

2005-2006 Club Achievement
Austin Advertising Federation
Advertising Education

BACKGROUND AND OBJECTIVES

The Advertising Education Committee operates on the belief that education and professional growth is a never-ending process. With that core concept in mind, the Austin Advertising Federation has implemented a series of programs targeted at both advertising students and industry professionals. Austin Advertising Federation education initiatives this past year have included:

- Internship Directory
- Advertising Education Student Liaison
- Mentoring program
- Advertising Education guest speakers
- Student pro-bono volunteer opportunities
- Job and internship fair discount to members
- Cultural diversity program
- Ad Grad program
- Scholarships
- Advertising Education Sponsorships and support for National Student Advertising team
- March Luncheon: Cultural Diversity Panel

Austin Advertising Federation's education initiatives have fostered a close relationship between local universities and the Austin advertising community. We see advertising education—to both students and professionals—as one of our principal responsibilities to the Austin advertising community.

SUPPORTING ACTIVITIES

Internship Directory

Objective: To provide an on-line internship resource to students and the advertising industry. To provide this resource to the AAF 10th District.

Details and Results:

The Austin Advertising Federation Internship Directory currently contains 74 internship listings for over 65 different companies, and is updated regularly. The companies represent some of the best agencies in the region, including shops in Houston, Dallas, and Oklahoma City. Students can access the Internship Directory to find out which companies are hiring and search according to geography, type of position, compensation or a variety of other factors. In addition, students and professionals can use the directory as a resource to gain valuable contacts at reputable companies.

The Internship Directory is posted under the Student section of the Austin Advertising Federation website and provides contact information for employers to post or update their internship listings. The Austin Ad Fed also provides a copy for posting on the 10th District website.

Advertising Education Student Liaison

Objective: To include student representatives on the Board of the Austin Advertising Federation and foster a close relationship between the professional and student chapters.

Details and Results:

The Austin Advertising Federation worked closely with the Texas Advertising Group (TAG), the undergraduate advertising organization at the University of Texas at Austin. Stephanie Peterson and Nancy Jeng, who both served as President of TAG during the 2005-2006 term were appointed to the position of Advertising Education Liaison on the Austin Ad Fed Board during their respected tenures. The Graduate Advertising Council at UT is represented by board member Jodi Smith. The inclusion of the students within the Austin Ad Fed board allowed advertising professionals and aspiring students to maintain a mutually beneficial professional relationship.

The joint efforts of Texas Advertising Group and Austin Advertising Federation also allowed for better communication between the two organizations. As the Advertising Education Liaison, Nancy and Stephanie had the privilege of attending the Board meetings and networking with industry professionals. They also held the responsibility of relaying the information back to the Texas Advertising Group and making sure the two groups coordinated and cooperated on industry-related activities. The development of the Advertising Education

Liaison position provided a crucial bridge between the professional world and advertising academia.

Mentoring Program

Objective: To provide a network of advertising professionals from which the University of Texas Student Advertising Group could solicit mentors.

Details and Results:

Katie Scofield, the Vice President of Industry Relations of Texas Advertising Group, kept in close contact with many Austin Advertising Federation members during her tenure. Katie was responsible for setting up a mentor program that paired students up with professionals who shared similar career objectives. Many Ad Fed members donated their time to this program, helping students learn more about the industry.

The program worked by pairing up students with industry professionals in their field of interest and called for students to take their own initiative in setting up meetings and job shadowing events with their mentors. Students met with mentors on their own time and took the responsibility of maintaining a relationship with their mentors. Several mentors attended the TAG socials, networking with the members and providing insight into the industry. The mentor program provided students a way into the industry, which is sometimes all it takes to push advertising hopefuls towards success.

Student Volunteer Opportunities and Pro-Bono Work

Objective: To allow students to gain hands on experience in a real-life advertising industry environment.

Details and Results:

The Austin Ad Fed President set increasing volunteer opportunities as a principal club goal this year. We launched a new volunteer campaign with the brand message *Give it Away. It Comes Back*. The campaign featured email broadcasts soliciting volunteers, who were directed to new web pages outlining our three pro-bono campaigns. Our new volunteer coordinator work closely with student ad club volunteer coordinators in recruiting many students for Ad Fed projects. Dozens of students volunteered to help set up the ADDY Awards Show and work with our public service teams creating campaigns for Art From the Streets, the Hill Country Ride for AIDS, and The Sims Foundation.

Three Texas Advertising Group students were recruited to design the 2006 ADDY Winners Book. The students put their skills to work on a pro-bono project that resulted in a professional ADDY Winners Book that now sits at every major advertising agency in Austin. By integrating the students into the production process, the Austin Advertising Federation was able to provide a great resume piece to several young creatives, and received a great promotional piece to use in the local ADDY award show.

The pro-bono work proved to be such a success that the students were hired to create the screen still slides for the awards show video. The three students were compensated for their work and acknowledged during the ADDY Awards show. Their story serves as an example of how pro-bono work can often lend itself to greater opportunities.

Advertising Education Speakers

Objective: To bring seasoned Advertising Federation professionals to campus meetings and allow students to get a glimpse of the advertising world.

Details and Results:

Several Ad Fed members including President Scott Van Osdol, Mark McGarrah and Lisa O'Neill spoke at The University of Texas at Austin and Texas State University. The guest speaker events brought the faces of the Austin Advertising Federation directly to the students and allowed them to catch a glimpse of the Austin advertising world within the familiarity of the campus setting. Scott's presentation at a Texas Advertising Group meeting educated students on the activities and programs of the Austin Advertising Federation. Lisa O'Neill also spoke at a Texas Advertising Group meeting spearheaded a student fundraising project along with Professor John H. Murphy to raise money for the Advertising Education Scholarship.

In addition, Past President Mark Good and VP Membership Cassie Turner facilitated the Texas Advertising Group Resume Workshop, using their industry knowledge to critique resumes and offer job advice. Representatives from member agencies also frequented Texas Advertising Group meetings, speaking on subjects varying from account planning to creative portfolio tips to business etiquette.

Job and Internship Fair Member Discount

Objective: To encourage member employers to register a booth at the University of Texas Communication Career Services Job & Internship Fair.

Details and Results:

The Austin Advertising Federation, in conjunction with the University of Texas Communication Career Services, offered a \$25 discount off the registration fee to members who sponsor a booth at the Job & Internship Fair. The discount encourages Austin Advertising Federation members to reach out to students and provide them with opportunities to excel in the industry. The Job & Internship Fair is a popular method for students to learn about employers and interact with representatives from an array of communication-related companies. The current list of participating Austin Advertising Federation members include GSD&M, Tocquigny, Austin Business Journal, Celebrate Publications, T3 Advertising and Milkshake Media.

Cultural Diversity Program

Objective: To devise an approach for Austin's advertising community to mentor students in the area and encourage a more diverse advertising work force.

Details and Results:

The Austin Advertising Federation has partnered with the Austin Independent School and the City of Austin diversity staff to increase awareness of different cultures within the Austin advertising community. Initiatives included a successful Job Shadow day as part of a greater plan to increase overall awareness among minorities of advertising career opportunities. The Cultural Diversity Committee is working with the Urban Music Festival as well as Sub-Urban media and the River City Youth Foundation to include young multicultural students as consultants for Austin's famed South by Southwest music festival. The programs initiated by the Cultural Diversity Committee foster continuous education of the advertising world and opens up new doors for many minorities in the Austin community.

Ad Grad Program

Objective: To provide professional networking opportunities for new graduates looking to get a jumpstart into the advertising industry.

Details and Results:

The Ad Grad program offers recent graduates the opportunity to join the local chapter of the

American Advertising Federation as a full member at a discounted price. Individual memberships cost only \$50 and allow young professionals access to all of the Austin Advertising Federation resources. Another benefit of the Ad Grad program is that membership is transferable, accommodating members who might receive out-of-town job offers. The program caters to the needs of new graduates and also benefits the local chapter, which receives \$30 from AAF for each Ad Grad membership purchased. The program provides incentives for young professionals to get involved in the local community and encourages members to start networking right off the bat. Several recent graduates have joined using the Ad Grad program, and we hope that graduates who have moved out of town will remember the program and join their local Ad Fed chapters.

Scholarships

Objective: To provide financial support to outstanding advertising students at The University of Texas at Austin, Texas State University, and Austin Community College.

Details and Results:

The Austin Ad Fed maintains a \$30,000 scholarship at the University of Texas, which awards \$1200 annually to a single student. In addition, we are discussing converting the \$60,000 Gwyn David Media Endowment to a scholarship fund. Begun several years ago with the Ad Fed's help, the fund was originally designed to endow a chair of media studies. Little fundraising has been done recently, and we hope to put the monies to immediate good use.

The Ad Fed helped endow the \$12,000 Carolyn Barkley Scholarship at Texas State University and the \$15,000 Didi Stuart Memorial Scholarship at Austin Community College. We worked with the Texas Printing Industries Association to create and fund the \$15,000 Mike Nickless Memorial Scholarship at TSU which honors the founder of one of Austin's premier print houses. The Ad Fed also awards the Mike Nickless Award for Best Printing at the annual ADDY awards, a way to keep the scholarship fund in front of potential donors.

These scholarships serve as an incentive and reward for students to do well in their studies and prepare for a career in advertising. The Austin Advertising Federation is proud to support promising students within the advertising industry and views the scholarships as a solid investment for the future of the industry.

Advertising Education Sponsorships (AES)

Objective: To support our student affiliate clubs' National Student Advertising Competition teams by matching Advertising Education Sponsorships sold by student team members.

Details and Results:

University of Texas and Texas State University advertising departments encourage students to participate in the nation's largest and most realistic student competition, the National Student Advertising Competition. NSAC teams create real campaigns for real clients. The clients typically use elements of the winning campaign.

The campaigns are first judged by their plans books and team presentations at the District level. District winners move on to national competition. In District 10 our student teams typically compete against teams from 25 other student chapters. In 2005, Texas State University maintained their position as one of, if not the winningest schools by winning NSAC with their campaign for Yahoo!, Inc.

In 2005, UT did not compete: TSU fielded the only NSAC team. Several Ad Fed Education Committee members met with the UT Advertising School Dean to talk about the benefits of NSAC competition, and to facilitate the creation of a NSAC credited course in 2006.

This year TSU student team members worked to sell Advertising Education Sponsorships to local businesses, using a valuable leads list provided by the Austin Advertising Federation. They targeted ad agencies and industry vendors who benefit from a well-trained pool of potential employees who have experience creating real campaigns for real clients. TSU students sold \$2,625 of AES. As per NSAC rules, those funds were forwarded to District 10 to underwrite NSAC production expense.

The Austin Ad Fed then matched those funds, and presented the TSU team a check for \$3000. That money remained with the TSU team, which used it for research, travel, and plans book production expenses. After TSU won District competition, the Ad Fed donated an additional \$1000 to help the entire NSAC team travel to national competition—District only funds travel for the presentation team of five plus one faculty advisor. The results are clear: TSU won NSAC.

The Austin Ad Fed is the only club in District 10 that routinely matches AES sales for their

student-affiliate teams, which typically include both the UT and TSU clubs. As far as we know, we are one of the few clubs in the nation to do this. (**Exhibit A: Austin Business Journal ad for TSU winning team.**)

Austin Advertising Federation March Luncheon: Cultural Diversity Panel

Objectives: To educate industry professionals about the opportunities presented by multicultural marketing.

Details and Results:

The March 2006 luncheon for the Austin Advertising Federation featured a panel of minority industry experts speaking on the importance of addressing cultural diversity in advertising. The panel was comprised of leaders from minority-owned and focused ad agencies, educators specializing in the field of multicultural advertising, and representatives from Hispanic and African-American targeted media.

The Q&A session during the luncheon allowed these industry leaders to talk about this hot-button topic in frank detail. The panel promoted a free exchange of ideas and experiences and lead to discussion on ways to take advantage of this growing market trend. The luncheon was one of several Austin Ad Fed initiatives designed to facilitate discussion of and education on multicultural advertising and workplace diversity issues (see Cultural Diversity Club Achievement report).

CONCLUSION

The Austin Advertising Federation has maintained strong support for professional and student education in the advertising industry. The time, funds and efforts put forth by volunteers and Board members serve as an indicator of the value the Austin Ad Fed places in education. Advertising Education efforts will continue to improve to better serve the advertising community, with new initiatives brought forth every year. With a pivotal role in the future of advertising, the Advertising Education Committee of the Austin Advertising Federation continues to lend its support towards building a more educated and diversified advertising community.