. We are a group of talented, driven young professionals in the D.C. Metro area, 32 years old and younger, either employed or interested in the world of advertising and its related fields! I'm reaching out to you because I saw that you're a marketing professional and we would love your input on a topic we're currently working on for our [#Ad2DCGovernmentTalks series](#).

Below is a quick summary of the topic we are currently seeking comments for. You will also find the question we would like you to answer highlighted in red. We would appreciate it if you could provide an answer with 2-3 sentences. Please also include your full name and title so that we can list it next to your comment in the post!

**Topic:** As advertisers continue to look for ways to reach specific audiences at the right place and time - technology continues to advance and find ways to facilitate this process. An emerging form of targeting that continues to be a topic of conversation is facial recognition advertising. From billboards to coolers inside stores, advertisers now have the ability to record you and apply statistical analysis to identify audience demographics. They are able to obtain instant data that can range from mood, age, gender and combine it with external factors such as weather to serve you personalized ads.

Companies such as Walgreens have partnered with Cooler Screens, the world's first and largest in-store digital merchandising and media platform for brick-and-mortar retail. Cooler Screens uses IoT cloud and artificial intelligence to instantly deliver personalized information, offers and promotions to consumers.. To do so they replace glass cooler doors with new digital smart screens that seamlessly integrate into the existing retail environment.

At Ad 2 DC, we believe that as technology continues to advance and advertisers find new ways to personalize ads for consumers they should be transparent about when, how and why user information is collected.

**Question:** Customers want to feel seen and heard but how will facial recognition facilitate this? Should advertisers also have access to phone facial recognition data and, if so, how could this impact the future of advertising?

We would appreciate it if you could provide an answer by 1/6/21. Thank you in advance and I look forward to hearing back from you soon!

Regards,

 **Jessica Daniel**  
to me ▾ Fri, Jan 8, 8:06 PM (9 days ago) ☆ ↶ ⋮

Hi Nicky,

Hope this helps, and sorry for the delay.

Facial recognition will facilitate more customer relevancy because it will eliminate the need for customers to identify themselves eliminating fraud. Due to the fact that it can guess age and gender, it will also make advertising more relevant.

However, I don't believe that advertisers should have access to this data due to existing privacy laws and the fact that this technology further getting outside of law enforcement needs puts us on the path to wide spread surveillance.

Jess Daniel - Digital Marketing Analyst

\*\*\*

## Exhibit 22: #Ad2DCGovernmentTalks - Outreach to Industry Professionals (cont.)

 **Ad 2 DC Government** <government@ad2dc.org>  
to gisel.zurita511

Mon, Jan 4, 8:14 PM (13 days ago) ☆ ↶ ⋮

Hi Gisel,

I hope this email finds you well! My name is Nicole Silva - you might remember me from our Brand Strategy class at AU 😊. I'm reaching out as the Government Chair for Ad 2 DC. We are a group of talented, driven young professionals in the D.C. Metro area, 32 years old and younger, either employed or interested in the world of advertising and its related fields! I'm reaching out to you because I saw that you're a advertising/marketing professional and we would love your input on a topic we're currently working on for our [#Ad2DCGovernmentTalks series](#).

Below is a quick summary of the topic we are currently seeking comments for. You will also find the question we would like you to answer highlighted in red. We would appreciate it if you could provide an answer with 2-3 sentences. Please also include your full name and title so that we can list it next to your comment in the post!

**Topic:** As advertisers continue to look for ways to reach specific audiences at the right place and time - technology continues to advance and find ways to facilitate this process. An emerging form of targeting that continues to be a topic of conversation is facial recognition advertising. From billboards to coolers inside stores, advertisers now have the ability to record you and apply statistical analysis to identify audience demographics. They are able to obtain instant data that can range from mood, age, gender and combine it with external factors such as weather to serve you personalized ads.

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At Ad 2 DC, we believe that as technology continues to advance and advertisers find new ways to personalize ads for consumers they should be transparent about when, how and why user information is collected.

**Question:** Customers want to feel seen and heard but how will facial recognition facilitate this? Should advertisers also have access to phone facial recognition data and, if so, how could this impact the future of advertising?

We would appreciate it if you could provide an answer by 1/6/21. Thank you in advance and I look forward to hearing back from you soon!

Regards

 **Ad 2 DC Government** <government@ad2dc.org>  
to ellana.sloan

Wed, Dec 30, 2020, 5:05 PM ☆ ↶ ⋮

Hi Ellana,

My name is Nicole Silva and I am the Government Relations Chair for Ad 2 DC. We are a group of talented, driven young professionals in the D.C. Metro area, 32 years old and younger, either employed or interested in the world of advertising and its related fields! I'm reaching out to you because I saw that you're a advertising/marketing professional and we would love your input on a topic we're currently working on for our [#Ad2DCGovernmentTalks series](#).

Below is a quick summary of the topic we are currently seeking comments for. You will also find the question we would like you to answer highlighted in red. We would appreciate it if you could provide an answer with 2-3 sentences. Please also include your full name and title so that we can list it next to your comment in the post!

**Topic:** As advertisers continue to look for ways to reach specific audiences at the right place and time - technology continues to advance and find ways to facilitate this process. An emerging form of targeting that continues to be a topic of conversation is facial recognition advertising. From billboards to coolers inside stores, advertisers now have the ability to record you and apply statistical analysis to identify audience demographics. They are able to obtain instant data that can range from mood, age, gender and combine it with external factors such as weather to serve you personalized ads.

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**Question:** Customers want to feel seen and heard but how will facial recognition facilitate this? Should advertisers also have access to phone facial recognition data and, if so, how could this impact the future of advertising?

We would appreciate it if you could provide an answer by 1/6/21. Thank you in advance and I look forward to hearing back from you soon!

Regards

## Exhibit 22: #Ad2DCGovernmentTalks - Outreach to Industry Professionals (cont.)

 **Ellana Sloan** Fri, Jan 1, 9:18 AM ☆ ↶ ⋮  
to me ▾

Hi Nicole!

Thanks for reaching out, and happy new year!

Name and Title: Ellana Sloan, Strategist

Please see below for my response and let me know if you need anything else.

When it comes to facial recognition capabilities, I have similar sentiment to the demise of Amazon's police software; we may be an incredibly technologically advanced nation, but at our core, we lack the judgement/intent and anti bias necessary to effectively and responsibly impact the future of advertising. While some consumers may feel ambivalent about the amount of data used to tailor their ad experiences (thinking about "data fatigue," feeling apathetic about how much they have on us, e.g., cookie trackers, microphone detection, FBI watching us), politically, a war on tech remains. And without the transparency, consumer consent, and general increase in social justice, "feeling seen and heard" will likely not come without a few battles.

Thanks,  
Ellana

 **Ad 2 DC Government** <government@ad2dc.org> Mon, Jan 4, 8:06 PM (13 days ago) ☆ ↶ ⋮  
to Ellana ▾

Hi Ellana,

Thank you so much for your response! We're hoping to have the post out by January 20th in our [Instagram](#) & [LinkedIn](#) pages.

Please let me know if you have any questions.

Regards,

Nicole

...

—

 **Nicole Silva**  
Government Chair, Ad 2 DC

Ad 2 DC // Young Professionals of AAF DC  
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## Exhibit 22: #Ad2DCGovernmentTalks - Outreach to Industry Professionals (cont.)

 **Ad 2 DC Government** <government@ad2dc.org> Wed, Dec 30, 2020, 5:11 PM ☆ ↶ ⋮  
to Info ▾

Hi Tracie,

My name is Nicole Silva and I am the Government Chair for Ad 2 DC. We are a group of talented, driven young professionals in the D.C. Metro area, 32 years old and younger, either employed or interested in the world of advertising and its related fields! I'm reaching out to you because I saw that you're a advertising/marketing professional and we would love your input on a topic we're currently working on for our [#Ad2DCGovernmentTalks series](#).

Below is a quick summary of the topic we are currently seeking comments for. You will also find the question we would like you to answer highlighted in red. We would appreciate it if you could provide an answer with 2-3 sentences. Please also include your full name and title so that we can list it next to your comment in the post!

**Topic:** As advertisers continue to look for ways to reach specific audiences at the right place and time - technology continues to advance and find ways to facilitate this process. An emerging form of targeting that continues to be a topic of conversation is facial recognition advertising. From billboards to coolers inside stores, advertisers now have the ability to record you and apply statistical analysis to identify audience demographics. They are able to obtain instant data that can range from mood, age, gender and combine it with external factors such as weather to serve you personalized ads.

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At Ad 2 DC, we believe that as technology continues to advance and advertisers find new ways to personalize ads for consumers they should be transparent about when, how and why user information is collected.

**Question:** Customers want to feel seen and heard but how will facial recognition facilitate this? Should advertisers also have access to phone facial recognition data and, if so, how could this impact the future of advertising?

We would appreciate it if you could provide an answer by 1/6/21. Thank you in advance and I look forward to hearing back from you soon!

Regards,

 **Ad 2 DC Government** <government@ad2dc.org> Mon, Jan 4, 8:29 PM (13 days ago) ☆ ↶ ⋮  
to jbmaher2002 ▾

Hi Jesse,

My name is Nicole Silva and I am the Government Relations Chair for Ad 2 DC. We are a group of talented, driven young professionals in the D.C. Metro area, 32 years old and younger, either employed or interested in the world of advertising and its related fields! I'm reaching out to you because I saw that you're a advertising/marketing professional and we would love your input on a topic we're currently working on for our [#Ad2DCGovernmentTalks series](#).

Below is a quick summary of the topic we are currently seeking comments for. You will also find the question we would like you to answer highlighted in red. We would appreciate it if you could provide an answer with 2-3 sentences. Please also include your full name and title so that we can list it next to your comment in the post!

**Topic:** As advertisers continue to look for ways to reach specific audiences at the right place and time - technology continues to advance and find ways to facilitate this process. An emerging form of targeting that continues to be a topic of conversation is facial recognition advertising. From billboards to coolers inside stores, advertisers now have the ability to record you and apply statistical analysis to identify audience demographics. They are able to obtain instant data that can range from mood, age, gender and combine it with external factors such as weather to serve you personalized ads.

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**Question:** Customers want to feel seen and heard but how will facial recognition facilitate this? Should advertisers also have access to phone facial recognition data and, if so, how could this impact the future of advertising?

We would appreciate it if you could provide an answer by 1/6/21. Thank you in advance and I look forward to hearing back from you soon!

Regards,

## Exhibit 23: #Ad2DCGovernmentTalks - Collaboration with Creative Chairs

Government Relations Inbox x

**Ad 2 DC Government** <government@ad2dc.org> Mon, Aug 31, 2020, 8:45 PM

to Ad, Lauren

Hi Yi & Elli,

As discussed during the steering committee meeting call, I am attaching a creative brief for our first government relations post. I noticed the creative brief has mostly an event format so I tried to fill out as much as I could. I am also putting the question, comment and title of the person below.

**Question:** Do you believe the US government should regulate rising global digital platforms, such as TikTok, available to Americans?

**Comment:** "In my opinion, the U.S. federal government has done little to date to regulate digital platforms, both domestic and foreign based, especially compared to the E.U.. Obviously, if a digital platform used by Americans presents a threat to national security then the government should intervene, but without identifying specific threats, it seems a bit arbitrary and capricious to force the sale of a foreign based platform."

**Name:** Michael J. Clayton, PhD, Senior Professorial Lecturer

**Creative brief:** <https://docs.google.com/document/d/1EATJu821S-AD8WJo7J3EX01XoNlpcdm4WAEILxGO0/edit?usp=sharing>.

I would love to bounce ideas on how this creative can look like. If you have any questions I am happy to answer them through a phone call, text, Slack or email! (703-973-7271)

Regards,

 **Nicole Silva**  
Government Chair, Ad 2 DC  
Ad 2 DC // Young Professionals of AAF DC

**Ad 2 DC Creative** <creative@ad2dc.org> Wed, Sep 2, 2020, 2:06 PM

to me

Hi Nicole,

We received it, thank you!

And yes, We do need more information for this post! Would you like to tell us more detail about this post? For example, do you need a photo of the lecturer or just a text/quote? Are there any other requirements, like imagery, for this post?

I found some post graphics example online, can you tell me which kind would you prefer?

Best regards,

Yi Zheng and Elli Ugot  
Ad 2 DC Creative Chairs

Ad 2 DC: Young Professionals of the DC Ad Club  
web: [www.ad2dc.org](http://www.ad2dc.org) / twitter: [@ad2dc](https://twitter.com/ad2dc) / fb: [Facebook.com/ad2dc](https://facebook.com/ad2dc) / linkedin: [AD 2 DC Group](https://linkedin.com/company/ad2dc)

**5 Attachments**



## Exhibit 23: #Ad2DCGovernmentTalks - Collaboration with Creative Chairs (cont.)

**Ad 2 DC Government** <government@ad2dc.org> Mon, Sep 7, 2020, 3:36 PM

to Ad

Hello!

Thank you so much for providing different layout options, I've attached the one that I think will work best. Ideally I think we should have two separate graphics, one for the question and one for the quote. I do not think it will be necessary to add the picture of the lecturer!

For reference -  
**(1st graphic)** Where it says #1 Quote of the day we can put "Government Relations - Let's Talk!" -> in the middle we can put the question -> we can keep the hashtag located on the bottom right of the graphic and change it to "Ad2DCGovernmentTalks."  
**(2nd graphic)** Quote from the lecturer.

Thank you!



**Ad 2 DC Creative** <creative@ad2dc.org> Sep 9, 2020, 1:52 PM

to me

Hi Nicole,

Thank you for providing these options! I will send you these graphics as soon as possible!

Best regards,

**Ad 2 DC Creative** <creative@ad2dc.org> Sep 9, 2020, 10:14 PM

to me

Hi Nicole,

I attach the screenshots of the drafts of the design I made for this government relations post! 1 is the Question post and 2 is the Quote post.

If you have any suggestions or questions for the graphics, please let me know!

Best regards,

Yi Zheng

**Ad 2 DC Government** <government@ad2dc.org> Thu, Sep 10, 2020, 2:11 PM

to Ad

Hi Yi,

These look amazing, thank you so much. CC'ing Lauren for final approval!

Lauren - I messaged you on Slack to talk about the hashtags, want to make sure you're okay with them?

Best,

Nicole Silva

## Exhibit 23: #Ad2DCGovernmentTalks - Collaboration with Creative Chairs (cont.)

 **Lauren Schild** <lauren@threeseasinc.com> Mon, Sep 14, 2020, 2:12 PM ☆ ↶ ⋮  
to Ad, me ▾

Nice! Really like the color choices here (*darker colors / texture for a more serious topic*). I think these are good to go and that the hashtag is solid since it's applicable across the future topics and will be a great way to track traction as you release more.

I'd say these are good to post!

Thanks,

...

---

 **Ad 2 DC Creative** <creative@ad2dc.org> Mon, Sep 14, 2020, 3:54 PM ☆ ↶ ⋮  
to Lauren, me ▾

Thank you! I will finish the final version of it today.

Best regards,

...

 **Ad 2 DC Creative** <creative@ad2dc.org> Mon, Sep 14, 2020, 5:22 PM ☆ ↶ ⋮  
to me ▾

Hi Nicole,

Good day! I attached the Government Post graphics zip file in this email. Please let me know if you have any questions or concerns!

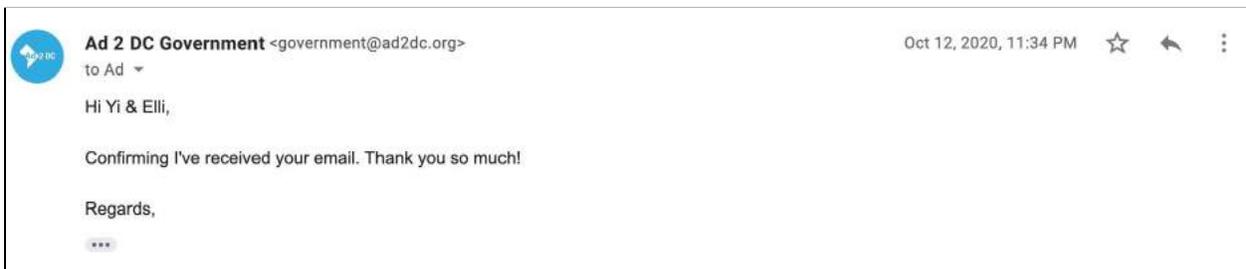
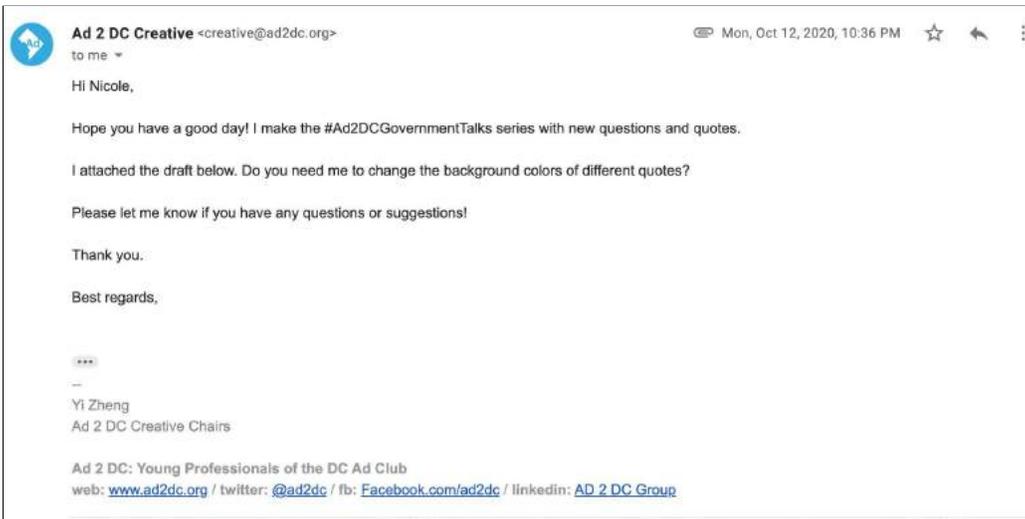
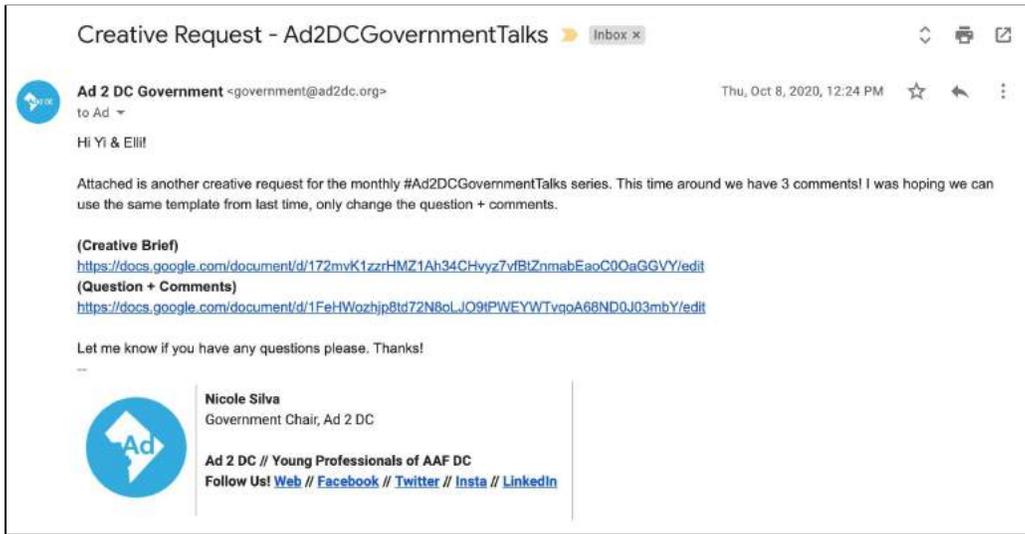
Thank you!

Best regards,

---

 FinalGovernmentP...

**Exhibit 23: #Ad2DCGovernmentTalks - Collaboration with Creative Chairs (cont.)**



## Exhibit 23: #Ad2DCGovernmentTalks - Collaboration with Creative Chairs (cont.)

Creative Request - Ad2DCGovernmentTalks Inbox x

 **Ad 2 DC Government** <government@ad2dc.org> Sun, Jan 10, 1:41 PM (7 days ago) ☆ ↶ ⋮  
to Ad ▾

Hi Yi & Elli!

Attached is another creative request for the monthly #Ad2DCGovernmentTalks series. This time around we have 2 comments! I was hoping we can use the same template from last time, only change the question + comments. I also included a request for IG Stories & LinkedIn.

**(Creative Brief)**  
<https://docs.google.com/document/d/1Atzvmf3vbyYuxyT6gMO2GfV7Utnr0oCc34f1dVzH1WA/edit>

**(Question + Comments)**  
<https://docs.google.com/document/d/1MhbsBnKzyP5Q2MGe7pFondT4P5xLbzIC5boxpeC-2cM/edit>

Let me know if you have any questions please. Thanks!

--

 **Nicole Silva**  
Government Chair, Ad 2 DC

**Ad 2 DC // Young Professionals of AAF DC**  
Follow Us! [Web](#) // [Facebook](#) // [Twitter](#) // [Insta](#) // [LinkedIn](#)

 **Ad 2 DC Creative** Mon, Jan 11, 4:58 PM (6 days ago) ☆ ↶ ⋮  
to me ▾

Hi Nicole,

Hope you have a good day!

Got it! We will complete these graphics as soon as possible!

Best regards,  
\*\*\*

--  
Yi Zheng and Elli Ugot  
Ad 2 DC Creative Chairs

Ad 2 DC: Young Professionals of the DC Ad Club  
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 **Ad 2 DC Creative** 📧 Fri, Jan 15, 9:02 PM (2 days ago) ☆ ↶ ⋮  
to me ▾

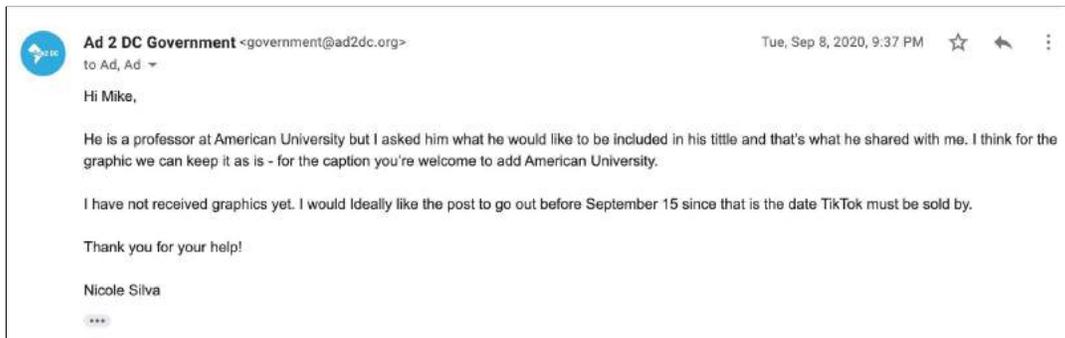
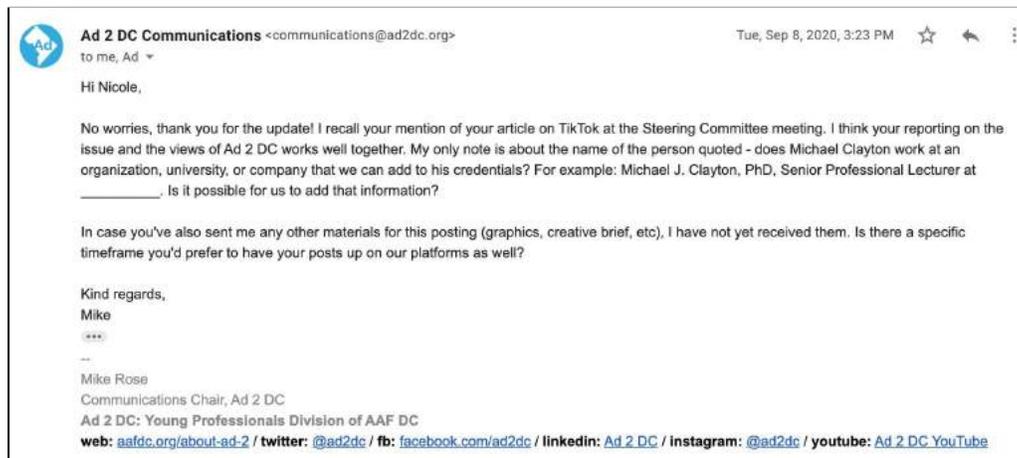
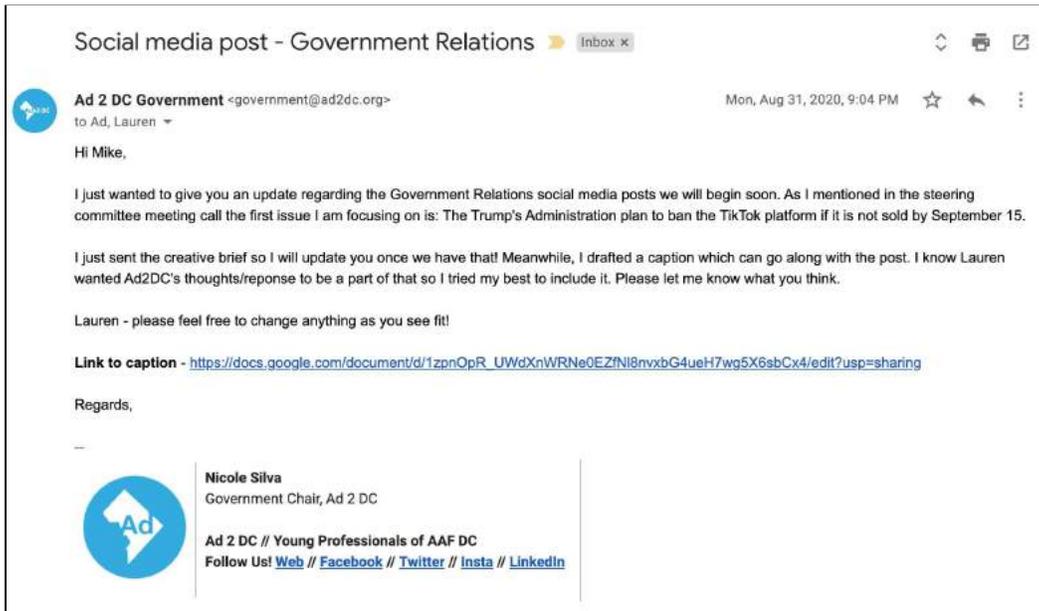
Hi Nicole,

Attached is the updated monthly government post graphics!

Please let me know if there's anything that needs to be added or changed.

Best regards,  
\*\*\*

## Exhibit 24: #Ad2DCGovernmentTalks - Collaboration with Communications Chair



**Exhibit 24: #Ad2DCGovernmentTalks - Collaboration with Communications Chair (cont.)**

 **Ad 2 DC Government** <government@ad2dc.org> Mon, Sep 14, 2020, 11:21 PM ☆ ↶ ⋮  
to Lauren, Ad, Ad ▾

Hi Mike,

So sorry for the delay. Attached is a zip file with the final creative assets!

Let me know if you have any questions or if I can help with anything.

Regards,

...



 **Ad 2 DC Government** <government@ad2dc.org> Fri, Sep 18, 2020, 9:27 AM ☆ ↶ ⋮  
to Lauren, Ad, Ad ▾

Thank you, Mike! News just came in that downloads of the app will be blocked starting Sunday. I wrote quick copy that you can use if you want to update people about what's happening in our stories.

Copy: U.S. will start blocking TikTok downloads on Sunday. However, the app will still work until November 12. If the app is not sold to a U.S. based company by that date then it will be completely banned.

Regards,

Nicole Silva

...

 **Ad 2 DC Communications** <communications@ad2dc.org> Fri, Sep 18, 2020, 1:30 PM ☆ ↶ ⋮  
to Lauren, Ad, me ▾

Hi Nicole,

Thank you for the update. Your report is posted.

Kind regards,  
Mike

...

---

 **Ad 2 DC Government** <government@ad2dc.org> Sep 18, 2020, 2:33 PM ☆ ↶ ⋮  
to Ad, Lauren, Ad ▾

Thank you, Mike!

Nicole Silva

Sent from my iPhone

...

**Exhibit 24: #Ad2DCGovernmentTalks - Collaboration with Communications Chair (cont.)**

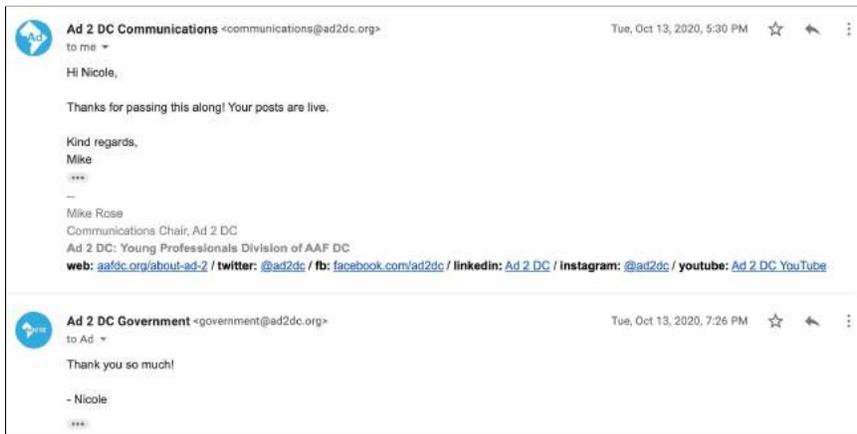


Exhibit 25: #Ad2DCGovernmentTalks - Social Media Posts

**Government Relations - Let's Talk!** Ad 2 DC

**Question**

Do you believe the US government should regulate rising global digital platforms, such as TikTok, available to Americans?

# Ad2DCGovernmentTalks

ad2dc • Following  
Washington D.C.

ad2dc LET'S TALK - Ad 2 DC GOVERNMENT RELATIONS REPORT - On Thursday, August 6, President Trump issued an executive order giving TikTok's Chinese owners, ByteDance, 45 days to sell the app to a U.S. based company. The president and other officials have cited national security concerns, including that ByteDance will share U.S. user data with the Chinese government. The United States is not the first country concerned with the application's affiliation to a Chinese company. In June, India banned 59 apps developed by Chinese firms, including TikTok, also expressing national security concerns. Nonetheless, Trump's administration concerns over the TikTok platform.

13 likes  
SEPTEMBER 15, 2020

Add a comment... Post

Ad 2 DC

In my opinion, the U.S. federal government has done little to date to regulate digital platforms, both domestic and foreign based, especially compared to the E.U.. Obviously, if a digital platform used by Americans presents a threat to national security than the government should intervene, but without identifying specific threats, it seems a bit arbitrary and capricious to force the sale of a foreign based platform."

- Michael J. Clayton,  
PhD, Senior Professorial Lecturer

ad2dc • Following  
Washington D.C.

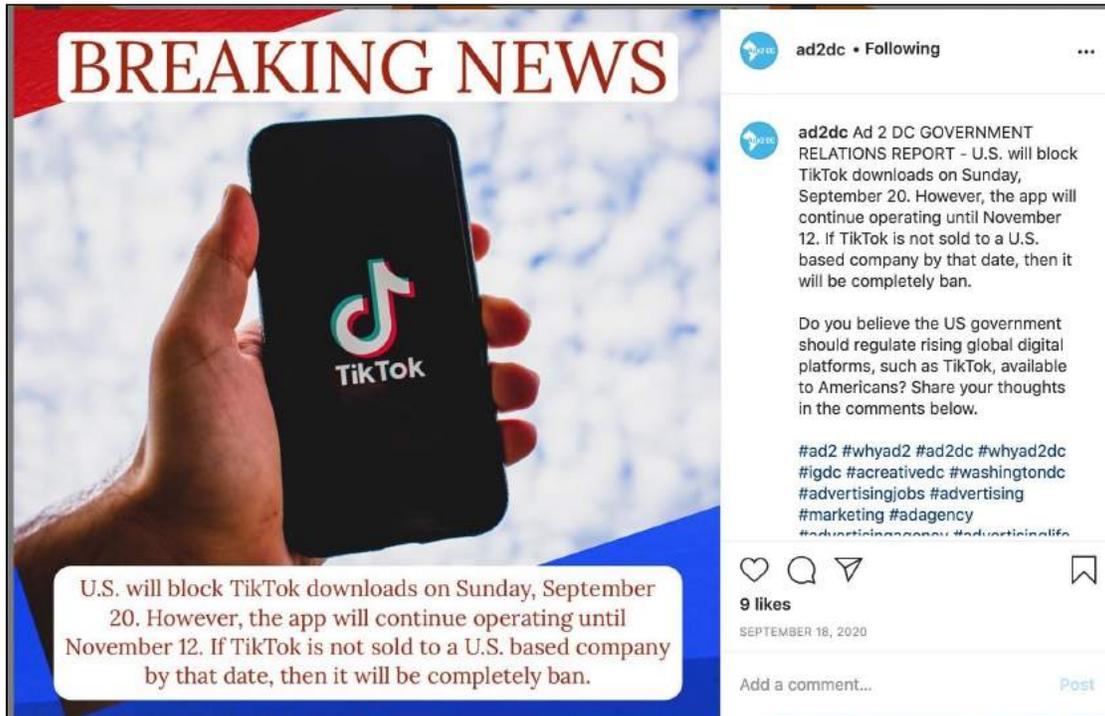
Nonetheless, Trump's administration concerns over the TikTok platform came just weeks after Trump's rally in Tulsa, which, thanks to TickTokers, did not go as planned. On the days leading to the rally, there was a digital movement, led by young TikTokers, which aimed to distort accurate projected attendance numbers. Young people registered for tickets to the event and never showed. The actual event attendance did not match the 20,000 projected attendees. The outcome of this event has led some sources to believe that President Trump's interest in banning the TikTok platform is related to his Tulsa rally.

At Ad 2 DC, we believe the public should be free to access all digital

13 likes  
SEPTEMBER 15, 2020

Add a comment... Post

Exhibit 25: #Ad2DCGovernmentTalks - Social Media Posts (cont.)



**BREAKING NEWS**

U.S. will block TikTok downloads on Sunday, September 20. However, the app will continue operating until November 12. If TikTok is not sold to a U.S. based company by that date, then it will be completely ban.

ad2dc • Following

ad2dc Ad 2 DC GOVERNMENT RELATIONS REPORT - U.S. will block TikTok downloads on Sunday, September 20. However, the app will continue operating until November 12. If TikTok is not sold to a U.S. based company by that date, then it will be completely ban.

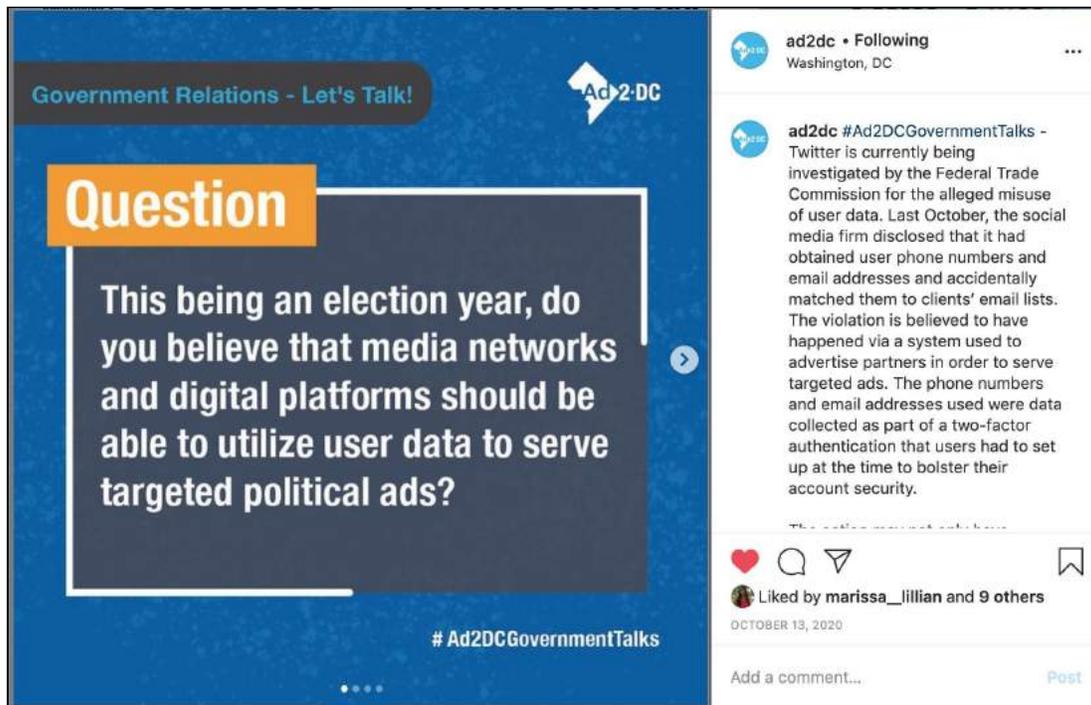
Do you believe the US government should regulate rising global digital platforms, such as TikTok, available to Americans? Share your thoughts in the comments below.

#ad2 #whyad2 #ad2dc #whyad2dc #igdc #acreativecdc #washingtondc #advertisingjobs #advertising #marketing #adagency #advertisingagency #advertisinglife

9 likes

SEPTEMBER 18, 2020

Add a comment... Post



Government Relations - Let's Talk!

Ad 2-DC

**Question**

This being an election year, do you believe that media networks and digital platforms should be able to utilize user data to serve targeted political ads?

# Ad2DCGovernmentTalks

ad2dc • Following  
Washington, DC

ad2dc #Ad2DCGovernmentTalks - Twitter is currently being investigated by the Federal Trade Commission for the alleged misuse of user data. Last October, the social media firm disclosed that it had obtained user phone numbers and email addresses and accidentally matched them to clients' email lists. The violation is believed to have happened via a system used to advertise partners in order to serve targeted ads. The phone numbers and email addresses used were data collected as part of a two-factor authentication that users had to set up at the time to bolster their account security.

Liked by marissa\_lillian and 9 others

OCTOBER 13, 2020

Add a comment... Post

**Exhibit 25: #Ad2DCGovernmentTalks - Social Media Posts (cont.)**

ad2dc • Following  
Washington, DC

“

Media networks and digital platforms should not be able to utilize user data to serve targeted political ads without first obtaining explicit consent of the individual. The request for consent should be presented to the user separately, in their preferred language, requiring the individual to opt-in with an electronic signature that will provide an audit trail. By separate, I mean the consent should not be buried in a Terms of Use agreement that few people actually read. Upon electronically signing, an email confirmation should be sent to the individual which would include opt-out instructions should they change their mind. Each media outlet and digital platform should be required to obtain consent from each individual as opposed to one blanket consent across all outlets and platforms.

- Michella Saad,  
Director of Marketing

Ad 2 DC

The action may not only have violated user privacy but also a 2011 agreement that Twitter Inc. signed with the Federal Trade Commission which barred Twitter from misleading users over its security and safety measures. Due to this, it is estimated that Twitter could face a \$250 million fine.

At Ad 2 DC, we believe users trust firms with their personal information and that this confidence should never be broken. It is important that these firms are transparent with the manner in which they handle user information and that they are sanctioned when they do not handle user data with caution.

Liked by marissa\_lillian and 9 others

OCTOBER 13, 2020

Add a comment... Post

ad2dc • Following  
Washington, DC

“

I don't believe digital platforms should be able to utilize user data for targeted political ads if permission to obtain certain information was not explicitly granted by users, as the subsequent growing distrust will likely harm the platform's reputation longer than it will help a campaign. Although digital platforms may say they have the information at their disposal, if a user has given personal information for one reason but it is used for another purpose, that is a violation of privacy for both platform users and voters.

- Marissa Langevin  
Project Manager & Adjunct Marketing Professor

Ad 2 DC

At Ad 2 DC, we believe users trust firms with their personal information and that this confidence should never be broken. It is important that these firms are transparent with the manner in which they handle user information and that they are sanctioned when they do not handle user data with caution.

#ad2 #whyad2 #ad2dc #whyad2dc #gdc #acreatedc #washingtondc #advertisingjobs #advertising #marketing #adagency #advertisingagency #advertisinglife #adlife #government #Twitter #data #security #privacy

13w

Liked by marissa\_lillian and 9 others

OCTOBER 13, 2020

Add a comment... Post

**Exhibit 25: #Ad2DCGovernmentTalks - Social Media Posts (cont.)**

**Ad 2 DC**

Targeting is a critical part of any marketing campaign however, I believe that the data utilized must be within reason when it comes to political campaigns. Targeting segments based on demographics and geographical locations are essential for any political candidate to reach both their base and prospective voters. Caution should be exercised around the use of higher levels of segmentation based on psychographics.

- Christopher Harris,  
M.S. Podcast Marketing Strategist

**ad2dc • Following**  
Washington, DC

At Ad 2 DC, we believe users trust firms with their personal information and that this confidence should never be broken. It is important that these firms are transparent with the manner in which they handle user information and that they are sanctioned when they do not handle user data with caution.

#ad2 #whyad2 #ad2dc #whyad2dc #igdc #acreatedc #washingtondc #advertisingjobs #advertising #marketing #adagency #advertisingagency #advertisinglife #adlife #government #Twitter #data #security #privacy

13w

Liked by marissa\_lillian and 9 others

OCTOBER 13, 2020

Add a comment... Post

**Government Relations - Let's Talk!**

**Ad 2 DC**

**Question**

Customers want to feel seen and heard but how will facial recognition facilitate this? Should advertisers also have access to phone facial recognition data and, if so, how could this impact the future of advertising?

# Ad2DCGovernmentTalks

**ad2dc • Following**

**ad2dc** As advertisers continue to look for ways to reach specific audiences at the right place and time - technology continues to advance and find ways to facilitate this process. An emerging form of targeting that continues to be a topic of conversation is facial recognition advertising. From billboards to coolers inside stores, advertisers now have the ability to record you and apply statistical analysis to identify audience demographics. They are able to obtain instant data that can range from mood, age, gender and combine it with external factors such as weather to serve you personalized ads.

Liked by michaa21 and 10 others

JANUARY 22

Add a comment... Post

Exhibit 25: #Ad2DCGovernmentTalks - Social Media Posts (cont.)

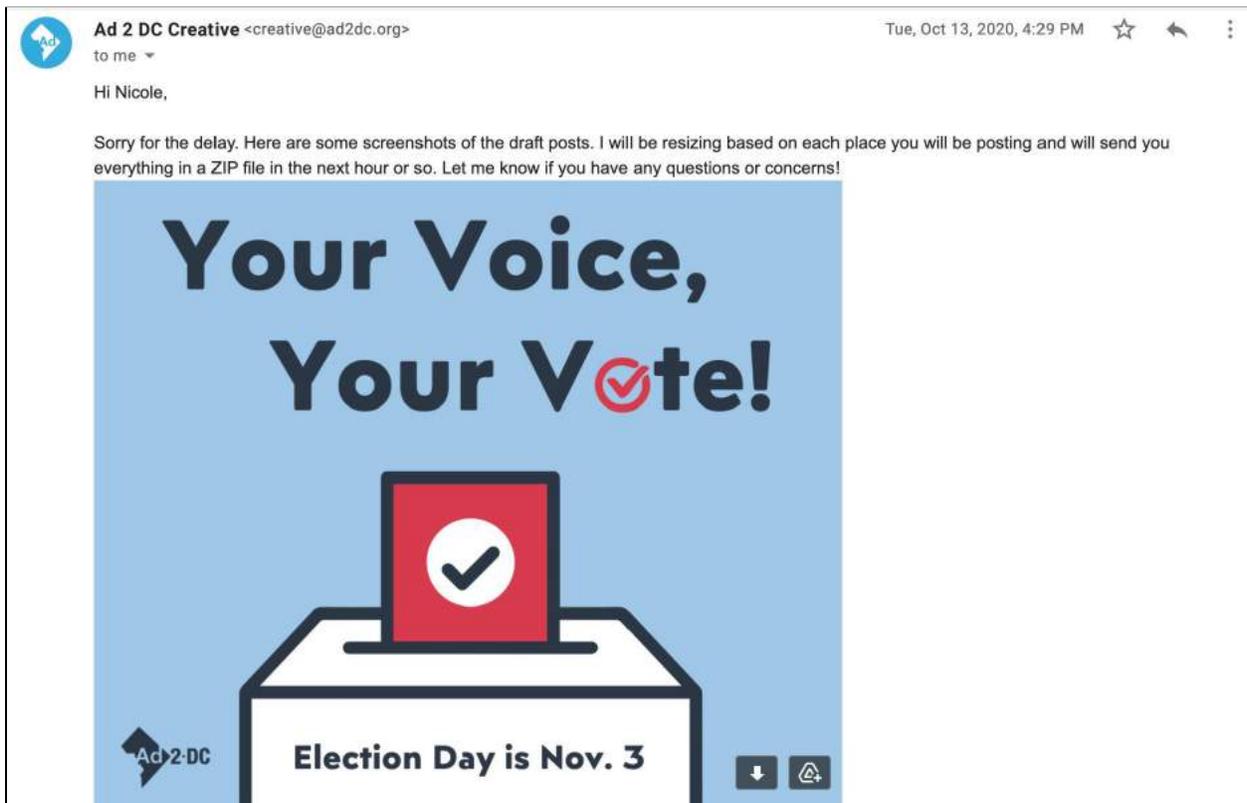
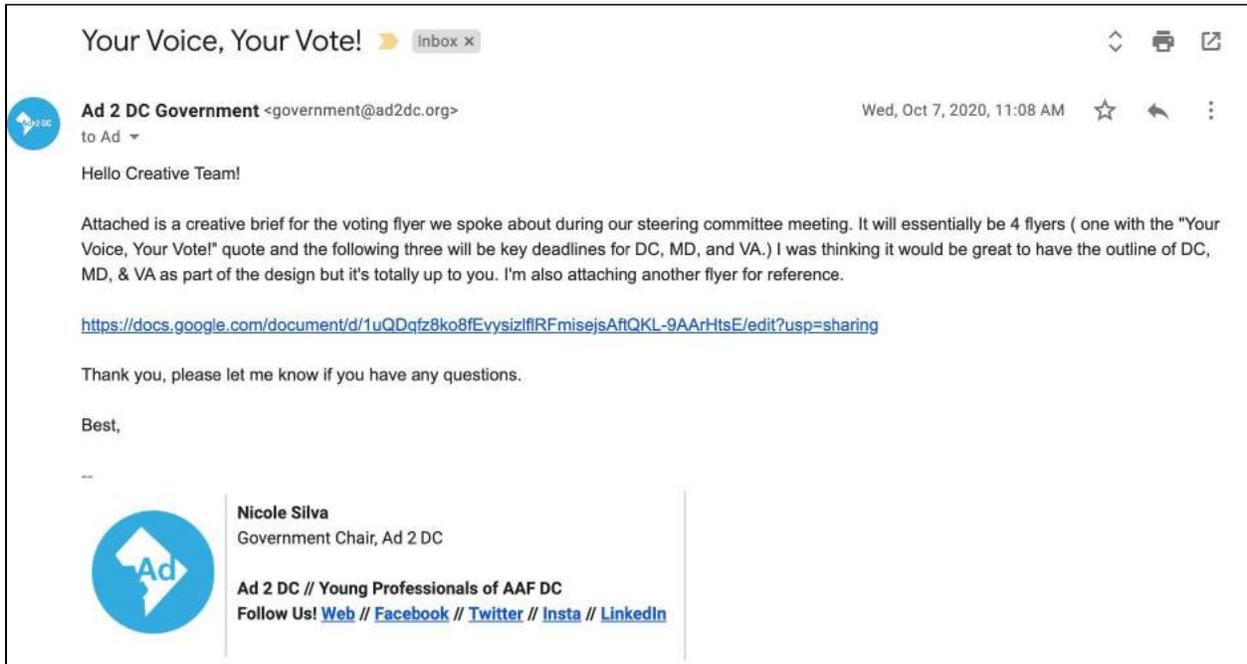
The left side of the image features a quote by Jess Daniel, a Digital Marketing Analyst. The quote is presented in a dark grey box with white text, set against a blue background with large orange quotation marks. The text reads: "Facial recognition will facilitate more customer relevancy because it will eliminate the need for customers to identify themselves eliminating fraud. Due to the fact that it can guess age and gender, it will also make advertising more relevant. However, I don't believe that advertisers should have access to this data due to existing privacy laws and the fact that this technology further getting outside of law enforcement needs puts us on the path to widespread surveillance." The quote is attributed to Jess Daniel, Digital Marketing Analyst.

The right side of the image shows an Instagram post from the account ad2dc. The post text reads: "As advertisers continue to look for ways to reach specific audiences at the right place and time - technology continues to advance and find ways to facilitate this process. An emerging form of targeting that continues to be a topic of conversation is facial recognition advertising. From billboards to coolers inside stores, advertisers now have the ability to record you and apply statistical analysis to identify audience demographics. They are able to obtain instant data that can range from mood, age, gender and combine it with external factors such as weather to serve you personalized ads." The post shows it was liked by michaa21 and 10 others on January 22.

The left side of the image features a quote by Ellana Sloan, a Strategist. The quote is presented in a dark grey box with white text, set against a blue background with large orange quotation marks. The text reads: "When it comes to facial recognition capabilities, I have similar sentiment to the demise of Amazon's police software; we may be an incredibly technologically advanced nation, but at our core, we lack the judgement/intent and anti bias necessary to effectively and responsibly impact the future of advertising. While some consumers may feel ambivalent about the amount of data used to tailor their ad experiences (thinking about 'data fatigue,' feeling apathetic about how much they have on us, e.g., cookie trackers, microphone detection, FBI watching us), politically, a war on tech remains. And without the transparency, consumer consent, and general increase in social justice, 'feeling seen and heard' will likely not come without a few battles." The quote is attributed to Ellana Sloan, Strategist.

The right side of the image shows an Instagram post from the account ad2dc. The post text reads: "As advertisers continue to look for ways to reach specific audiences at the right place and time - technology continues to advance and find ways to facilitate this process. An emerging form of targeting that continues to be a topic of conversation is facial recognition advertising. From billboards to coolers inside stores, advertisers now have the ability to record you and apply statistical analysis to identify audience demographics. They are able to obtain instant data that can range from mood, age, gender and combine it with external factors such as weather to serve you personalized ads." The post shows it was liked by michaa21 and 10 others on January 22.

**Exhibit 26: Your Voice, Your Vote - Collaboration with Creative Chairs**



## Exhibit 27: Your Voice, Your Vote - Collaboration with Communications Chair

 **Ad 2 DC Government** <government@ad2dc.org> Tue, Oct 13, 2020, 7:22 PM ☆ ↶ ⋮  
to Ad ▾  
Hi Yi & Elli,  
  
These look amazing! Thank you so much.  
  
Regards,  
\*\*\*

---

 **Ad 2 DC Government** <government@ad2dc.org> Tue, Oct 13, 2020, 7:26 PM ☆ ↶ ⋮  
to Ad ▾  
Hi Mike,  
  
Attached are graphics for the Your Voice, Your Vote post. The post includes key deadlines for voters in DC, MD, and VA.  
  
Let me know if you have any questions.  
  
Regards,  
  
Nicole  
\*\*\*

 **Ad 2 DC Communications** <communications@ad2dc.org> Tue, Oct 13, 2020, 8:43 PM ☆ ↶ ⋮  
to me ▾  
Hi Nicole,  
  
Sounds good and thank you! The posts are scheduled to be published on Friday.  
  
Kind regards,  
**Mike**  
\*\*\*  
—  
**Mike Rose**  
Communications Chair, Ad 2 DC  
Ad 2 DC: Young Professionals Division of AAF DC  
**web:** [aafdc.org/about-ad-2](http://aafdc.org/about-ad-2) / **twitter:** [@ad2dc](https://twitter.com/ad2dc) / **fb:** [facebook.com/ad2dc](https://facebook.com/ad2dc) / **linkedin:** [Ad 2 DC](https://linkedin.com/company/ad-2-dc) / **instagram:** [@ad2dc](https://instagram.com/ad2dc) / **youtube:** [Ad 2 DC YouTube](https://youtube.com/Ad2DCYouTube)

 **Ad 2 DC Government** <government@ad2dc.org> Nov 2, 2020, 2:00 PM ☆ ↶ ⋮  
to Ad ▾  
Hi Mike,  
  
I was wondering if it would be possible to post the You're Voice, You're Vote flyer tomorrow since it is election day. We can of course omit from posting the key date flyers on this occasion.  
  
Regards,  
  
Nicole  
\*\*\*

Exhibit 28: Your Voice, Your Vote - Social Media Posts (cont.)

**Your Voice,  
Your Vote!**

**Election Day is Nov. 3**

Ad-2-DC

ad2dc • Following

ad2dc This election year will be a defining moment for generations to come. Contribute to the impact with your vote. For all constituents living in Washington DC, Virginia, and Maryland, make sure you're informed of local voting information.

#ad2 #whyad2 #ad2dc #whyad2dc #igdc #acreatedc #washingtondc #advertisingjobs #advertising #marketing #communications #advertisinglife #adlife #government #Virginia #Maryland #vote #ballot #politics

13w

Liked by michaa21 and 10 others

OCTOBER 16, 2020

Add a comment... Post

**DC Key Deadlines**

**Election Day is Nov. 3** Ad-2-DC

**Early Voting**  
Oct. 27 - Nov. 2, but dates and hours may vary based on where you live

**Registration Deadlines**  
Online: Oct. 13  
By mail: Postmarked by Oct. 13  
In person: Oct. 13

**Absentee Ballot Deadlines**  
Request: Receive by Oct. 20  
Return by mail: Postmarked by Nov. 3  
Return in person: Nov. 3 by 8:00pm

ad2dc • Following

ad2dc This election year will be a defining moment for generations to come. Contribute to the impact with your vote. For all constituents living in Washington DC, Virginia, and Maryland, make sure you're informed of local voting information.

#ad2 #whyad2 #ad2dc #whyad2dc #igdc #acreatedc #washingtondc #advertisingjobs #advertising #marketing #communications #advertisinglife #adlife #government #Virginia #Maryland #vote #ballot #politics

13w

Liked by michaa21 and 10 others

OCTOBER 16, 2020

Add a comment... Post

Exhibit 28: Your Voice, Your Vote - Social Media Posts (cont.)

**Your Voice,  
Your Vote!**

**Election Day is Nov. 3**

Ad-2-DC

ad2dc • Following  
Washington D.C.

ad2dc When the election results are announced, it will be very clear what this country has become. This is your moment to make sure your voice is heard by exercising your right to vote. You're accountable. Show up at your designated polling station before they close this evening.

#ad2 #whyad2 #ad2dc #whyad2dc #igdc #acreatedc #washingtondc #advertisingjobs #advertising #marketing #communications #advertisinglife #adlife #government #Virginia #Maryland #vote #ballot #politics

10w

9 likes  
NOVEMBER 3, 2020

Add a comment... Post