Dear [[NAME OF RECIPIENT]],

[[NAME OF YOUR ORGANIZATION]] would like to request your participation in a panel discussion on the portrayal of African-American women in advertising and the media on [[DATE, TIME]] in/at [[LOCATION/EVENT IF APPLICABLE]] titled, “[[NAME OF DISCUSSION]].”

In 2017, the American Advertising Federation (AAF), along with the Zeta Phi Beta Sorority, Inc. and professors at the University of Missouri’s School of Journalism collaborated on a study on the impact advertising, reality television, news and other media have on the perceptions of African-American women. The study was conducted among 1000 women, 18-24; including a subset of 250 African-American women and 250 Caucasian women. You can review a topline of the study on the AAF’s website online here.

Our goal is to use the information from the study to facilitate institutional changes in the way African-American women are depicted in advertising and media. Your expertise on this subject matter could bring great insight to these panel discussions.

This initiative is a continuation of the 2015 AAF Watch Parties and the 2016 AAF white paper “Reality TV: Entertaining, but no Laughing Matter,” which examined the state of African-American images in reality television, their effects on public perception and policy and the role that people of good will can play in driving change.

Below is additional information about the study and partnering organizations:

2017 Study:

[Ad Age, September 27, 2017](http://adage.com/article/media/angry-black-woman-makes-real-women-angry/310633/)

[Ad Age, September 28, 2017](http://adage.com/article/special-report-advertising-week/live-blog-advertising-week-day/310666/#women)

[The Washington Post, October 27, 2017](https://www.washingtonpost.com/news/post-nation/wp/2017/10/27/reality-tv-gives-the-angry-black-woman-a-bad-name-sometimes-anger-is-a-good-thing/?utm_term=.8e1831d6aceb)

Reality TV White Paper:

[“REALITY TV: ENTERTAINING… BUT NO LAUGHING MATTER”](http://www.aaf.org/_PDF/AAF%20Website%20Content/000_Research/Research_Whitepaper_WatchParty.pdf)

Partnering Organizations

[AAF’s Mosaic Center on Multiculturalism](http://www.aaf.org/AAFMemberR/OUR_EFFORTS/Mosaic_Center_for_Multiculturalism/AAFMemberR/Efforts/Mosaic_Center_Multiculturalism.aspx?hkey=ad079182-5872-4a15-b73c-72cfb4aed168)

[Zeta Phi Beta Sorority, Inc.](http://zphib1920.org/our-history/)

[ADCOLOR](http://adcolor.org/)

We hope your schedule will allow you to participate. I am also available to discuss this opportunity and the research further over the phone, just let me know.

Sincerely,

[[Your Name]]  
[[Your Title]]  
[[Your Company]]