



Cornerstone Initiatives & Events

Every year, we organize and carry out numerous events. This year, we were excited to continue in-person activities and adapt to the "new normal." We proactively seek opportunities to include diversity, education, and government relations in each event, AdWeek, and the annual awards show. Collectively, these activities and efforts define our club's identity.

Advertising Education Initiative Highlights

Advertising Education for Professionals

The AAF Buffalo membership year began with the AdWeek event lineup in 2022, featuring various in-person events such as workshops, networking, and even a dog event! These events provided valuable opportunities for hands-on learning and engagement with experts throughout the community. Additionally, they attracted new members to the club and inspired individuals to join in order to attend events and receive discounted tickets.

Goal: Our goal is to boost membership and engagement by organizing more educational events.

Tactics: We offer educational opportunities to professionals in our community through the following:

- **Planning** – A programming committee convenes monthly to brainstorm fresh event concepts and ensure that events remain culturally pertinent, as appropriate. The committee prepares an event calendar and proposals to present to the board at its monthly meeting.
- **Analysis** – We assess the strengths and weaknesses of our events and gather feedback through member surveys. This input enables us to identify areas for improvement and generate fresh ideas.
- **Social Media** – The club utilizes social media to inform and engage its followers about upcoming events and event recaps. This approach facilitates effective communication and provides a way for the club to connect with individuals who are interested in staying informed. *(See Exhibits 1-6, 13-14, and 17)*
- **Self-Promotion** – Our club is dedicated to raising awareness and effectively communicating the resources available to both members and non-members. By promoting ourselves and sharing our accomplishments with the community, we aim to expand our membership, foster a diverse network of professionals, and provide valuable educational opportunities. *(See Exhibit 2)*

- **Villa Maria College Certificate Programs Partnership** – Villa Maria College, a private college located in Buffalo, NY, inquired with AAF Buffalo regarding a possible sponsorship opportunity for the 2022-2023 club year. Villa Maria College began a new certification program beginning in Fall 2022 for local advertising professionals. These courses included Copywriting, Design for Marketers, and Motion Design courses. AAF Buffalo negotiated with the college to promote their relevant certification programs to our membership, in exchange for a 30% off discount for active AAF Buffalo members. *(See Exhibit 13)*
- **Events** – The following events offer a platform that adds value and captures the interest of advertising professionals, including those from agencies, in-house marketing teams, and the freelance community.
 - AdWeek: The Freelance Revolution, October 2022* – AdWeek started off strong with an informative panel all about freelance. The panel was led by Lauren Molenda, co-owner of Riveter Design, along with agency employees and full-time freelancers as they discussed everything from average income, to what’s the best way to attain new clients, and even what qualities make freelancing attractive and who might be cut out for it. *(See Exhibit 3)*
 - AdWeek: Speed Networking, October 2022* – Understanding that most industries throughout the nation are still facing challenges with hiring and staffing, we felt that bringing back this annual networking event was important. The event allowed for businesses and agencies that may be looking for fresh talent for their team or forthcoming projects to connect with freelancers in a series of one-on-one conversations. *(See Exhibit 4)*
 - AdWeek: CULTURE + TYPOGRAPHY, October 2022* – Our club collaborated with Nikki Villagomez, an advocate for typography who seeks to raise awareness of its significance and explore its relationship with culture and decision-making. *(See Exhibit 5)*
 - Equitable Marketing Panel Discussion, March 2023* – The club co-hosted a panel discussion with Leadership Buffalo to dive deeper into the importance of accessibility, a phrase that is becoming increasingly used in the creative sector. The conversation informed the community on the importance of marketing that is equitable, accessible, and inclusive, ensuring that it is available and fair to everyone. *(See Exhibit 6)*

Results: In total, 103 people – primarily members – attended our professional education events this year. As a club we are thrilled to have fully shifted back to in-person events and look forward to the increase in attendance as the year progresses.

Advertising Education for Students

Our priority for student events is to facilitate connections between students and professionals, providing them with a chance to network and gain insights from individuals from diverse backgrounds within their projected industry. We have recently grown our student membership base and still maintain the practice of providing free or reduced-cost tickets to our student members, encouraging them to participate in non-traditional student programming too.

Goal: Increase student involvement and membership in AAF Buffalo.

Tactics: Activate events and educational opportunities for students.

- **Social Media** – By creating communication specifically for AAF Buffalo's social media platforms, with a focus on student involvement and opportunities, the club is able to establish a consistent presence and communication with both current and potential student members.

(See Exhibit 7)

- **Scholarship(s)** – We provide scholarship opportunities to encourage advertising pursuits.
Don Nichols Scholarship Competition – Each year, AAF Buffalo hosts a scholarship competition honoring the late Buffalo great, Don Nichols. The scholarship competition is open to all Western New York undergraduates in design, writing, communications, illustration, photography, and fine arts. The 2022 theme had students identify a change they witnessed in everyday life as a result of the pandemic. They were challenged to bring to life whatever they found to be the “new normal” in 2022. The top three student submissions are awarded scholarships. *(See Exhibit 8)*

- **Events** – Throughout 2022, the club organized various events with a focus on students to facilitate communication and networking with local professionals. These events offered students the chance to engage with agencies, freelancers, and showcase their portfolios, providing them with valuable opportunities to advance their education and prepare for their future careers.

Portfolio Review, April 2022 – AAF Buffalo remains committed to supporting and equipping our student network during their transition from college to the professional world. In 2022, we held our Student Portfolio Review via Zoom Breakout Rooms, where registered students had the chance to meet with various professionals and agencies

for 10-minute sessions. During these sessions, students shared their top three portfolio pieces, asked questions, and built their professional network. At the end of the session, professionals nominated outstanding portfolios, and selected students received scholarships from our club. *(See Exhibit 9)*

Agency Tour, September 2022 – The Agency Tour offers current college students a chance to explore the downtown Buffalo area and visit various ad agencies, providing an inside look at the day-to-day workings of agency life. These agencies range in size from large firms with 180 employees to smaller studios with about 10 staff members. Through this experience, students can gain valuable insight and make informed decisions about their future professional careers. *(See Exhibit 10)*

Brand Hack, October 2022 – Skilled art directors lead teams of 3-4 students at Brand Hack to rebrand a local non-profit organization in a few hours. Students register for the event individually and are placed into teams based on their major and year. On the day of the event, each team receives a brief from the client and has time to research, sketch, develop and present a pitch deck. Teams pitch their concepts to the client, who then selects a winning idea after a short deliberation period. This year's highlighted organization was the Coalition of Adoption and Foster Family Agencies (CAFFA), a non-profit that supports foster and adoptive families in Western New York (WNY). CAFFA works with local departments of social services and agencies to provide foster care and adoption services across eight counties in WNY. *(See Exhibit 11)*

Portfolio Seminar, November 2022 – During this event, a panel of professionals share their best tips and tricks on how to develop a standout portfolio, which is a crucial aspect for students as they prepare to enter the competitive creative job market. *(See Exhibit 12)*

Results: In total, 78 students—primarily members—attended our student education events this year. A significant increase from 34 last year.

American Advertising Awards

The local American Advertising Awards remains to be the industry's largest creative competition in our area and the biggest event of the year. This year had a few firsts for our local chapter. Not only did we partner with a senior design class at Villa Maria College to conceptualize the theme and worked alongside two smaller agencies, dPost and Mr. Smith Agency, for various other elements—we also received a record breaking amount of submissions. Over 500 to be exact.

Preview Night – PromenADe, An Awards Night to Remember

Goal: Showcase the full breadth of work submitted to the annual awards show.

Execution: The open, multi-level floor plan and the technology capabilities, including 12 screens to display the fully digital submissions another year post-COVID, made this location an obvious go-to in addition to the amount of well-received feedback from the previous year. This year, however, we provided the option for entrants to bring a physical copy of the work they submitted digitally to display, even though judging remained digital only, and we were pleased to see 15 pieces of work were brought that night!

Results: The preview night was attended by 80 people—16 specifically for the preview night only, and 64 who took advantage of the early bird ticket sales to the show. The attendance of this event was well received by club members and the overall feedback was positive from attendees. *(See Exhibit 14)*

American Advertising Awards – PromenADe, An Awards Night to Remember

Event Details: The local American Advertising Awards remains to be the industry’s largest creative competition in our area. The show’s theme for this year: PromenADe, An Awards Night to Remember embraced the all-year anticipation and momentous celebration of what a typical Prom is, but not just any Prom, an 80’s Prom.

Execution: This year’s show was held at Buffalo State’s Social Hall—located within their student union at the center of their campus to bring our “school” prom theme to life. The social hall was decorated to the nines and lived up to what an 80’s Prom would be—sparkly photo booth, balloon arches and installations, and even a balloon drop for the Best of Show reveal. The show kicked off with a parody of a classic 80’s music video, *Take On Me* by A-ha, featuring this year’s AAA co-chairs who reappeared throughout the night to introduce various special award winners and transition the reels of winning work.

Results: The American Advertising Awards continues to be our most successful event and was attended by 366 people, including 22 local agencies. People were excited by the theme, with the majority of attendees dressed to impress in their 80s prom attire, and to spend time with new and old faces. The show offered our members, students, and others in our community immense value. Feedback from this year indicated that people enjoyed the format of the show, specifically the number of speeches and the overall timing and sequence of winning work. *(See Exhibit 15)*

Diversity & Multicultural Initiatives

We maintain a steadfast commitment to integrating diversity, equity, and inclusion into every aspect of our club's operations, from our internal board discussions and recruitment efforts to our programming, community initiatives, and educational activities. We recognize that the DEI domain is critical to the way we function, and we acknowledge that the journey to achieve our goals is a continuous learning process.

Internal Communications

- **Goal:** Maintain the practice of incorporating and educating board members on the significance of DEI in all aspects of planning, programming, and materials associated with AAF Buffalo.
- **Execution:** Our club utilizes our Slack channel to facilitate communication on a broad range of subjects, including local initiatives and DEI-related issues. Throughout the past year, as Buffalo endured challenging and tragic circumstances, we embraced our city's "good neighbors" spirit and banded together as a community. AAF Buffalo took action and demonstrated the genuine essence of what it means to be a supportive community.
- **Results:** Our continuous endeavor offers a secure environment for our board members to express their perspectives on DEI-related topics and initiatives. Additionally, it ensures that we remain accountable and authentic in our ongoing commitment to DEI and its significance to our local community and the global community as a whole. *(See Exhibit 16)*

Buffalo Prep: Future Marketer Scholarship, May 2022

- **Goal:** Initiate interaction with and educate upcoming marketing professionals.
- **Execution:** Our club collaborates with Buffalo Prep, a local organization that champions educational access and equity and provides programs to promote academic excellence for students of color. Every year, Buffalo Prep holds an event to celebrate the end of the academic programming and recognize all graduating seniors. AAF Buffalo has established a scholarship fund for a student who plans to pursue an undergraduate degree in marketing.
- **Result:** The recipient of AAF Buffalo's Future Marketer Scholarship was Hugues Gitego, a graduate of Buffalo Prep. Hugues is currently studying at Buffalo State College with the aim of building a career in marketing and aspires to work in a leadership position in creative leadership. *(See Exhibit 17)*

HyperLink Buffalo, July 2022

- **Goal:** Collaborate with HyperLink Buffalo, a no-cost program aimed at enhancing the online visibility of small businesses owned by minorities. This project is established in conjunction with The City of Buffalo, The Exchange at Beverly Gray, and nearby advertising agency associates.
- **Execution:** Our club functioned as the liaison between the City of Buffalo and member agencies in the community. We began by inviting the City of Buffalo to our board meeting for a presentation to the Board of Directors about the program. We then informed agency leadership of the opportunity to participate in the program through our quarterly Roundtable discussions. Our club president, Caroline Buchas, then spoke at a press conference alongside the Mayor of Buffalo, Byron Brown, (*see exhibit 18*) promoting the program to the wider creative community, where AAF Buffalo pledged to donate our Meta Grant for DEI from ADMERICA 2022 towards the initiative.
- **Result:** Eleven of our member agencies volunteered to participate in the program, which is currently ongoing. After continued meetings with the City, it was determined that our monetary donation would be best spent as paid media spend to promote the newly developed websites, post-launch.

AdWeek: CULTURE+TYPOGRAPHY by Nikki Villagomez, October 2022

- **Goal:** Engage with AAF members and have them engage with their community.
- **Execution:** Our club collaborated with Nikki Villagomez, an advocate for typography who seeks to raise awareness of its significance and explore its relationship with culture and decision-making. In the weeks preceding the event, she encouraged participants to investigate the local communities and share examples of typography that resonated with them.
- **Result:** The event was highly attended, and the level of participation was a clear indication of the attendees' eagerness to deepen their understanding. Additionally, Nikki's book, CULTURE+TYPOGRAPHY, was a tremendous success and completely sold out by the end of the evening. (*See Exhibit 5*)

Mosaic Award, March 2023

- **Goal:** Highlight a leader or leaders in the advertising industry of Buffalo who are dedicated to promoting education, embracing, and actively advocating for inclusion.

- **Execution:** This Award honors a company or individual actively working to create a more inclusive industry through creative work advocacy and company-wide initiatives.
- **Result:** The marketing department of Visually Impaired Advancement (VIA) was awarded by the board. VIA aims to help individuals with visual impairments achieve their maximum level of independence by providing resources, educational tools, rehabilitation, job training and placement, and support for people of all ages. *(See Exhibit 19)*

CommUNITY Award for Inclusive Advertising, March 2023

- **Goal:** Provide a platform to recognize professional advertising that increases viewers’ perceptions and understanding of multicultural communities.
- **Execution:** The CommUNITY Award for Inclusive Advertising is another opportunity to bring diversity and inclusivity to the forefront of our local ad community. Now in its sixth year, this award falls under the “local only” category of our award show each spring.
- **Result:** Our panel of out-of-town judges selected Mower’s One Hundred Black Men of New York “Open Every Door” campaign as our sixth annual CommUNITY Award winner at Buffalo’s 2023 American Advertising Awards hosted in March of 2023. *(See Exhibit 20)*

Equitable Marketing Panel Discussion, March 2023

- **Goal:** Inform the community on the importance of marketing that is equitable, accessible, and inclusive, ensuring that it is available and fair to everyone.
- **Execution:** The club co-hosted a panel discussion with Leadership Buffalo to dive deeper into the importance of accessibility, a phrase that is becoming increasingly used in the creative sector. Panelist included: Liz Kahn, Vice President, Marketing and Communications at People Inc., David Wantuck, Community Engagement Specialist at Deaf Access Service, Ray Zylinski, Education & Development Coordinator at Visually Impaired Advancement (VIA).
- **Result:** Professionals from advertising and other industries gained insights on using suitable language and messaging in diverse marketing initiatives, as well as leveraging available technology and tools to enhance their services for these communities. *(See Exhibit 6)*

Exhibit 1: Social Media

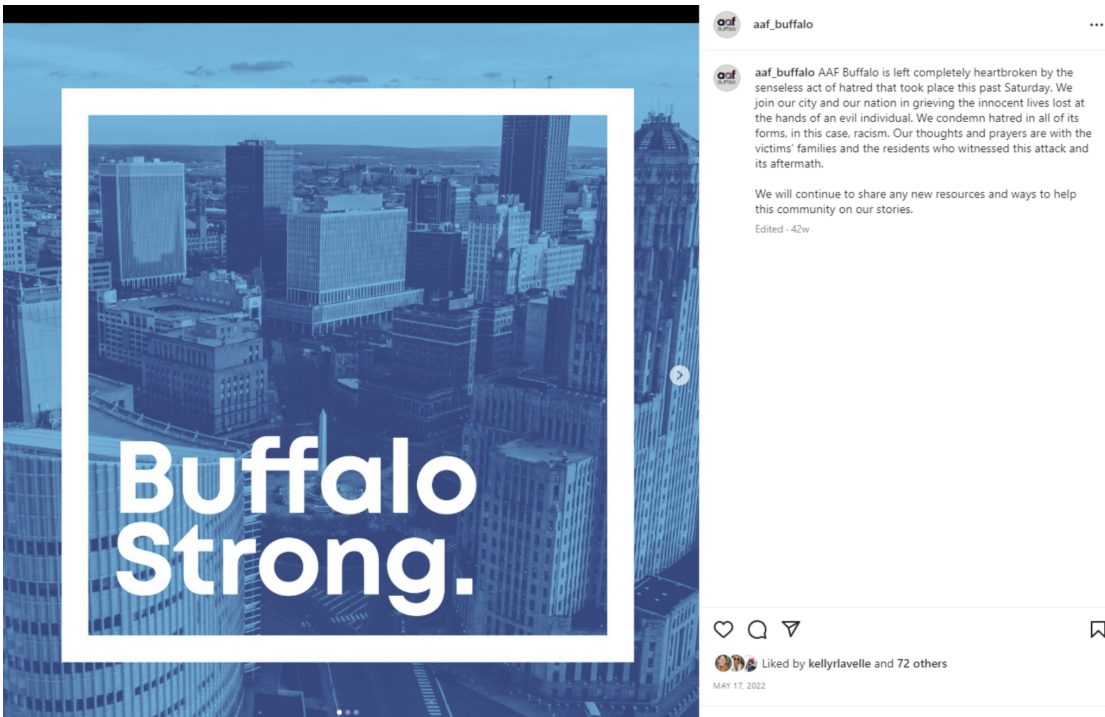


Exhibit 2: Self Promotion



Exhibit 3: AdWeek: The Freelance Revolution



aaf Whether you're a full-timer who fantasizes about someday "going freelance," you're already freelancing, or you're an agency or corporate professional looking to beef up your team with some freelance talent, our first day of AdWeek will hopefully answer all your questions about this topic.

Join Lauren Molenda, co-owner of [@riveter_design](#), and a panel of agency employees and full-time freelancers as they discuss the facts and fallacies around freelancing and fractional work.

Secure your spot to this free event at the link in our bio!
25w



Liked by [chelsea_dc](#) and 26 others

SEPTEMBER 22, 2022

Exhibit 4: AdWeek: Speed Networking



aaf_buffalo We're ditching the awkward introductions and doubling your contact list in a single night.

Whether you're looking to expand your freelancer list, find some new talent for your team, or get your name out there in the advertising community, Speed Networking is here to help you conquer that 2022 'professional growth' goal you've been neglecting.

Grab your tickets now at the link in our bio!

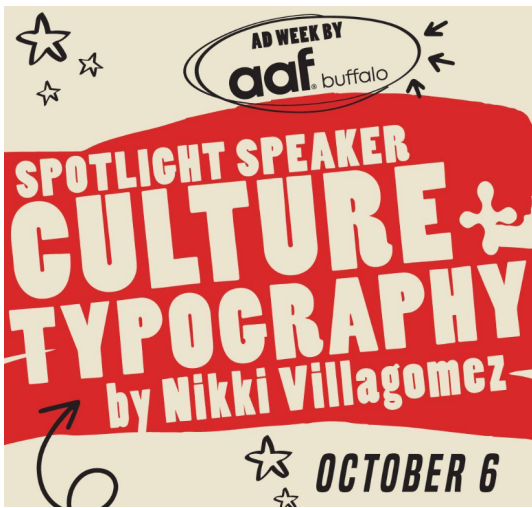
26w

👍👍👍 Liked by **chelsea_dc** and 16 others

SEPTEMBER 21, 2022



Exhibit 5: AdWeek: CULTURE + TYPOGRAPHY



aaf_buffalo We all love Buffalo! But have you ever wondered why the elements of our city that we interact with every day look the way that they do, and how our culture effected the typography of the city?

Join us and our Spotlight Speaker, Nikki Villagomez, as she will explore Buffalo specific examples of font selection, color usage, and other design choices inspired by the visual language of our cultural surroundings.

Want to be involved in the event? Send your best Buffalo typography to Nikki for evaluation and potential inclusion in her presentation: nikkivillagomez@gmail.com or Twitter [@nikki_vz](https://twitter.com/nikki_vz)

Grab your tickets now at the link in our bio!

23w



aaf_buffalo We had a full house for our Spotlight Speaker: CULTURE+TYPOGRAPHY by Nikki Villagomez! Attendees were entertained by Nikki's analysis of urban typography across the United States. Her verdict: Buffalo has amazing urban murals, marquees, and neon metal signs on Niagara Falls BLVD! Thank you all for a fantastic AdWeek!

23w

nikki_vz thank you for having me ♥

23w Reply

Liked by chelsea_dc and 37 others

OCTOBER 7, 2022

Exhibit 6: Equitable Marketing Panel Discussion



aaf_buffalo

aaf_buffalo Join AAF Buffalo for a panel discussion focused on developing inclusive communications and messaging strategies for people with disabilities, including those who are visually impaired, hard of hearing or deaf, and who have behavioral or developmental challenges.

As marketing and advertising professionals, we'll discuss how to use appropriate language and messaging in our marketing efforts, as well as available technology and tools to better serve these communities.

Learn more and secure your spot to this free event for members at the link in our bio!

Edited · 2w

Liked by courtneyflynn22 and 24 others

MARCH 7

Exhibit 7: Social Media



aaf aaf_buffalo

aaf aaf_buffalo Students! See behind the scenes at some of Buffalo's best ad agencies and see why they're the talk of the town. This event is FREE to student members and includes a pizza lunch; get tickets now at the link in our bio!
Edited · 28w

moweragency We can't wait to meet some new #FierceFriends!
27w Reply

maryypace 🍕🍕🍕
28w Reply

❤️ 🔍 🗑️

Liked by jhammi and 73 others
AUGUST 30, 2022

😊 Add a comment... [Post](#)

13:22

90



Like Comment Share

Liked by lizmattingly and 57 others

aaf_buffalo Creating a portfolio you can be proud of is just as hard as creating the work that's in it. On Saturday, November 19th, at the University at Buffalo's... more

me_lbrand25 Yay Katie! Best of the best 🍷

October 28, 2022

13:31

89



Like Comment Share

Liked by lindsvisuals and 16 others

aaf_buffalo Hey students! Enter to win \$600 at our annual Don Nichols scholarship competition. All WNY undergraduates are allowed to enter submissions in design, writing, communications, illustration, photography, or fine arts. Entries due 4/13. Find all the details at the link in our bio.

March 16, 2022

Exhibit 8: Don Nichols Scholarship

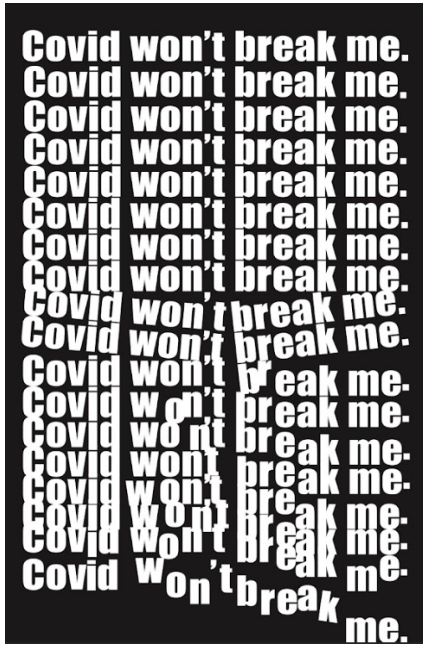
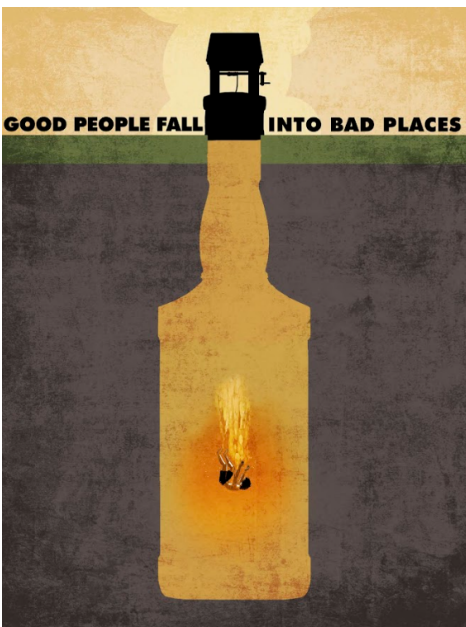
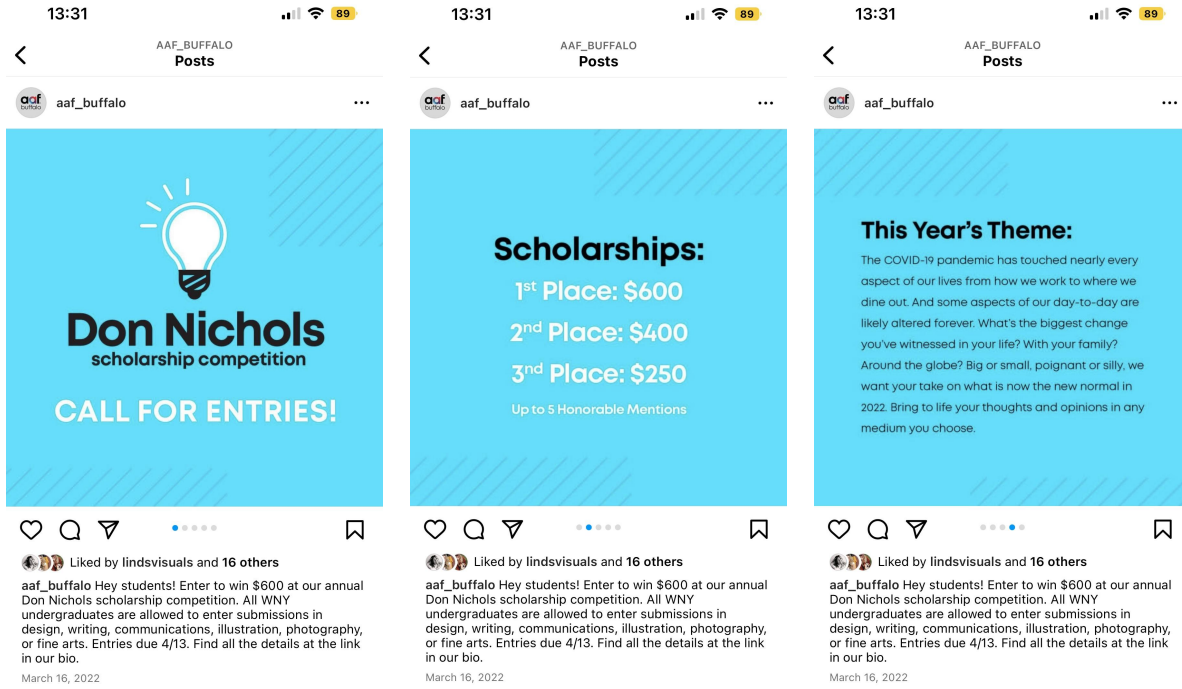


Exhibit 9: Portfolio Review

2022 Portfolio Review

Get pro level portfolio input from some of Buffalo's best agencies

Virtual Event on April 22nd
 Morning Session: 9-12
 Afternoon Session: 1-4
 1 session per student
 Registration Closes: April 20th

Format
 In either the morning or afternoon virtual session, you will present in 3 consecutive, approximately 10-minute slots. During your session, you'll have the time to present your top 3 portfolio pieces to 3 unique agency breakout rooms. These rooms will be made up of a big agency, smaller studio agency and freelancer, and they'll provide input on your work and portfolio's overall design. After the event, all professional members will nominate 1 student to receive a \$300 scholarship per session.

Entry Fees
 Non-member: \$30
 Member: Free
 Registration Closes: April 20th

Professionals
 This year, our breakout rooms will be led by pros Gaila, MC Smith and Hoot pitch- just to name a few.

Prizes
 After the event, all professional volunteers will nominate 1 student to receive a \$300 scholarship per session!

Important information
 Students can present a portfolio website or PDF slide deck. Due to time, we encourage students to present their top 3 pieces. If a student should finish presenting and gathering feedback in under 30 minutes, they're encouraged to show more work. Students are only allowed to attend one session. Each student will receive their presentation schedule before the event.

Questions
 Please direct all questions to your preference, your school's student ambassador or contact:
 Hoot Strategic, AAF Buffalo Board Member
mech@buffalobio.com

Morning Session									
Time	1	2	3	4	5	6	7	8	9
Breakout Room 1: Gaila	Opening remarks students meet join	Kelsey Skora / Villa Maria College	Samuel Krawkowski / Buffalo State	Yulia Goltchikova	Carleen Cook	Emma Lorenz / Daemen University	Jennifer Leung / Buffalo State	Closing remarks students meet join	
Breakout Room 2: MC Smith	Opening remarks students meet join	Jennifer Leung / Buffalo State	Kelsey Skora / Villa Maria College	Samuel Krawkowski / Buffalo State			Emma Lorenz / Daemen University	Closing remarks students meet join	
Breakout Room 3: Doreen Skora & Kim Petherson	Opening remarks students meet join	Emma Lorenz / Daemen University	Jennifer Leung / Buffalo State	Kelsey Skora / Villa Maria College	Samuel Krawkowski / Buffalo State	Carleen Cook	Yulia Goltchikova	Closing remarks students meet join	
Zoom Link:	https://buffalobio.com/meet/147338868								

Afternoon Session									
Time	1	2	3	4	5	6	7	8	9
Breakout Room 1: Crowley Webb	Opening remarks students meet join	Andrew Wozniak / University at Buffalo	Yves Chen / University at Buffalo	Raphaël Keston / University at Buffalo	Jonathan Markta / Villa Maria College	Maria Scortino / Daemen University	Michael Daboli / Carthage College	Closing remarks students meet join	
Breakout Room 2: HYTELN	Opening remarks students meet join	Michael Daboli / Carthage College	Rafael Wozniak / University at Buffalo	Yves Chen / University at Buffalo	Rafael Wozniak / University at Buffalo	Jonathan Markta / Villa Maria College	Maria Scortino / Daemen University	Closing remarks students meet join	
Breakout Room 3: Casey Pines & April Breen	Opening remarks students meet join	Maria Scortino / Daemen University	Michael Daboli / Carthage College	Rafael Wozniak / University at Buffalo	Yves Chen / University at Buffalo	Raphaël Keston / University at Buffalo	Jonathan Markta / Villa Maria College	Closing remarks students meet join	
Zoom Link:	https://buffalobio.com/meet/602707470								

Exhibit 10: Agency Tour

stop 1
 OW Crowley Webb
 Voted a "Best Place to Work" by Buffalo Business First

stop 2
 mower
 100% Employee Owned as of 2022

stop 3
 WHITE BICYCLE
 Part studio, part agency, with six grammy nominations

Liked by jhammi and 73 others
 aaf_buffalo Students! See behind the scenes at some of Buffalo's best ad agencies and see why they're the talk of the town. This event is FREE to student members and includes a pizza lunch; get tickets now at the link in our bio!



Exhibit 11: Brand Hack

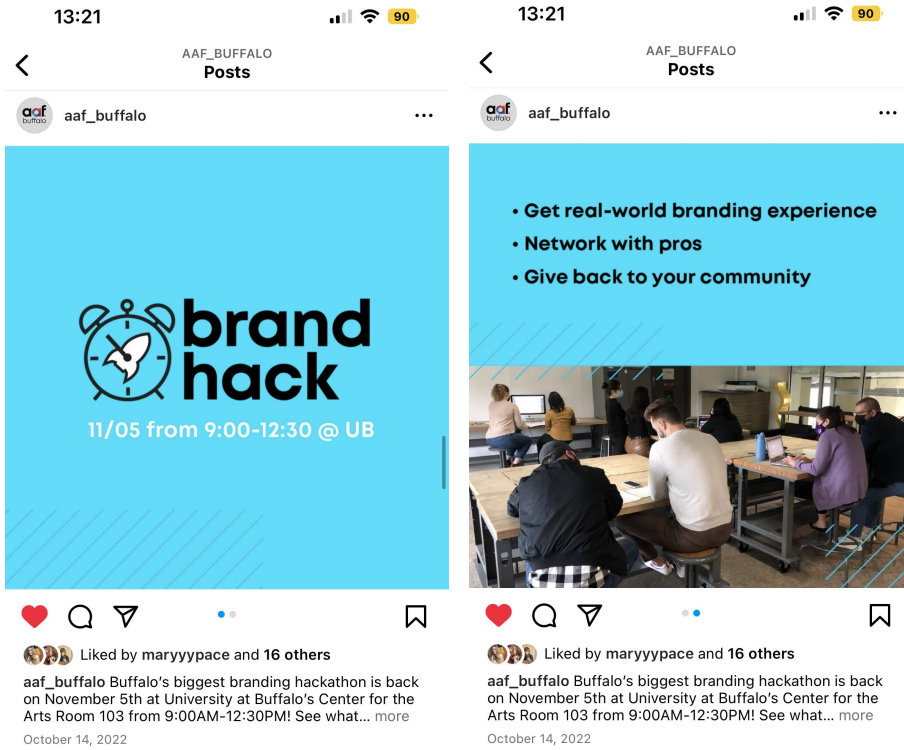


Exhibit 12: Portfolio Seminar



Exhibit 13: Villa Maria College Partnership



Calling All AAF Members!

We're excited to announce that AAF Buffalo now has a new membership benefit for all 2021-2022 members! In partnership with Villa Maria College, all AAF Buffalo members have an exclusive 30% discount to three Marketing and Design Certificate Programs offered by Villa Maria College.

[Learn More](#)

Exhibit 14: American Advertising Awards: Preview Night



aaf_buffalo Preview Night is TONIGHT! Come join your fellow classmates to check out the stellar work that's competing for the crown. And don't forget - your discount for prom ends at midnight 🎉

5w



Liked by chelsea_dc and 23 others

FEBRUARY 15



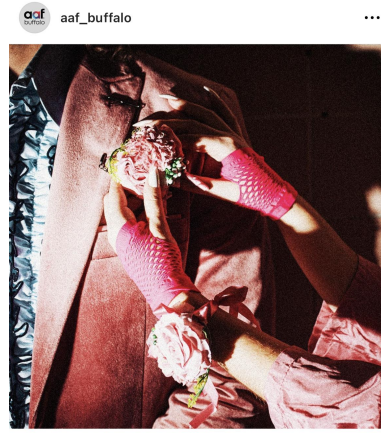
Exhibit 15: American Advertising Awards: Show Night



Liked by r.osalind and 62 others
 aaf_buffalo AAF High is looking for the next King or Queen of advertising. Will you take home the crown? Only time will tell. Pros submit your raddest work by 01/12. Students be sure you submit yours by 01/18. Learn more at the link in our bio
 December 14, 2022



Liked by ryandelmar and 36 others
 aaf_buffalo Only one week left to get your raddest work in. Be sure everything is submitted by midnight on Thursday, January 12. Don't miss your chance to rule the school as the King or Queen of Advertising. Learn more at the link in our bio
 January 5

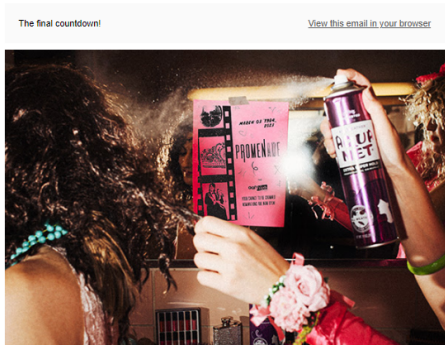


Liked by chrissyppine and 11 others
 aaf_buffalo Attention STUDENTS – you now have an EXTENSION to put the finishing touches on your submissions! Be sure to send in your raddest work by Friday, 1/20 at midnight for a chance at scholarship funds and the all important recognition. Submit now at the link in our bio!
 January 17

Prom Week is Finally Here! [External](#) [Inbox](#)

AAF Buffalo info@aabuffalo.com [malchimpapp.net](#)
 to Adina

Mon, Feb 27, 10:09 AM



It's Finally Prom Week!

The Promenade Award Show is right around the corner, here's the scoop:

Date, Location and Time

Friday, March 3

Social Hall at Buffalo State College (located within the Campbell Student Union)



Exhibit 16: Internal Communications

Thread # communications



Caroline Buchas 10 months ago

Hey @channel - difficult Monday for the Buffalo community following the horrendous event from this weekend. I'd like to put out comms today in support of our city, and I've already communicated to Maura/Lindsay on some details for the initial social post from the club. If anyone has any ideas, or would like to see something specific on our social in the coming days as a way to appropriately tackle the topic and promote some of the many organizations in Buffalo that are providing direct support to the families and friends, please feel free to mention them here. Thank you ❤️



6 replies



Lindsay Neilson 10 months ago

I think this is one of the resources we should provide!: <https://www.buffalocommunityfridges.com/>
<https://www.instagram.com/buffalocommunityfridge/>



Sarah Warner 10 months ago

I know they're not accepting any more monetary donations right now but they listed a bunch of other orgs that could use assistance. FeedMore WNY is another good one to support!



Lindsay Neilson 10 months ago

"Black Love Resists in Rust," "Colored Girls Bike Too" and other small organizations are currently still collecting donations for a long term

May 11th, 2022



Adina Delmar @24 AM

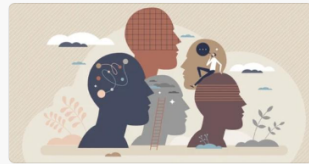
Hi everyone! I received this email blast from Local Boy with this video: <https://www.localboy.tv/mastercard-true-name>
Mastercard's True Name helps transgender people make a name for themselves. You can read more about True Name and listen to people's real stories here.
Thanks!



Adina Delmar 1:12 PM

@channel Hi everyone! I just came across this [article](#) that shares some insights around neurodiversity, give it read when you have time. I think its important to be present and channel a similar mindset as we go into tomorrow's Equitable Marketing Panel and start the planning process for a May event that focuses on hiring diverse talent. Thanks!

Forbes
CEO Strategies For Neurodiversity: Expert Report Insights
In 1987, President Reagan recognized March as Developmental Disabilities Awareness Month and since that time companies have made great strides to support neurodivergent employees. (20 kB)



Adina Delmar 2:04 PM

@channel Here is another powerful post and article from Ad Age that I wanted to share. ❤️
There is a persistent stereotype that people with Down syndrome do not live into their senior years, though this has changed significantly over the years. In Canada, life expectancy for those with Down syndrome has more than doubled in the past 40 years—from 25 years in 1983 to over 60 years today. A new campaign from the Canadian Down Syndrome Society (CDSS) for World Down Syndrome Day addresses this. A series of wonderful portraits by photographer Hilary Gauld shows older people with Down syndrome—their very existence proof that the assumption is outdated.

Ad Age on LinkedIn: There is a persistent stereotype that people with Down syndrome do not... | 13 comments
There is a persistent stereotype that people with Down syndrome do not live into their senior years. But a new series of portraits for the Canadian Down... | 13 comments on LinkedIn (145 kB)



Ad Age
Powerful photo series challenges the perception of older people with Down syndrome
Canadian Down Syndrome Society teamed up with photographer Hilary Gauld to raise awareness about rationwide health needs
May 27th (81 kB)



Mary Pace 2:19 PM

This is so beautiful 🥰



Samantha Burfield 2:49 PM

Thank you all for being so invested in DEI and accessible initiatives! My heart is so filled. ❤️

Exhibit 17: Buffalo Prep: Future Marketer Scholarship

**Future Marketer
Scholarship Recipient**



Hugues Gitego
Canisius High School Class of 2022

**aaf
buffalo**


aaf_buffalo

aaf_buffalo Last week, @buffalo.prep held their annual Celebration event. AAF Buffalo is proud to announce the 2022 Future Marketer Scholarship recipient, Hugues Gitego!

Gitego is planning to study at @buffalostate in the fall with a goal to become an Art Director/Creative Director. We wish him nothing but the best of luck in his studies and are excited to see what the future holds!

44w

♥ 🔍 📌

 Liked by r.rosalind and 16 others

MAY 13, 2022

Exhibit 18: HyperLink Buffalo



Exhibit 19: Mosaic Award



VIA MARKETING DEPARTMENT

Led by Samantha Burfiend

This award means so much to us in a year full of incredible challenges for our city and our organization. It is such a great honor for VIA-Visually Impaired Advancement. It may appear strange for an in-house marketing team to accept this award. Nonetheless, it demonstrates how DE & I initiatives are integrated into every aspect of our business. We accept this honor with pride and gratitude to the organizations and businesses that support our mission of assisting visually impaired individuals in achieving independence. Our marketing goal is to make a difference in the lives of visually impaired people, to uplift Buffalo's underserved communities, and to humanize the city. When we work with clients, we advocate for their success while acknowledging and emphasizing their diverse backgrounds.

In 2022, we worked on projects like Taste Unseen, an integrated YouTube cooking and food series created by staff and client Jordan Bursie that shows what it's like to cook and eat without vision. VIA has also created monthly client spotlight blogs/videos highlighting the range of vision loss. When we aren't creating accessible marketing collateral, we show businesses how to make their businesses accessible through web and social media updates. Finally, we reintroduced our Dining in the Dark experience, in which guests can dine with our clients while receiving vision rehabilitation training. VIA takes pride in providing an accessible, one-of-a-kind event that brings together our staff, clients, and donors.

In addition to these efforts, our most difficult work included marketing support for 211 Western New York. 211 WNY is a free, confidential link to health and human services that operates entirely within VIA and provides job opportunities to people who are blind and visually impaired. About 75% of 211 WNY staff have a visual impairment. Our department's marketing efforts include promoting emergency rental assistance programs, developing communication collateral for people who have recently been released from prison, social media campaigns to help low-income households with tax preparation, marketing DoorDash support for those affected by the Tops on Jefferson shooting, and publishing consistent social media updates throughout the Blizzard of '22.

We appreciate AAF recognizing the work that organizations like ours do for people with disabilities. We hope our spotlight will inspire more Buffalo businesses and agencies to create accessible marketing for all. We are delighted to assist that mission for each of you along the way. Thank you very much!

LOCAL AWARD

MOWER

ONE HUNDRED BLACK MEN OF NEW YORK
"OPEN EVERY DOOR" CAMPAIGN

Doug Kamp Chief Creative Officer

Mike Baron SVP, Group Creative Director, Writer

Chris Steenstra Chief Administrative Officer/
Account Director

Jeffery Peters Account Director, Strategic Planner

Jeff Hopper Creative Director/Art

Amanda Widzinski Senior Art Director

David Jackson Senior Editor/Content Producer

VJ Ortiz Associate Creative Director/Copy

Kearney Erhard Creative Supervisor/Copy

Kit Kuebler Copywriter

Gina Helms Senior Designer

Rich Randazzo Director, Productions Services

Patrick Lewis VP Media Director

Rachel Neumann Project Manager

Black Cub Productions Video Production

Seth Dollar Music Composition

