

AAF ROANOKE

2021-22 Club Achievement – Public Service

AAF Roanoke places great emphasis on being a good community steward and giving back in a variety of ways. Membership is a collection of great advertising and marketing talents, and AAF Roanoke strives to incorporate skills-based volunteering opportunities to members with award-winning events such as CreateAthon and a Brown Bag Luncheon Series. In the last five years, AAF Roanoke programs have provided more than \$1 million worth of pro bono advertising and marketing services to the Roanoke and New River valleys.

In 2016, AAF Roanoke incorporated as an IRS 501(c)3 nonprofit organization in order to further its mission in the areas of advertising education and public service.

The goal of AAF Roanoke and the Buzz4Good program is to help educate nonprofits and the greater community about the value of marketing and advertising. It is a tool that can help them further their missions.

Our primary public service program for 2021 was our TV show called *BUZZ*. Airing on PBS stations throughout Virginia, *BUZZ* features the great work that nonprofit organizations do in our communities, and our chapter's marketing professionals who donate their time and talent to help these life-giving organizations do more, do better, by helping them create more ... buzz!

As skilled and passionate as nonprofits are in fulfilling their missions, they often lack the time, funding or expertise to properly promote their organization. This lack of good marketing – this shortage of buzz, if you will – limits their ability to attract more prospective clients, patrons, volunteers and donors to their cause.

BUZZ creator Michael Hemphil, <http://buzz4good.com/creator>, serves as AAF Roanoke's Public Service Chair and credits CreateAthon as an inspiration for the TV show. AAF Roanoke member Dan Mirolli, <http://danmirolliphotography>, is producer.

BUZZ started production in May 2020 at the outset of the pandemic. In 2021, AAF Roanoke produced nine new episodes featuring and helping nine different nonprofits. AAF Roanoke also hosted socially distant watch parties at a local historic theater where the show's stars – the nonprofit's staff and supporters, along with the featured marketing pros – could enjoy and discuss the episode broadcast together.

These episodes are available at <http://buzz4good.com/episodes>.

In October 2021, AAF Roanoke added a weekly hour-long radio program to its BUZZ offerings. Called *Buzz4Good: Nonprofits+Marketing*, the radio show airs on WFIR Talk Radio and features the great work that nonprofits do in our communities, plus marketing tips to help these organizations attract more donors, volunteers and clients to their cause. The show is co-hosted by AAF Roanoke president Carrie Cousins and BUZZ creator Michael Hemphill, and features the pro bono work by many AAF Roanoke members.

These episodes are available at <http://buzz4good.com/podcast>.

The value of pro bono marketing resources provided in each episode by AAF Roanoke members ranged in value from \$8,000 to \$50,000. In 2021, for example:

- AAF Roanoke member Access Advertising created a pro bono \$50,000 multimedia campaign to celebrate Feeding Southwest Virginia's 40th anniversary (Episode 8).
- AAF Roanoke member 5Points Creative coordinated a television campaign to raise awareness for more foster families in Giles County, Virginia (Episode 10).
- AAF Roanoke member Nero Digital Design, together with Spectrum Media Solutions, designed a new website for Christiansburg Institute, which was one of the first schools in Virginia for newly freed slaves (led by Booker T. Washington for 20 years) and now serves as a community resource for racial reconciliation (Episode 13).
- AAF Roanoke member 5Points Creative orchestrated a statewide television campaign to promote Children's Assistive Technology Services' annual fundraiser, Hallowheels (Episode 14).

Quantifying the overall goal is a challenge because there are no statistics on viewership available for public television. We do know that there was a lot of social media publicity around Buzz4Good events, strong attendance at in-person events (watch parties and a holiday party), and growing following on YouTube (588 subscribers).

Buzz4Good and the overall public service initiative of AAF Roanoke has helped support other club work as well. We gained four new member companies in 2021 thanks to Buzz4Good participation, and with increased exposure for the club, we've generated a greater number of donations to help support other educational programs (such as student awards).

EXHIBITS

The collage features the following elements:

- Top Left:** The "Buzz4Good!" logo, which includes a stylized bee above the text "Buzz4" and "GOOD!" below it.
- Top Right:** A photograph of a smiling woman with long blonde hair wearing a purple top.
- Middle Right:** A photograph of a smiling man with grey hair wearing a dark polo shirt with the "Buzz" logo on it.
- Bottom Left:** The "Blue Ridge PBS" logo, featuring a blue circle with a white head profile and the text "Blue Ridge PBS".
- Bottom Middle:** The text "A PROGRAM BY" above the "aaf roanoke" logo, where "aaf" is in lowercase and "roanoke" is in lowercase.
- Bottom Right:** The "WFIR 960 AM 107.3 FM NEWS TALK RADIO" logo, with "WFIR" in large red letters and the frequencies and "NEWS TALK RADIO" in white on a black background.

YOUTUBE CHANNEL: Buzz4Good

< BUZZ full episodes 🔍 ⋮



BUZZ | Episode 7 featuring Mounta...
Buzz4Good



BUZZ | Episode 8 featuring Feedi...
Buzz4Good



BUZZ | Episode 9 featuring Virginia 8...
Buzz4Good



BUZZ | Episode 9 featuring Virginia 8...
Buzz4Good



BUZZ | Episode 10 featuring Giles Coun...
Buzz4Good



BUZZ presents "Friends of the Bl...
Buzz4Good

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BUZZ | Episode 11 featuring Blue Rid...
Buzz4Good



BUZZ | Episode 12 revisits Mill Mounta...
Buzz4Good



BUZZ | Episode 13 (Part : 1) featuring...
Buzz4Good



BUZZ | Episode 13 (Part : 2) featuring...
Buzz4Good



BUZZ | Episode 14 features Children...
Buzz4Good



BUZZ | Episode 15 features Habitat f...
Buzz4Good



Home



Shorts



Subscriptions



Library



Home



Shorts



Subscriptions



Library



