



amarillo

Cornerstone Initiatives & Events

AAF-Amarillo is proud of its rich involvement in our community, government relations and many more activities that benefit club members and our local area at large.

Here, we outline five broad initiatives we focused on this year.

Initiative 1: Government Relations and Awareness of Broad Advertising Issues

We know the importance of being the “unifying voice for advertising” and ensuring that AAF-Amarillo members know that the AAF is an important voice in the government for keeping jobs tax free, among other important legislative efforts, such as privacy. Because of this importance, AAF-Amarillo always retains a Government Affairs Chair on its board, who focuses on specific goals:

Day at the Capitol/ Day on the Hill

- **Specific Goal:** To participate in and provide education to our membership about national-level issues that affect the advertising industry, specifically by participating in Texas Day at the Capitol, a yearly event organized by AAF-D10 and National AAF Day on the Hill.
- **Event Details:** The AAF-Amarillo Government Affairs Chair served on the District 10 at the Capitol event committee and helped to secure legislators from around the state to meet with local chapters, in addition two other AAF-Amarillo members served on this committee helping with marketing and logistics. Amarillo organized a local watch party to attend Texas Day on the Hill on March 1, 2023. During the event, we learned about and discussed privacy policy, advertising tax and many other issues that could affect our industry. We heard from speakers Clark Rector and GSD&M’s Duff Stewart, along with the state government reps for Texas, Arkansas, Oklahoma and Louisiana. We spoke with representatives and offered our assistance as resources in the advertising industry, specifically our representative John Smithee who was contacted for the event by our Government Affairs Chair. Eight AAF-Amarillo members attended the in-person meet up

(Exhibit 1a-1b), and seven Amarillo-area individuals watched the event remotely via the Zoom link.

- **Target Audience:** AAF-Amarillo members and the community.
- **Strategy:** We used our available communication tools to promote this event to anyone interested in government affairs as it relates to advertising.
- **Execution/Tactics:** We emailed the membership with the link to the virtual event, we promoted on social media, and we made mentions at membership meetings.
- **Additional Results:** As a culmination of our hard work, we were proud to send two AAF-Amarillo members to the AAF National Day on the Hill event on March 23, 2023, in Washington, D.C., where we personally met with several legislators and made valuable connections, should these representatives ever need our assistance or guidance when legislation comes across their desk that pertains to the advertising industry.

Legislative Efforts with AAF National

- **Specific Goal:** Additionally, the AAF-Amarillo government affairs chair keeps a close eye on advertising issues nationally and regionally and delivers information to the membership.
- **Event Details:** Our club participates any time Clark Rector requests our help to support or block legislation. Specifically, we recently wrote to representatives with our concerns about a piece of HB4 in Texas, which focuses on privacy and ensuring that policy matches ones being formed nation-wide. (Exhibit 2)
- **Results:** The legislators were pleased to receive our information and know that we are here for them as a resource.

Understanding Local Government

- **Specific Goal:** Additionally, the AAF-Amarillo government affairs chair in coordination with the programs chair knows it's important for our club members to understand the work of the local representatives.
- **Event Details:** In September, AAF-Amarillo was proud to host Mayor Ginger Nelson, providing the State of the City. Mayor Nelson provided insight into many of the successes that the City of Amarillo had this year. (Exhibit 3)
- **Results:** AAF-Amarillo had more than 30 people attend this luncheon, who became informed on new business, projects and inner workings of city government.

Initiative 2: Diversity, Equity and Inclusion

In AAF-Amarillo, we celebrate our diversity, and we regularly solicit member feedback on where we can improve in diversity, equity and inclusion efforts. This year, we set out to work on three facets of DE&I for Amarillo programming, Mosaic Awards and club/board make-up.

The first goal was to ensure our programming is diverse and includes voices not always heard in our community. This year, AAF-Amarillo had speakers from all over the country of different ethnicities, genders, races and subject matters. We host 20 programs a year, so it is important that we ensure our topics are diverse and delivered by speakers who aren't always top of mind.

- Three of our successful member programs focused on DE&I:
 - **Event details:** Creating a Culture of DEIB in Your Organization with Dr. Yvett Allen Moore (October 2022), The Hispanic Market in the Panhandle sponsored by AM de Amarillo (May 2022) and Living in a Cross-Cultural World is Beautiful with Aldo Quevedo (Mid-April 2022) (Exhibit 4a-4c)
 - **Target audience:** Marketing/communications/advertising professionals, business owners, members, prospective members and students.
 - **Method of promotion:** Email blasts, social media, meeting announcements and word of mouth.
 - **Average attendance:** 30-45 per program with the biggest being the Hispanic Market program.
 - **Strategy:** We use Eventbrite and social media to collect feedback on speakers and programs and to get ideas for future programming.
 - **Execution:** Marketing messages were sent out via email multiple times and on social media for each program. We also recorded the programs and shared information on our closed social media Facebook group for members who could not attend.
 - i. DEIB messaging was “To truly have an organization that exemplifies Diversity, Equity, Inclusion, and Belonging, those principles must be ingrained into the fabric of the organization. This session will take participants through a discussion to assess their current organization climate and learn tools that will help them make the case for DEIB initiatives at their organization, develop strong DEIB initiatives, and ultimately create an organizational culture that does not just talk about DEIB, but that moves forward with action for DEIB.”
 - ii. Based on their personal and journalistic experience, The Hispanic Market in the Panhandle co-presenters Yolanda and Alejandro of AM de Amarillo offer a brief vision of the Hispanic community from a historical, social, and economic perspective, and how its presence in this area has triggered a suggestive and potential market in all areas, especially for trade in general.
 - iii. For the Cross Cultural world, messaging was “The fabric of America has changed forever, but the advertising industry is still catching up. Let’s review some of the most impactful creative work from multicultural agencies in recent years. At the end of the session, we will analyze and discuss some key takeaways we could implement in our day to day, to create more effective ideas.”

The second goal was to award a MOSAIC ADDY:

- **Specific Goal:** Each year, AAF-Amarillo hosts its American Advertising Awards gala in February to celebrate the creative excellence in advertising throughout the Panhandle. We hosted

the 2023 gala on February 24, 2023. The club saw 150 people in attendance, and entry numbers were strong compared to many other clubs in the district. The American Advertising Awards chair was Jody Reynolds. We specifically ensured the judges were prepared to award a Mosaic Addy and selected diverse, talented judges.

- **2023 Event Details:** Entries | Professional: 112 Student: 41 = Total 153 entries
 - Judges were A.B. Barrera, Danielle Salley and Peter Illiopolis
- **Execution:** AAF-Amarillo awarded a professional Mosaic Addy during our 2023 American Advertising Awards gala. The Mosaic award was given on February 24, 2023 to Panhandle-Plains Historical Museum for Quinceañera Traditions video and marketing series. (Exhibit 5a-5b)

The third goal was to ensure AAF-Amarillo supports District Wide Mosaic Award initiatives:

- AAF-Amarillo fully supported the District 10 Mosaic Awards.
 - **Event details:** We knew that by supporting this initiative, we would have a bigger platform to recognize those “doing the work” in our community and showcase it across Texas, Arkansas, Oklahoma and Louisiana.
 - **Target audience:** AAF-Amarillo members
 - **Execution:** Yolanda and Alejandro for AM de Amarillo were nominated as Amarillo’s Mosaic Star and Anna Parsons as Ad 2 Mosaic Star. This award recognizes one individual selected by each of the Tenth District clubs for his or her work in their community promoting the ideals of diversity, equity and inclusion. These individuals have demonstrated unwavering belief in this cause through mentorship, leadership and support of D&I initiatives. This event will happen in April, but nominations and award selection took place in January 2023. AAF-Amarillo has committed to purchasing a table for these individuals and club members to attend in April. (Exhibit 6)

The fourth goal was to support a local DE&I magazine spread with Am de Amarillo.

- **Event details:** Am de Amarillo approached board member David Meraz with the opportunity to feature AAF-Amarillo female leaders in their upcoming Mujeres De Amarillo issue and event celebration.
- **Target audience:** Amarillo Community for the magazine and Hispanic readers
- **Execution:** This year, four women from AAF-Amarillo were selected to be in the Mujeres issue, which focused on female empowerment and the event to photograph and celebrate these women was held in April 2022 at a local restaurant in downtown Amarillo. (Exhibit 7)

The final goal was to ensure our club remained diverse and attuned to DE&I issues in our community.

- **Event details:** Each year, we review our board leadership to determine those who do not have a seat at the table. We are happy to report that we have a diverse board that reflects our community.

- **Target audience:** AAF-Amarillo members
- **Execution:** This year, we continued reminders to club members that board membership is open to anyone interested. We received good responses, and we filled our board positions with qualified people who reflect our community. DE&I is on each board agenda, and we discuss the programming and educational efforts surrounding DE&I to ensure we are providing quality opportunities for our club members. We also discuss prospective members and send emails or visit their place of business to join.

Initiative 3: Education and Community Education Partnership

One of the goals of the AAF is to develop the industry's future leaders. AAF-Amarillo has created two strong community partnerships with Amarillo College and West Texas A&M University, focused on doing just that. In addition, AAF-Amarillo is a staunch supporter of the District 10 GAP Fund.

Partnership with local colleges and universities: West Texas A&M University, Amarillo College and Texas Tech University.

We have for years supported the West Texas A&M University (WTAMU) AAF chapter and NSAC program through monetary gifts (of \$1,500 each year) and guest speakers in their classrooms. This year, West Texas A&M University decided to forgo the NSAC competition, so AAF-Amarillo found other ways to keep them engaged. This year, we focused on graduating seniors, sharing about our advertising community and working to secure more student American Advertising Awards entries.

Secondly AAF-Amarillo has long wanted a partnership with Amarillo College. Newly elected Education Chair Johnny Lawhon was able to forge new relationships because of his attendance at AC. He focused on sharing about our advertising community and working to secure more student American Advertising Awards entries.

In addition, AAF-Amarillo maintains a communications endowed scholarship at Texas Tech University, which is awarded each year.

Senior Mixer Event:

- **Senior Mixer Event Details:** The first event we hosted was a mixer between AAF-Amarillo, AD 2 Amarillo, WTAMU Communication Alumni Network (CAN) and the WTAMU graduating seniors and graduate students. The event was hosted in May and December at WTAMU. Each organization was able to present to the seniors about membership and getting involved. There was food and networking.
- **Senior Mixer Target Audience:** West Texas A&M University communication graduating seniors and members of each group.

- **Senior Mixer Method of Promotion:** Promotion was done in partnership with CAN, AAF-Amarillo, Ad2 Amarillo via social media as well as each professor emailing their seniors to attend. (Exhibit 8)
- **Senior Mixer Execution:** The event was held in May and December, just before finals, for maximum attendance. Food and non-alcoholic beverages were served to entice students to attend. After about 30 minutes of mingling, each organization gave a 10-minute presentation about what they can offer students post graduation. Each speaker focused on how each organization is unique and will benefit the students.
- **Senior Mixer Results:** Seven to eight graduating seniors attended each event along with representatives from each organization. It also resulted in three new Ad 2 members for the organization who will eventually become AAF Amarillo members.

Soliciting Entries:

- **American Advertising Awards Entry Drive Details:** We hosted two events at West Texas A&M University to encourage and assist with American Advertising Awards student entries. During the first event, we had a table in the commons area of the Fine Arts Complex, where we assisted students with questions about submitting their entries to the competition. The second event we hosted was in a conference room in the Fine Arts Complex, where we held student help sessions to guide them through the submission process. Both these events were hosted in December. Furthermore, we stayed in close contact with instructors at both Amarillo College and WTAMU, providing any help or information they needed.
- **American Advertising Awards Entry Drive Target Audience:** West Texas A&M University and Amarillo College Students.
- **American Advertising Awards Entry Drive Method and Promotion:** Emails were sent to instructors about student entries along with a flier advertising the two WTAMU events.
- **American Advertising Awards Entry Drive Execution:** Constant contact was kept with both AC and WTAMU leadership regarding student entries.
- **American Advertising Awards Entry Drive Results.** 41 student entities were submitted (up significantly from the previous year). (Exhibit 9)

Gap Fund Donations:

Each year, AAF-Amarillo supports the District 10 GAP Fund with a donation between \$1,000 and 3,000. This fund is incredibly important to D10 and the future of advertising in our markets.

- **Details:** What is the GAP fund? Collegiate teams working toward the National Student Advertising Competition (NSAC) national finals must first compete at the District level. The GAP fund helps to make it affordable for student teams to enter and compete in the District 10 NSAC each spring. Rather than pass the entire cost to each NSAC team, this fund helps *fill the gap* in funding to make it possible for students to have the experience of being immersed in a real marketing campaign for a national brand. Our donations to the GAP fund provide ongoing funding for student team travel and other expenses needed to compete at the District 10 competition. (Exhibit 10)

- **Target Audience & Method of Promotion:** Each year, AAF-Amarillo hosts a raffle at the American Advertising Awards and at most club meetings to raise GAP funds. We also ask our members to give in honor of their workplace, colleagues or purchase their own membership through the District 10 website.
- **Execution and Results:** This year, AAF-Amarillo is hoping to raise at least \$3,000 for the club to donate in April. Last year, we gave \$1,750 in donations to the fund.

Initiative 4: Hosting a Local American Advertising Awards Gala

- **Specific Goal:** Each year, AAF-Amarillo hosts its American Advertising Awards gala in February to celebrate the creative excellence in advertising throughout the Panhandle. We hosted the 2023 gala on February 24, 2023. The club saw 150 people in attendance (on par with attendance the past few years), and entry numbers were strong compared to many other clubs in the district. The American Advertising Awards chair was Jody Reynolds. (Exhibit 11)
- **2023 Event Details:**
 - Entries | Professional: 112 Student: 41 = Total 153 entries (Exhibit 12)
 - We saw a slight increase this year in professional entries and a huge increase in student entries.
 - Judging Periods
 - We implemented a new system this year to help with workflow and organization. We split virtual judging into two waves:
 - Student virtual judging took place December 5-9, 2022
 - Professional virtual judging took place January 7-11, 2023
 - We tried this system as a way to get ahead on Gala video production and trophy/plaque/certificate creation. This proved to be helpful to the video and trophy vendors, and our judges appreciated the break between the judging sessions.
 - Our three virtual judges were from Laredo, Texas; Columbia, South Carolina; and Tampa, Florida.
 - The American Advertising Awards Gala was at Reed Beverage Event Facility on Friday, February 24, 2023. (Exhibit 13)
- **Target Audience:** Professionals and students in our community
- **Strategy:** Promoted via email, social media and at our programs. We encouraged both professionals and students to enter the competition and to attend our gala in February. We even thanked the sponsors after the gala. (Exhibit 14)

Initiative 5: Broadway Spotlight Series Ad Sales

Specific Goal: We focus heavily on our community and continuing education for our members. We fund these efforts through a 20-plus year partner-program with one of our members, the City of Amarillo, Civic Center Broadway Spotlight theater productions. Our membership sells advertising space for the Broadway Spotlight program, and we split the ad sales with the City of Amarillo. The proceeds we generate from this endeavor are given back to local nonprofits in the form of grants and primarily used for education and training for our members in the form of local programming. (Exhibit 8)

Event Details: This year, we raised more than \$10,000 in sales with the help of our Ad 2 Amarillo sales team and board.

Target Audience: Audience 1 is businesses in our community to purchase the Broadway Spotlight ads; Audience 2 are nonprofits and AAF-Amarillo members, to receive the benefits of the program and understand where the funds come from.

Strategy: Nonprofits we have financially supported with these funds include:

- Sunshine for Charlotte Fun Run for Ronald McDonald House (\$500 donation plus provided six AAF-Amarillo member volunteers for the event, including set up, tear down, course management and food and beverage stations.) (Exhibit 8b)
- West Texas A&M University Celebration of Diversity (nine AAF-Amarillo members attended) (Exhibit 8c)
 - One AAF-Amarillo member, Education Credit Union, was honored for its community efforts in diversity during this event.
 - AAF-Amarillo purchased a table and tickets to attend and support.
- Texas Tech University Scholarship: AAF-Amarillo has long been a supporter of students in our market in a variety of ways. We provide scholarship money to both Amarillo College as well as West Texas A&M University. We have supported both institutions in a variety of ways including financial contributions. About 40 years ago, AAF-Amarillo made the decision to expand our financial support to other markets. We made the commitment to give Texas Tech University in Lubbock, Texas, \$10,000 in support of a scholarship providing support for qualified advertising students. This scholarship is not exclusively funded by our chapter, but rather it is a collaborative effort coordinated by the Texas Tech Foundation. We are proud to be the original investor in this particular scholarship that has grown to help many students over the years. Our "thank you" is the letters and thank you notes we get every year from the university and the recipients. The notes always tell a story of appreciation and need and how we were able to make a significant difference in the life of a young person and future colleague.

Conclusion:

AAF-Amarillo is proud of its longstanding traditions of giving back to our community, supporting our membership, participating in government affairs and doing our part to foster a diverse, inclusive and welcoming organization. It's our hope that these traditions will continue to better our industry and our professional lives for many years to come.

Exhibits

Exhibit 1a: Texas Day on the Hill Watch Party

(In the Zoom screenshot, many of the AAF-Amarillo attendees are in the top corner in the boardroom)

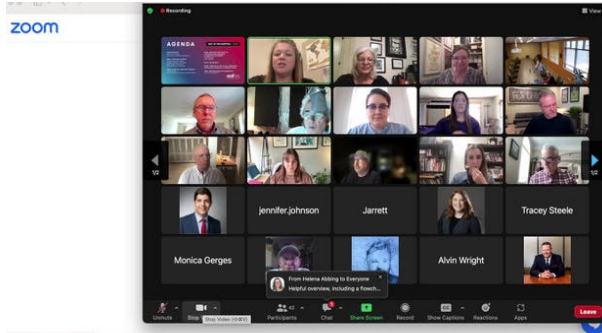


Exhibit 1b: Promoting Day at the Capitol

AAF Amarillo
★ Favorites · February 27 at 10:25 AM · 🌐

Hear from the AAF District 10 Government State Representatives & AAF National team as well as special guests on the important topics we face as marketers. Join our watch party in the Back Classroom at Education Credit Union on Hillside and BYO lunch and drinks! Can't make it to our event? Click below to register and join in via zoom!

<https://aaf10.org/day-at-the-capitol-registration/>

#aaf #aafamarillo #amarillotx #texas #dayatthecapitol

DAY AT THE CAPITOL
A Favor for Our Future
WEDNESDAY, MARCH 1, 2023

The graphic features a stylized profile of a person's head in shades of blue and orange on the left. The central text is in a white box with a gold border. The background is a mix of gold and orange with a pattern of small red dots at the bottom.

Exhibit 2: Letter endorsed by AAF-Amarillo government relations chair to representatives concerning the HB4.



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[EXTERNAL] AAF Alert TX HB 4 - Letter



Joint Ad Trade Letter in Opposition to Texas HB 4(58668802.1).docx
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AAF Texas Leaders,

Congratulations on a successful Day in the Capitol yesterday. I know that many of you discussed HB 4, the proposed Texas Data Privacy law, with your representatives. Later today, AAF and our allied national associations will be sending the attached letter to legislative leaders outlining our concerns with the bill and proposing suggested changes. In order to demonstrate to lawmakers that this is an issue of local, as well as national concern, we would like to have as many Texas clubs as possible join us on the letter. **Unfortunately, time is short, and we need your approval by 2pm Central time today.**

If you would like your club to join us on this letter, please confirm by sending me your logo asap.

I know many of you also received questions about HB 18, the children's online protection bill. I hope that we will have a similar letter expressing our concerns with that legislation soon.

I apologize for the short notice. Thank you for your prompt responses and for all you do for AAF and the advertising industry.

Clark

clark rector

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March 2, 2023

Representative Giovanni Capriglione
EXT E1. 506 Texas House of Representatives
P.O. Box 2910
Austin, TX 78768

Representative Oscar Longoria
Chair of the Texas House Committee on Business & Industry
CAP 4N.4 Texas House of Representatives
P.O. Box 2910
Austin, TX 78768

Representative Cody Vasut
Vice Chair of the Texas House Committee on Business & Industry
EXT E2.712 Texas House of Representatives
P.O. Box 2910
Austin, TX 78768

RE: Texas HB 4 – Oppose

Dear Representative Capriglione, Representative Longoria, and Representative Vasut:

On behalf of the advertising industry, we provide suggested changes to Texas HB 4.¹ We and the companies we represent, many of whom do substantial business in Texas, strongly believe consumers deserve meaningful privacy protections supported by reasonable government policies. However, we are concerned that state efforts to pass privacy laws will only add to the increasingly complex privacy landscape for both consumers and businesses throughout the country. We and our members therefore support a national standard for data privacy at the federal level. As presently drafted, HB 4 contains provisions that are out-of-step with privacy laws in other states. We therefore

¹ Texas HB 4, 88th Legis. Reg. Sess. (2023), located [here](#) (hereinafter, “HB 4”).

encourage Texas legislature to update the bill so it more closely aligns with recently enacted legislation in the majority of other states, such as the Virginia Consumer Data Protection Act (“VCDPA”).²

As the nation’s leading advertising and marketing trade associations, we collectively represent thousands of companies across the country. These companies range from small businesses to household brands, advertising agencies, and technology providers. Our combined membership includes more than 2,500 companies that power the commercial Internet, which accounted for 12 percent of total U.S. gross domestic product (“GDP”) in 2020.³ By one estimate, over half a million jobs in Texas are related to the ad-subsidized Internet.⁴ Our group has more than a decade’s worth of hands-on experience it can bring to bear on matters related to consumer privacy and controls. We would welcome the opportunity to engage with you further on our suggested amendments to the bill outlined here.

I. Texas Should Take Steps to Harmonize its Approach to Privacy with Other State Laws

Rather than adopt HB 4 as is, we encourage the legislature to consider a framework for data privacy that better aligns with recently enacted privacy legislation in other states, such as the VCDPA. In the current absence of a national standard for data privacy at the federal level, it is critical for legislators to seriously consider the costs to both consumers and businesses that will accrue from a patchwork of differing privacy standards across the states. Harmonization with existing privacy laws is critical to minimizing costs of compliance and fostering similar consumer privacy rights for consumers, particularly in a state like Texas that has one of the largest economies in U.S. states and in the world.⁵

One way that HB 4 presently diverges from existing state privacy laws is its definitions of key terms—“sale of personal data” and “personal data.” Currently, the bill defines “sale of personal data” to include “*the sharing, disclosing, or transferring of personal data for monetary or other valuable consideration.*”⁶ Including the language “the sharing, disclosing, or transferring” and “or other valuable consideration” increases compliance burdens for businesses by introducing unnecessary ambiguity to what constitutes a sale and diverges from existing “sale” definitions, like in the VCDPA. Meanwhile, this additional language fails to provide a commensurate benefit or protection to consumers. The bill should harmonize its definition with that of the VCDPA and define sale to mean “the exchange of personal data for monetary consideration.”

Similarly, the bill diverges in other key terms by explicitly including pseudonymous data and sensitive data in the definition of “personal data.” This approach would create confusion. Including pseudonymous and sensitive data in the definition of personal data fails to heighten protections for

² See, e.g., Virginia Consumer Data Protection Act, Va. Code Ann. §§ 59.1-575 et. seq.

³ John Deighton and Leora Kornfeld, *The Economic Impact of the Market-Making Internet*, INTERACTIVE ADVERTISING BUREAU, 134-35 (Oct. 18, 2021), located at https://www.iab.com/wp-content/uploads/2021/10/IAB_Economic_Impact_of_the_Market-Making_Internet_Study_2021-10.pdf (hereinafter, “Deighton & Kornfeld 2021”).

⁴ *Id.* at 132.

⁵ See State of Texas Governor’s Office, *Texas Economic Development – Texas Economic Snapshot*, located [here](#) (stating that “Texas is ranked as the ninth-largest economy among nations of the world, larger than Canada, Korea, Russia and Australia.”).

⁶ HB 4 at Sec. 541.002(28) (emphasis added).

consumers, because existing laws like the VCDPA already treat these forms of data as personal data. By departing from established standards in other state laws that do not expressly include these terms in their “personal data” definitions, HB 4 would generate more confusion among consumers, businesses, and regulators in an already crowded field of definitions of “personal data.” Instead, we recommend that you amend HB 4 to remove the express inclusion of pseudonymous and sensitive data from the definition of personal data.

Absent amendments to HB 4 to unify its approach with existing state privacy laws, the costs to facilitate compliance with divergent state privacy requirements would be significant. To make the point: a regulatory impact assessment of the California Consumer Privacy Act of 2018 (“CCPA”) concluded that the initial compliance costs to California firms for the CCPA *alone* would be \$55 billion.⁷ Additionally, a recent study on a proposed privacy bill in a different state found that the proposal would have generated a direct initial compliance cost of between \$6.2 billion to \$21 billion, and an ongoing annual compliance cost of between \$4.6 billion to \$12.7 billion for companies.⁸ Other studies confirm the staggering costs associated with different state privacy standards. One report found that state privacy laws could impose out-of-state costs of between \$98 billion and \$112 billion annually, with costs exceeding \$1 trillion dollars over a 10-year period and small businesses shouldering a significant portion of the compliance cost burden.⁹ Texas should not add to this compliance burden for businesses and should instead opt for an approach to data privacy that is in harmony with already existing state privacy laws.

II. The Data-Driven and Ad-Supported Online Ecosystem Benefits Texas Residents and Fuels Economic Growth

Over the past several decades, data-driven advertising has created a platform for innovation and tremendous growth opportunities. A recent study found that the Internet economy’s contribution to the United States’ GDP grew 22 percent per year since 2016, in a national economy that grows between two to three percent per year.¹⁰ In 2020 alone, it contributed \$2.45 trillion to the U.S.’s \$21.18 trillion GDP, which marks an eightfold growth from the Internet’s contribution to GDP in 2008 of \$300 billion.¹¹ Additionally, more than 17 million jobs in the U.S. were generated by the commercial Internet in 2020, 7 million more than four years prior.¹² More Internet jobs, 38 percent, were created by small firms and self-employed individuals than by the largest Internet companies, which generated

⁷ See State of California Department of Justice Office of the Attorney General, *Standardized Regulatory Impact Assessment: California Consumer Privacy Act of 2018 Regulations* at 11 (Aug. 2019), located at <https://www.oag.ca.gov/sites/all/files/agweb/pdfs/privacy/ccpa-isor-appendices.pdf>.

⁸ See Florida Tax Watch, *Who Knows What? An Independent Analysis of the Potential Effects of Consumer Data Privacy Legislation in Florida* at 2 (Oct. 2021), located at <https://floridataxwatch.org/DesktopModules/EasyDNNNews/DocumentDownload.ashx?portalid=210&moduleid=34407&articleid=19090&documentid=986>.

⁹ Daniel Castro, Luke Dascoli, and Gillian Diebold, *The Looming Cost of a Patchwork of State Privacy Laws* (Jan. 24, 2022), located at <https://itif.org/publications/2022/01/24/looming-cost-patchwork-state-privacy-laws> (finding that small businesses would bear approximately \$20-23 billion of the out-of-state cost burden associated with state privacy law compliance annually).

¹⁰ Deighton & Kornfeld 2021 at 5.

¹¹ *Id.*

¹² *Id.*

34 percent.¹³ The same study found that the ad-supported Internet supported 566,061 full-time jobs across Texas, more than double the number of Internet-driven jobs from 2016.¹⁴

A. Advertising Fuels Economic Growth

Data-driven advertising supports a competitive online marketplace and contributes to tremendous economic growth. Overly restrictive legislation that significantly hinders certain advertising practices, such as third-party tracking, could yield tens of billions of dollars in losses for the U.S. economy—and, importantly, not just in the advertising sector.¹⁵ One recent study found that “[t]he U.S. open web’s independent publishers and companies reliant on open web tech would lose between \$32 and \$39 billion in annual revenue by 2025” if third-party tracking were to end “without mitigation.”¹⁶ That same study found that the lost revenue would become absorbed by “walled gardens,” or entrenched market players, thereby consolidating power and revenue in a small group of powerful entities.¹⁷ Smaller news and information publishers, multi-genre content publishers, and specialized research and user-generated content would lose more than an estimated \$15.5 billion in revenue.¹⁸ According to one study, “[b]y the numbers, small advertisers dominate digital advertising, precisely because online advertising offers the opportunity for low cost outreach to potential customers.”¹⁹ Absent cost-effective avenues for these smaller advertisers to reach the public, businesses focused on digital or online-only strategies would suffer immensely in a world where digital advertising is unnecessarily encumbered by overly-broad regulations.²⁰ Data-driven advertising has thus helped to stratify economic market power and foster competition, ensuring that smaller online publishers can remain competitive with large global technology companies.

B. Advertising Supports Texas Residents’ Access to Online Services and Content

In addition to providing economic benefits, data-driven advertising subsidizes the vast and varied free and low-cost content publishers offer consumers through the Internet, including public health announcements, news, and cutting-edge information. Advertising revenue is an important source of funds for digital publishers,²¹ and decreased advertising spends directly translate into lost profits for those outlets. Revenues from online advertising based on the responsible use of data

¹³ *Id.* at 6.

¹⁴ Compare *id.* at 134-35 (Oct. 18, 2021), located [here](#) with John Deighton, Leora Kornfeld, and Marlon Gerra, *Economic Value of the Advertising-Supported Internet Ecosystem*, INTERACTIVE ADVERTISING BUREAU, 106 (2017), located [here](#) (finding that Internet employment contributed 253,097 full-time jobs to the Texas workforce in 2016 and 566,061 jobs in 2020).

¹⁵ See John Deighton, *The Socioeconomic Impact of Internet Tracking 4* (Feb. 2020), located at <https://www.iab.com/wp-content/uploads/2020/02/The-Socio-Economic-Impact-of-Internet-Tracking.pdf>.

¹⁶ *Id.* at 34.

¹⁷ *Id.* at 15-16.

¹⁸ *Id.* at 28.

¹⁹ J. Howard Beales & Andrew Stivers, *An Information Economy Without Data*, 9 (2022), located [here](#).

²⁰ See *id.* at 8.

²¹ See Howard Beales, *The Value of Behavioral Targeting 3* (2010), located at https://www.researchgate.net/profile/Howard-Beales/publication/265266107_The_Value_of_Behavioral_Targeting/links/599ecee6fdcc500355d5af/The-Value-of-Behavioral-Targeting.pdf.

support the cost of content that publishers provide and consumers value and expect.²² And, consumers tell us that. In fact, consumers valued the benefit they receive from digital advertising-subsidized online content at \$1,404 per year in 2020—a 17% increase from 2016.²³ Another study found that the free and low-cost goods and services consumers receive via the ad-supported Internet amount to approximately \$30,000 of value per year, measured in 2017 dollars.²⁴ Legislative frameworks that inhibit or restrict digital advertising can cripple news sites, blogs, online encyclopedias, and other vital information repositories, and these unintended consequences also translate into a new tax on consumers. The effects of such legislative frameworks ultimately harm consumers by reducing the availability of free or low-cost educational content that is available online.

C. Consumers Prefer Personalized Ads & Ad-Supported Digital Content and Media

Consumers, across income levels and geography, embrace the ad-supported Internet and use it to create value in all areas of life. Importantly, research demonstrates that consumers are generally not reluctant to participate online due to data-driven advertising and marketing practices. One study found more than half of consumers (53 percent) desire relevant ads, and a significant majority (86 percent) desire tailored discounts for online products and services.²⁵ Additionally, in a recent Zogby survey conducted by the Digital Advertising Alliance, 90 percent of consumers stated that free content was important to the overall value of the Internet and 85 percent surveyed stated they prefer the existing ad-supported model, where most content is free, rather than a non-ad supported Internet where consumers must pay for most content.²⁶ Indeed, as the Federal Trade Commission noted in its comments to the National Telecommunications and Information Administration, if a subscription-based model replaced the ad-based model, many consumers likely would not be able to afford access to, or would be reluctant to utilize, all of the information, products, and services they rely on today and that will become available in the future.²⁷

Laws that restrict access to information and economic growth can have lasting and damaging effects. The ability of consumers to provide, and companies to responsibly collect and use, consumer data has been an integral part of the dissemination of information and the fabric of our economy for decades. The collection and use of data are vital to our daily lives, as much of the content we consume over the Internet is powered by open flows of information that are supported by advertising. We therefore respectfully ask you to carefully consider HB 4's potential impact on advertising, the

²² See John Deighton & Peter A. Johnson, *The Value of Data: Consequences for Insight, Innovation & Efficiency in the US Economy* (2015), located at <https://www.ipc.be/~media/documents/public/markets/the-value-of-data-consequences-for-insight-innovation-and-efficiency-in-the-us-economy.pdf>.

²³ Digital Advertising Alliance, *Americans Value Free Ad-Supported Online Services at \$1,400/Year; Annual Value Jumps More Than \$200 Since 2016* (Sept. 28, 2020), located [here](#).

²⁴ J. Howard Beales & Andrew Stivers, *An Information Economy Without Data*, 2 (2022), located [here](#).

²⁵ Mark Sableman, Heather Shoenberger & Esther Thorson, *Consumer Attitudes Toward Relevant Online Behavioral Advertising: Crucial Evidence in the Data Privacy Debates* (2013), located at https://www.thompsoncoburn.com/docs/default-source/Blog-documents/consumer-attitudes-toward-relevant-online-behavioral-advertising-crucial-evidence-in-the-data-privacy-debates.pdf?sfvrsn=86d44cea_0.

²⁶ Digital Advertising Alliance, *Zogby Analytics Public Opinion Survey on Value of the Ad-Supported Internet Summary Report* (May 2016), located at https://digitaladvertisingalliance.org/sites/aboutads/files/DAA_files/ZogbyAnalyticsConsumerValueStudy2016.pdf.

²⁷ Federal Trade Commission, *In re Developing the Administration's Approach to Consumer Privacy*, 15 (Nov. 13, 2018), located at https://www.ftc.gov/system/files/documents/advocacy_documents/ftc-staff-comment-ntia-developing-administrations-approach-consumer-privacy/p195400_ftc_comment_to_ntia_112018.pdf.

consumers who reap the benefits of such advertising, and the overall economy before advancing it through the legislative process.

* * *

We and our members support protecting consumer privacy. We believe, however, that HB 4 would impose requirements that would be misaligned with other state privacy laws. We therefore respectfully ask you to decline to advance the bill in its current form. We are eager and willing to work with you on alternative, comprehensive privacy legislation that balances consumer privacy and choice with preserving the benefits that come from the responsible use of data.

Thank you in advance for your consideration of this letter.

Sincerely,

Christopher Oswald
EVP for Law, Ethics & Govt. Relations
Association of National Advertisers
202-296-1883

Alison Pepper
Executive Vice President, Government Relations
American Association of Advertising Agencies, 4A's
202-355-4564

Lartese Tiffith
Executive Vice President for Public Policy
Interactive Advertising Bureau
212-380-4700

Clark Rector
Executive VP-Government Affairs
American Advertising Federation
202-898-0089

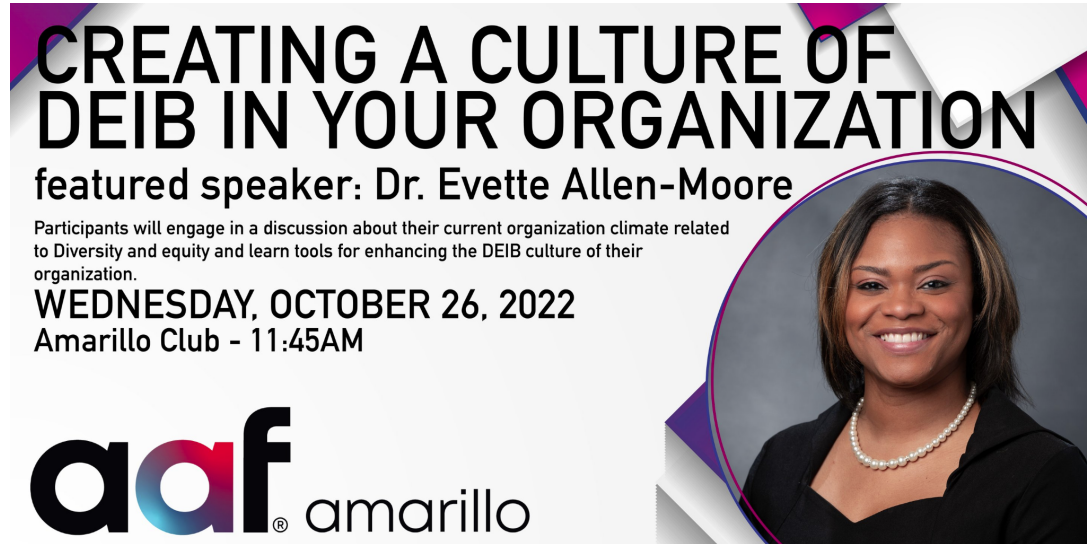
Lou Mastria, CIPP, CISSP
Executive Director
Digital Advertising Alliance
347-770-0322

CC: Mike Signorelli, Venable LLP
Allie Monticollo, Venable LLP

Exhibit 3:



Exhibit 4a: Diversity Speakers



CREATING A CULTURE OF DEIB IN YOUR ORGANIZATION

featured speaker: Dr. Evette Allen-Moore

Participants will engage in a discussion about their current organization climate related to Diversity and equity and learn tools for enhancing the DEIB culture of their organization.

WEDNESDAY, OCTOBER 26, 2022
Amarillo Club - 11:45AM

aaf® amarillo




Exhibit 4b



THE HISPANIC MARKET IN THE PANHANDLE

featured speakers: Yolanda Mendoza & Alejandro Fernandez

Based on personal and journalistic experience, Yolanda & Alejandro offer a brief vision of the Hispanic community from a historical, social, and economic perspective, and how its presence in the Panhandle has triggered a suggestive and potential market in all areas, especially for trade in general.

WEDNESDAY, MAY 25, 2022
Amarillo Club's 30th Floor - 11:45AM

aaf® amarillo



The Hispanic Market in the Panhandle

Wed, May 25, 11:45 AM

Amarillo Club • Amarillo, TX

\$0 - \$25

Exhibit 4c



Living in a Cross-Cultural World is Beautiful

Wed, Apr 13, 11:45 AM

Amarillo Club • Amarillo, TX

\$0 - \$25

Exhibit 5a: Mosaic Award Winners



Exhibit 5b: Mosaic Award Creative



Quinceañera Traditions
Panhandle-Plains Historical Museum
Hispanic History Month - Dr. Gonzales-Martin • 3:23
Quinceañera Traditions - Maria Garcia • 3:48
[VIEW FULL PLAYLIST](#)



Quinceañera Traditions
25 views • 8 months ago
Panhandle-Plains Historical Museum
Rich with historic and symbolic meaning, Quinceañera Traditions showcases the pageantry of the quinceañera marks a fifteen ...



Quinceañera Traditions - Debany Odeth Arciniega-Saenz
47 views • 9 months ago
Panhandle-Plains Historical Museum
Debany Odeth Arciniega-Saenz is one of the contributors to our newest textile exhibit, Quinceañera Traditions. Debany shares her ...
[Intro](#) | [Finding a Dress](#) | [Making Your Own](#) | [Special Moments](#) | [Outro](#) 5 chapters

Exhibit 6: Mosaic Stars

Also, just a heads up, our **Mosaic** Star winners were notified today. See below. We are actively gathering accurate company and titles as well as headshots.

Ad 2 Austin Rising **Mosaic** Star – Danielle Martinez
Ad 2 Amarillo Rising **Mosaic** Star – Anna Parsons
Ad 2 Dallas Rising **Mosaic** Star – DeShaun Artis
AAF Amarillo **Mosaic** Star – Yolanda Mendoza
AAF Dallas **Mosaic** Star – Marty McDonald
AAF East Texas **Mosaic** Star – Callynth Finney
AAF Fort Worth **Mosaic** Star – Jonathan Morris
AAF Houston **Mosaic** Star – Sonny Villarreal III

Thanks!
Crystal

Crystal Gonzales

crystaldemott@gmail.com | 608.931.3055
District 10 Governor, 2022-2023
[d10 facebook](#) | [d10 linkedin](#) | [d10 website](#)

Exhibit 7: AM de Amarillo Photoshoot Mujeres



Exhibit 8: Winter Social



Exhibit 9: Student Flier for Award Entries

**The wait
is over**
IT'S TIME TO
**enter
all the things**
AND
WIN BIG!
SUBMIT YOUR WORK TODAY AT AAFAMARILLO.ORG

American Advertising Awards
KEY DATES

NOV. 28, 1-5PM - Q&A SESSION
WTAMU TV FOYER (FAC BUILDING)

DEC. 1, 1-5PM - ONLINE ENTRY SUBMISSION HELP
WTAMU CONFERENCE ROOM 195 (FAC BUILDING)



Exhibit 10: GAP Fund

GAP FUND

growing advertising professionals

The next generation of industry innovators is learning the advertising profession today. **gap fund** donations support superior academic and practical opportunities that transform bright students into brilliant creative thinkers.

WHAT IS THE GAP FUND?



Collegiate teams working towards the National Student Advertising Competition (NSAC) national finals must first compete at the District level.

The **gap fund** helps to make it affordable for student teams to enter and compete in the District 10 NSAC each spring.

Rather than pass the entire cost to each NSAC team, this fund helps *fill the gap* in funding to make it possible for students to have the experience of being immersed in a real marketing campaign for a national brand.

Your donations to the **gap fund** provide ongoing funding for student team travel and other expenses needed to compete at the District 10 competition. Because each year brings a new group of students to the District's education initiatives, you will be offered an opportunity to renew your 100% tax deductible **gap fund** donation annually.

THERE IS NO BETTER WAY TO SUPPORT THE FUTURE OF OUR INDUSTRY.



QUESTIONS?
Amanda Jordan, gap fund Chair
[Email](#)

Exhibit 11: Amarillo American Advertising Awards



AMERICAN
ADVERTISING
AWARDS

IT'S TIME.

AMERICAN ADVERTISING AWARDS
FRIDAY, FEBRUARY 24, 2023
6 - 11 PM | REED BEVERAGE

**YOU IN
OR WHAT?**

FOR SPONSORSHIP INFO CONTACT
JODY@EXPIOCONSULTING.COM

aaf american
advertising
federation
amarillo

Exhibit 12: Amarillo American Advertising Awards Student & Professional Winners

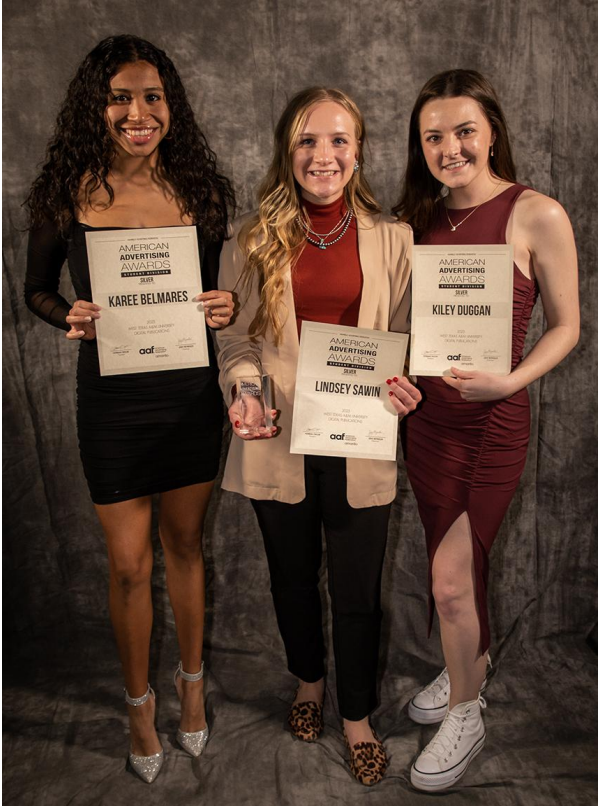


Exhibit 13: At the Event



Exhibit 14a:



Exhibit 14b:



Exhibit 15: Broadway Spotlight Sales Piece

The ²⁰²²/₂₀₂₃ Broadway Spotlight Series

The American Advertising Federation-Amarillo in cooperation with the Amarillo Civic Center Complex presents an opportunity to promote your products and services in the 2022-23 Broadway Spotlight Series program. This season's shows are:

Jesus Christ Superstar	January 3 - 4, 2023
Legally Blonde the Musical	February 27 - 28, 2023
Anastasia	April 3 - 4, 2023
Fiddler on the Roof	May 9 - 10, 2023

Advertisement	Dimension (w x h)	19-20 Advertiser	New advertiser
Outside Back Cover	5x8	<input type="checkbox"/> \$1000.00	<input type="checkbox"/> \$1,400.00
Inside Front Cover	5x8	<input type="checkbox"/> \$775.00	<input type="checkbox"/> \$1,100.00
Inside Back Cover	5x8	<input type="checkbox"/> \$775.00	<input type="checkbox"/> \$1,100.00
Full Page	5x8	<input type="checkbox"/> \$625.00	<input type="checkbox"/> \$900.00
Half Page	5x4	<input type="checkbox"/> \$400.00	<input type="checkbox"/> \$600.00

Instructions for Ad:

Exact repeat (no changes) Repeat Ad (with changes) New Ad provided

Advertiser: _____ Contact: _____

Address: _____ City: _____

State: _____ Zip: _____

Email: _____ Signature: _____

Deadline and payment for ad is November 1, 2022
Proceeds support Advertising Education in the area schools.

Please send ads to: Ad2Amarillo@gmail.com.
 For questions, contact Haley Matlack at (806) 683-1340

Make checks payable to: AAF Ways & Means
 P.O. Box 1635
 Amarillo, TX 79105



Exhibit 16a: Sunshine for Charlotte



Exhibit 16b: WTAMU Diversity Event- Celebration of Color







WT Office for Diversity and Inclusion
WEST TEXAS A&M UNIVERSITY
WT Office of Communication and Marketing
WEST TEXAS A&M UNIVERSITY

WT Alumni Association
WEST TEXAS A&M UNIVERSITY
WT Cornette Library
WEST TEXAS A&M UNIVERSITY

CELEBRATION of Color

6 p.m. Friday, September 30 in Legacy Hall

Honoring

			
Pearlene Grayson Martin	J.E. Sauseda	Jimmie Vaughn Adams	Dr. David Willis

Diversity Community Service Awards for contributions to diversity at WT

Morgan Stanley	Education Credit Union
The Dinga Hollingsworth Group at Morgan Stanley	Learn More. Live More.

Tickets \$30 per person. Register now at wtamu.edu/celebrationofcolor or scan the QR code. For information, call 806-651-8482 or email diversity-inclusion@wtamu.edu.

