



Leveraging Momentum

3AF Curates Content for Asian Equity Upfront Media Event

Recently, executives from Magna Global, a leading global media investment and intelligence company which is part of the Interpublic Group (IPG), reached out to the 3AF for assistance on their virtual event spotlighting Asian American media. Earlier this year, IPG Mediabrands unveiled an industry-first, week-long Equity Upfront™ experience to raise visibility of, and create opportunities for, Black-owned and targeted media partners, and the company wanted to do the same type of event highlighting Asian media during Asian Pacific American Heritage Month.



The event, held on May 25, included a fireside chat with Iris Yim, 3AF Vice President and Chair of the 3AF Marketing Research Committee and Brian Hughes, EVP, Managing Director, Audience Intelligence.

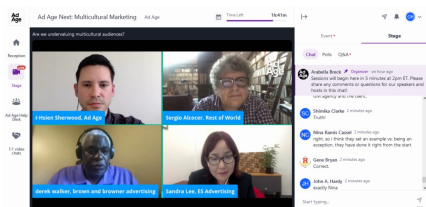
Yim shared insights and key findings from the 3AF's 2019 Media Consumption Study. The event also included presentations by several 3AF media members, who provided information on their expertise, reach, and capabilities in targeting and connecting with the AAPI consumer.

Sixty people attended the virtual event, including clients, media buyers, planners, strategists and buyers from throughout IPG's network.

Kathy Doyle, Executive Vice President of Local Investment at Magna Global said, "As the true subject matter experts, MAGNA deeply appreciates all that the 3AF did to bring our AAPI Equity Session to life. The research presented aligned with our thinking & approach but took it to an entirely different level. The presenting partners were interesting and provided great exposure and learnings for our teams. A huge, big thank you to 3AF!"

Genny Hom-Franzen, 3AF Executive Director, said, "Magna Global's equity upfront events are an important first step in creating more breakthrough opportunities and addressing the gap in how the industry engages with diverse media and multicultural audiences, and the 3AF was honored to be a part of it. "

3AF Board Member Spoke at AdAge Next: Multicultural Marketing Conference on June 29

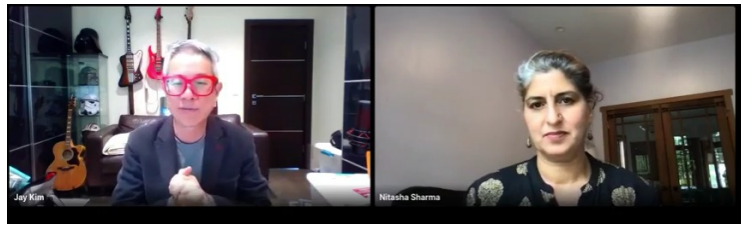


3AF Treasurer and President of ES Advertising, Sandra Lee, was a featured speaker at AdAge Next's Multicultural Marketing event on June 29. It brought together industry leaders for panel discussions and one-on-one conversations focusing on why multicultural marketing and diversity are important more than ever for brands and agencies, both in the creative and in the decision-making chain behind that creative, and why such initiatives ultimately make the most business sense.

Lee spoke on a panel with speakers from Rest of the World, Brown and Browner Advertising, and Ad Age on the panel entitled, "Are We Undervaluing Multicultural Audiences?" The video recording is available to participants only. But if you'd like to sign up for future Ad Age events, click [here](#).

Asians and Black Lives Matter Summit Session Available on 3AF's YouTube Channel

One of the highest attended and highest ranked sessions at the 3AF Semi-annual Asian Marketing Summit featured a fireside chat between 3AF Past President Jay Kim and Professor Nitasha Sharma of Northwestern University on Asians and the Black



Lives Matter Movement. Over the past year, discrimination and escalated violence targeting Asian Americans since the pandemic have been a painful reminder of persistent racism against Asian Americans and stereotypes of being a perpetual stranger. It's a wake-up call that racial relations is an essential piece of the historical and cultural fabric of this country, and Asian Americans need to participate in discussions of diversity and inclusion so that they are not invisible. However, many Asian Americans, whether U.S. born or foreign born, were not brought up to talk about the complicated subject of racial relations. The session discussed critical issues such as perceptions of Asian Americans, Asian Americans and race, Asian and Black relations, and how to address inequity and current tensions in society today.

As our country navigates through this difficult period of enhanced racial tensions, we felt that sharing the information covered in this session is important. Therefore, we put the session recording on our 3AF YouTube channel. https://www.youtube.com/watch?v=JqWP_JELDgQ

Enter Today!!

ANA Welcomes Entries for 21st Annual Multicultural Excellence Awards



The deadline for the 21st Annual ANA (Association of National Advertisers) Multicultural Excellence Awards is fast approaching. It is not too late to enter. These awards recognize agencies, and/or media companies, and their clients for their outstanding and impactful advertising and marketing campaigns created for the multicultural market. Winners will be announced in-person at the ANA's Multicultural Marketing & Diversity Conference, on October 25th.

Submissions will be judged on creative excellence, relevancy, or quantifiable business results in the following categories: African American, Asian, Audio, Cross-Cultural Campaigns, Demonstrated Growth, Digital/Social/Mobile, Experiential Marketing, Hispanic, LGBTQ+, People with Disabilities, Print, Rising Multicultural Segments, Significant Results, Small Budget, and Socially Responsible.

Have too many great campaigns to choose from? Submit multiple entries within a category or across several categories. Enter your winning campaign at [here!](#)

Why should you enter?

- **Receive the recognition you deserve.** Winning this award lets your executive team, clients, prospects and competitors know you are an expert in the field.
- **Shout your company's expertise** and grab a share of the growing budgets being poured into multi- and cross-cultural marketing.
- **Meet the press.** Winners will receive exposure through press releases and media coverage at the event, as well as features in various ANA communications.

Entry Fees

- Standard Deadline - \$650/\$725 for entries submitted by June 30
- Final Deadline - \$695/\$770 for entries submitted by July 28

To enter, visit: <https://www.anamulticulturalawards.org/a/>

Feature Spotlight: St. Jude Children's Research Hospital

Recently listed in FORTUNE'S World's 50 Greatest Leaders, Dr. Ching-

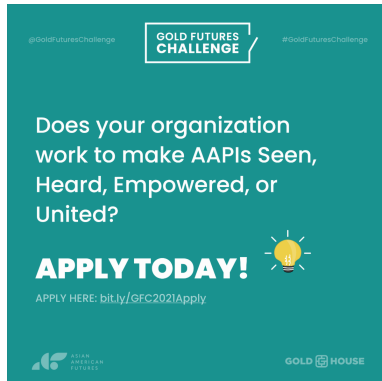
Hon Pui's work extends far beyond leukemia and research at St. Jude Children's Research Hospital. As a dedicated educator and trusted mentor, Pui has spent decades devoting his life to ensure the highest level of care is made available to children and families around the world, including low-and middle-income countries, while shaping the careers of many. He has created a trajectory of discovery and innovation, pursuing his work with the same passion since the very beginning - a global inspiration to all.



[Read Dr. Pui's full St. Jude Inspire story.](#)

St. Jude Children's Research Hospital received the Health Nonprofit Brand of the Year for the eighth consecutive year with the 2021 Harris Poll EquiTrend Equity Score and was 3AF's 2021 Charity Partner during the 3AF Semi-Annual Asian American Marketing Summit in May.

Gold House Futures Challenge Grants Opportunity



The 3AF is proud to be an Amplifier Partner of the Gold Futures Challenge - a new online grant competition spearheaded by [Asian American Futures](#) and [Gold House](#). A departure from traditional philanthropy, the challenge invites experts on the ground (community leaders) to submit their innovative proposals that will help AAPI individuals and communities be Seen, Heard, Empowered and United.

The grant application due date is about one month away (July 31st). Be sure to apply today! We want to ensure that AAPI serving organizations across the country are informed about this opportunity and are helping to spread the word on 3AF's social media channels and via eblasts.

If you are interested in applying for this grants challenge, [please submit your application by July 31st](#) For more detailed information, please visit <https://goldfutureschallenge.org> or attend their informational session on July 7th (RSVP at bit.ly/GFC2021Webinar2).

You can also help by nominating a deserving Asian American non-profit organization. To nominate, use this form: https://docs.google.com/forms/d/e/1FAIpQLScIb7mg3Fo02hjT53m1HRjQREIv8E8z_Koxw_X-na-bdEP13Q/viewform

AARP Handbooks Provide In-Language COVID-19 Vaccination Resources for AAPIs

As the nation continues to navigate the pandemic, the need for more in-language resources has become a key point for AAPI community partners and brands.



"The threat of COVID 19, compounded with hate and discrimination in addition to the fact that there really aren't enough language resources for older adults, particularly in the middle of a national and global crisis, I think what our elders are going through right now is quite possibly a perfect storm, which is why it's important for all of society to care about these issues and come together," said Joon Bang, President and CEO of National Asian Pacific Center on Aging (NAPCA).

Understanding the needs of the 50+ AAPI community, AARP has developed a COVID-19 Vaccination Facts handbook as a way to provide a clear set of resources surrounding COVID-19 and vaccines for the Asian American community.

Download the free handbook in the following languages below:

- o [English](#)
- o [Traditional Chinese](#)
- o [Simplified Chinese](#)
- o [Hindi](#)

Listen to the Coronavirus: Vaccines and Asian American and Pacific Islanders AARP Tele-Town Hall [here](#)

As part of AARP's brand promise to protect and serve older Americans, AARP hosted a public webinar titled, "AARP #StopAsianHate Panel: Advocating for Our Elders", on May 6, with speakers that included: John Yang, President and Executive Director of Asian Americans Advancing Justice | AAJC; Joon Bang, President and CEO of National Asian Pacific Center on Aging (NAPCA); and Leezel Tanglao, a bridge

journalist of the Asian American Journalists Association (AAJA). The full panel can be viewed here. There will be future panels related to Stop Asian Hate. Follow @AARPAAPI on Facebook and Twitter for more updates.

Member Spotlight

From time to time, we like to spotlight our members. After all, members are the heart and soul of our organization. Their dedication, enthusiasm, and relentless support for the Asian American community and our industry fuels us and keeps us striving to fulfill the 3AF's mission. In this issue, we focus on OnDemandKorea.

OnDemandKorea

What is your organization's value proposition?

ODK Media Inc. is the leading destination in the US and Canada for legal, broadcast quality content targeting the AAPI community. Our flagship property, OnDemandKorea.com launched in 2011 and reaches 1,800,000 monthly unique visitors. OnDemandChina.com launched in 2018 reaching 900,000 monthly active users and we recently launched OnDemandViet.com in 2020. With our main focus being the AAPI community, we understand the value of the US Hispanic audience (USH) and in June of 2021 we launched OnDemandLatino.com, focusing on content for the LatinX community in the US. The majority of the content is long form content with ad breaks every 12 – 14 minutes. All of our content is supported with OTT Video and Display Ad opportunities. OTT Video viewability is 95%+ with video completion rates average 95%+. As the industry moves into a cookie-less world, our 1st party data becomes an invaluable resource to marketers, advertisers, and brands.



What is your organization's address/contact information?

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What are some highlights of your organization?

ODK Media Inc. offers a variety of ways leading brands and agencies to engage with our AAPI audience. We offer unique sponsorship opportunities – EXAMPLE, Toyota sponsoring our Golf Content <https://www.contentpromo.ondemandkorea.com/golf-en>, as well as ODK Original Content series. We work with the top multicultural agencies in the U.S. and continue to perform and hit their brand KPI's.

Why did you join the 3AF?

We joined 3AF to better connect the AAPI community to Agencies and Brands. Our goal is to help participate in critical discussions around the AAPI community. Be a thought leader in helping to advocate and bring attention to issues, concerns and life events affecting the AAPI community.

What would you say to those who have not joined 3AF yet?

3AF is the leading organization supporting the AAPI community in the United States. You will get access to key decision makers at agencies, brands, and community leaders. Genny and the team have been great to work with and the membership has been invaluable to our company's long term goals.

Announcements



Recap of 3AF's Semi-



Annual Asian Marketing Summit

The 3AF's Semi-Annual Asian Marketing Summit, held May 18-19 was a huge success, and we'd like to thank all the attendees, speakers, and sponsors who helped make the event possible. We're proud of several key metrics; including the highest attendance in recent history; the most first-time attendees; a strong, diverse agenda which included 16 sessions in just two days; our first-ever media spotlight presentations which allowed executives from seven Asian media companies to present their capabilities and reach; and two virtual Happy Hour performances by Paper Citizen and AL1CE. Heartfelt thanks to our sponsors: Datawrkz; AARP; Pandora; Lunar Hard Seltzer; Zee TV; The Filipino Channel/ABS-CBN; The Filipino Press; iTalk BB Media; Crossings TV and our charitable networking partner St. Jude Children's Research Hospital. Your involvement in the summit was a big part of our success, and we thank you!

The 3AF Board and Program Committee is already working on our next virtual summit to be held later this fall. Stay tuned!

3AF Plans Third Marketing Research Study

Every other year, the 3AF embarks on a critical undertaking, a marketing research study spotlighting the Asian American consumer segment. We feel strongly that research is vital, particularly covering the in-language, foreign born population, which is often neglected in most Asian American research studies. As you can imagine, a project of this size takes time and resources, and we need sponsors to help make it happen. In addition to direct sponsorship opportunities, omnibus sponsorships are available, which allow companies to include their individualized/customized questions into the research survey. It allows companies to ask their research questions at fraction of the usual cost. If you are interested in sponsoring the 3AF's third research study or hearing more about the omnibus opportunity, please email ghomfranken@3af.org.

Iris Yim, 3AF Vice President and Chair of the 3AF Marketing Research Committee, said, "In the wake of the pandemic and anti-Asian hate, it's more important than ever to have Asian Americans' voices heard. The 3AF research is particularly important given the lack of segregated data available. This research will provide data and insights on major Asian subsegments so that marketers can make their communications more effective.

Links to our past two 3AF marketing research reports, "The Changing Media Landscape and Role of Asian Media," (2019) and "Reaching the Fastest Growing Consumer Segment in a Digital World" (2016) can be found here: <http://www.3af.org/3af-research/>

Update on 3AF's GoFundMe Efforts

Less than one month after the stay-at-home orders changed our lives, the 3AF launched its first GoFundMe campaign in April 2020. It's hard to believe that more than a year has passed. We wanted to take a minute to provide an update on our fundraising effort. Thanks to the kindness and generosity of several individuals and companies (<https://www.gofundme.com/f/donate3af>) we raised more than \$11,000 so far!

Monies raised via the 3AF's GoFundMe page will help in three key areas:

- 1) Providing relevant and useful resources, i.e., webinars, conference calls to assist Asian American small businesses. Many don't have access to information or know what federal or local resources may be available to them. Given our access to Asian American ethnic media, we can be a conduit to get these businesses the information they need to help them survive this crisis.
- 2) Keeping us afloat. Due to shelter in place restrictions, health emergency mandates, and to keep our sponsors, attendees and members safe, we have postponed our annual Asian marketing summit, the only national conference focusing solely on the Asian consumer segment. The summit is our primary revenue generator, and given that it's been pushed back, funds are needed to help us pay basic bills and weather this unprecedented crisis.
- 3) Investing in our future Asian advertising leaders. Diverse employees in our industry who understand the value of culture and community is critical. A portion of funds collected will be used to provide scholarships to our upcoming 3AF Asian Marketing Summit for undergraduate college students planning a career in Asian marketing or advertising.

The rate of COVID-19 infections has slowed, thankfully, and our country is starting to slowly open up. We all look forward to the day when we can return to "normal," but we're not there just yet. The 3AF still

needs your help in reaching our goal of raising \$40,000. Please consider donating if you can.

A big thank you to our generous donors who have contributed so far! It means so much to us that you value our work, our programs, and initiatives. Thank you for joining us in promoting the power of the Asian American consumer and helping marketers see the benefit in doing so!

If you'd like to see the updated list of contributors or if you can donate, please visit:

<https://www.gofundme.com/f/donate3af>

3AF Feature - AL1CE

Quarterly Spotlight on Asians in Entertainment

Although we've made some great strides recently, Asian Americans largely remain unrepresented in many creative fields. Each newsletter, we'll feature an Asian American making his/her mark in television, drama, music, comedy, entertainment, films, and the performing arts. Our goal is to expose our members to the great talent in our Asian American community, highlight their accomplishments, and share what he/she is doing. Let's do what we can to improve authentic Asian American representation and support these artists!

Brief overview paragraph-- who you are/what do AL1CE do/how did you get started?

Hello! My name is Tash, and I have the privilege of being the lead singer/keyboard player for AL1CE. I was so fortunate to have supportive parents who helped to cultivate what they perceived as musical talent at an early age and started with classical piano lessons at the age of 2. I started writing music around 6 or 7 when I was exploring both my voice and piano. My first "hit" song, according to my parents, is about picking cherries. ;) When I moved to LA, I was looking for like-minded kindred spirits who wanted to create music and art, and I was so fortunate to find my community in The Alice Project, the collective that AL1CE is a part of.



AL1CE is a multimedia performing arts rock group that fuses dance, surrealist art, video, world music, electronica and rock. Our music and art is influenced by surreal art and groups like Pink Floyd, Tool, Queen, and new wave and electronic music. AL1CE's mission is ultimately to bring together communities of musicians, filmmakers, dancers, visual artists, and performance artists, through the universal language of creativity.

Asian Americans have proven there is a demand for stories/shows/movies/films about people who look like us. Would you agree? Why?

So I have a bit of a confession, and that is that I'm a total Disney girl. I absolutely love the cartoons and the huge universe. I always loved the Disney princesses in particular, even though none of them looked like me growing up. So when Raya and the Last Dragon recently came out, I definitely got teary. It's the first Disney cartoon that I've seen besides Mulan that really showcased Asians, and with Raya in particular, I was so excited to see elements of Thai culture, food, and language that were included alongside some of the other Southeast Asian cultures. I was so excited that some of the names of the characters were names of some of my own family members. I watched this movie and kept thinking, "Wow!! It's an American movie that is sharing elements of my own culture that I find so dear!" To me, the fact that a mainstream entity like Disney is creating movies like this is a really positive sign of our times. People being exposed to Asian Americans in film helps to normalize and propel more acceptance universally. I think it's an exciting time to be a part of a really amazing movement that I'm seeing across the board in media that is embracing and celebrating diversity. I think that the more people are aware and exposed to people from various cultures, the more accepting they can become. While we have seen so many instances of hate against Asians, we're also seeing a lot of love for us, and I'm hopeful that through outlets like art and music that we can heal a lot of the wounds, misunderstandings, and misperceptions of who we are.

What can 3AF members and our community do to support Asian entertainers/creative talent like you?

We are so grateful for the wonderful 3AF community! Speaking as a musician, there are many ways you can support our work. You can stream our music on Spotify, purchase our music or merch from our site, come to shows, spread the word, or simply message us to connect and say hello! Another great way you can support us is to think about ways we might help inspire or enhance any of your own work. We are a very collaborative bunch and love to work with other artists to help enhance their visions. We love creating soundtracks and soundscapes to storylines in different forms. We've had the wonderful opportunities to perform at different kinds of events and performances, be a part of visual stories as soundtracks to movies and shorts and absolutely love to collaborate with other visionary artists. So in our

minds, the best way to support us is to create with us. Let's make some awesome art together!

Anything you'd like to add?

If you'd like to dive down deeper the proverbial rabbit hole, here are places you can find us:

[Spotify](#)
[Website](#)
[FB](#)
[IG](#)
[Twitter](#)
[YouTube](#)

We are so very grateful to be a part of such a supportive and broad-minded community. I view art and music as a way to truly bridge worlds. As someone who has lived on the fringes as a Texan-raised multi-cultural artist, I am so deeply thankful to find a place I can call home.

Thank you so much!!! ♥□□□

3AF Job Postings

Did you know that the 3AF posts job openings? It's a good way to advertise jobs to 3AF members and visitors to our website. Employers are charged a nominal fee to post their listings for three months. 3AF members can post jobs for free. If you would like to submit a job listing, please email Genny Hom-Franzen, 3AF Executive Director, at ghomfranzen@3af.org.

We have just added some great new listings. Be sure to check them out! They are posted here: <http://www.3af.org/jobs/job-postings/>

Asian American Advertising Federation www.3af.org

STAY CONNECTED

