



Happy Holidays!

3AF Fall 2021 Virtual Summit Spotlights The New Realities: Census, Recovery and Beyond

More than 140 people gathered virtually for the 3AF's Fall 2021 Virtual Summit held on November 17. The theme was "Navigating the New Realities: Census, Recovery and Beyond." Sessions included Diving into 2020 Census Data: Asian American Research Facts and Figures That Savvy Marketers Need to Know Now; Implications from the Census and Strategies Moving Forward; Disrupt Aging; Is Cricket a Religion? Behind the Scenes: 3AF and Ad Council's Vaccine Education Campaign Collaboration; The Future of Video Advertising – Linear TV, CVT and OTT; Understanding The Model Minority Myth; and AAPI Marketing Leadership: An Industry ERG. A highlight of the summit was a fun, interactive virtual networking platform. Attendees could move from floor to floor and from table to table via their computer to say hi to old friends and meet new ones. It was the next best thing to being in person!



Our thanks to the 3AF Board members who put the event together, and especially our sponsors AARP and Datawrkz, for their generous support.

Presentations from the summit have been posted on our website and is password protected. If you attended the fall summit, and need the password, please contact ghomfranzen@3af.org.

Link: <http://www.3af.org/resources/files-download/3af-fall-2021-virtual-summit-presentations/>

Inaugural Year of 3AF Next Gen Leaders a Big Success



Earlier this year, the 3AF launched a special mentorship program, 3AF Next Gen Leaders, focused on helping rising Asian American Pacific Islander (AAPi) leaders in the marketing, advertising, and creative industry. The first cohort class, "graduated" in late October. By all accounts, the program was a great success, and we plan to begin the second cohort group in the new year.

As an often underrepresented and fragmented group within these fields, the NextGen program seeks to serve as a learning resource for rising leaders, with industry professionals to empower them in their careers. It also seeks to serve as a learning opportunity & resource for the industry professionals to connect with up & coming talent – which hopes to provide them with insights into the new generation of consumer advocates.

Vishal Sanghvi, Global Sales and Marketing Leader at Intel, who was a mentor, said, "This was my first year volunteering for the Asian American Advertising Federation. I am really impressed by the efforts of this group to continue to champion the voice of Asian consumer. The marketing and advertising world is fast changing, and we are living in unprecedented times, I encourage the broader Asian marketing community to lean in and support 3AF mission. This is the go to team who is making a difference and

having fun! "

Gene Cho, Global Media Insights at Meta, another mentor, added, "The 3AF NextGen program was such an enriching experience. I was paired with an impressive mentee, and it was so rewarding to see her development in just the short time that we worked together. I definitely want to participate in 3AF NextGen programs for years to come!"

Our thanks to the 3AF Next Gen Leaders Co-Chairs: Natalie Gatbonton, Clara Luo, Jessalin Lam, and Board Member Dan Matthews.

Invitation to Free AARP Virtual Event On December 16



After a challenging year of navigating the "double pandemic" of COVID-19 and the rise of anti-Asian hate, AARP presents "**Leading with a Champion Mind**" to celebrate the strength of the AAPI community and bring together generations of AAPI Olympians who embody resilience and excellence. Join AARP for an uplifting virtual conversation on resilience and strength, moderated by Olympic gold medalist speed skater, **Apolo Ohno** and panelists, Olympic gold medalist figure skater, **Kristi Yamaguchi**, and two-time Olympic bronze medalist figure skaters, **Alex and Maia Shibutani**.

[RSVP Here](#)

Give the Gift of Education this Christmas with "A Gift of Hope"

ABS-CBN Foundation International (AFI) is a 501(c)(3) non-profit, non-governmental organization committed to improving the lives of the disadvantaged in the Philippines. With particular focus on child welfare, education, environmental protection and conservation, and disaster preparedness and relief, AFI strives to become a major social change partner for the Philippines.

With the power and reach of media, we showcase our advocacies and stories of hope, and inspire individuals to be our partners in nation-building.

After our participation in this year's #GivingTuesday, there is no let up when it comes to our campaigns. For this season of giving, we spotlight - A Gift of Hope.

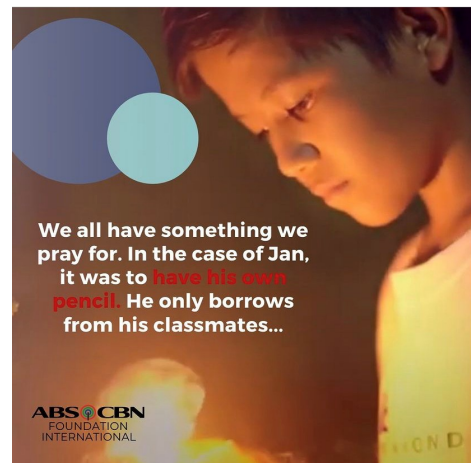
A GIFT OF HOPE

The pandemic has aggravated the already-precarious state of Philippine education, setting back whatever gains there might have been in the past years. Just last month, the World Bank revealed in a study that in the Philippines, the learning poverty or the share of 10-year-olds who cannot read or understand a simple story was at 90%!

In the same study, remote learning in the country covered only 20% of household with children.

These are the new challenges that AFI has been helping address with our benefactors: in addition to scholarships and school supplies, we provided durable machines for module printing to schools in provinces when theirs broke down; we provided power banks in areas where power supply was a problem. We were discouraged neither by distance nor difficulty, determined to help improve the statistics one student at a time.

With A Gift of Hope, donors get to help cover a student's needs for the school year with as little as \$50.



Is Cricket a Religion?



Cricket is celebrated like a religion in South Asia. Indian & South Asian people residing in North America follow it as closely as their family and friends in their home country. The passion for it is fueled more by the popular IPL league, which is expanding with two more teams leading to more following from different states, in India & North America. IPL has the highest viewership in America & Canada outside of India, due to a large SA population. The fervor and passion aroused are no less than the intensity with

which festivals are celebrated. T20 Cricket World Cup 2022 is coinciding with the festive season, providing a unique opportunity for advertisers to send messages related to cricket & festivals to reach more people. To achieve maximum success, brands should start planning their marketing now & complete their media buying by Q2, 2022, as the ad inventory gets sold 2-3 months before the event & buying high-impact ad formats like roadblocks, site skins & page push-downs gets tougher. The rates of the inventory keep getting higher as you come closer to the tournament dates. For your targeting, buy inventory slots in popular cricket & sports websites for more coverage, along with large English news publishers. Don't ignore regional websites as the regional fans perceive the game differently & you can custom message your ads accordingly. Bollywood releases more movies during this season, which provides another potential avenue of targeting entertainment & Bollywood websites to tap into extra traffic. Use the strong emotional connection of cricket & festivals in your messaging by either combining both the cricket+festive season in blended creatives or running separate messages parallelly. This festive period coinciding with the T20 World Cup provides a unique opportunity for advertisers to not only use different types of messaging & get creative with it but also reach out to different ethnicities on a larger scale at the same time.

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 Little Saigon TV.

Little Saigon TV

What is your organization's value proposition?

For over 30 years Little Saigon TV has provided Vietnamese television programming to the Vietnamese communities in Los Angeles - Orange County.

Little Saigon TV (LSTV) broadcasts 24 hours on KDOC 56.10, with coverage for LA, Orange, and San Bernardino counties. We also live stream on littlesaigontv.com and stream selected programs on the Little Saigon TV YouTube channel and FaceBook. The programs focus on news, lifestyle, health, legal, financial, and entertainment. LSTV hosts annual community events and live broadcasts and has the capability to produce content and commercials.



What is your organization's address/contact information?

Theresa Mai Wright
Little Saigon TV
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Westminster, CA 92683
twright@littlesaigontv.com
Phone: (714) 979-9562
littlesaigontv.com

What are some highlights of your organization?

Little Saigon TV programming focuses on news and hosts annual community events such as the "Rice Cake Cooking Contest" and "Ao Dai Fashion Show" during the Lunar New Year. The live broadcast of the New Year Countdown is always a highly anticipated event and well known in the community. In addition, LSTV produces many documentaries on Vietnamese Americans' lifestyles and businesses across the

US, allowing us to network with other Vietnamese communities across the US. Along with advertising, LSTV has expert knowledge on the Vietnamese consumer market and has the capability to produce content and commercials specifically for the Vietnamese American demographic.

Why did you join the 3AF?

3AF offers an invaluable network of other professionals in the Asian American marketing and advertising industry. Through 3AF, LSTV has found support through education and stellar collaborators to promote high-standard practices in the industry.

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

If you want to have a strong voice for Asian Americans and community partners, 3AF is the organization that can provide the support you need to reach your goals.

Announcements

Save the Date: 3AF Membership Meeting and Board Elections

All 3AF members are invited to attend our annual meeting. In keeping with tradition, we always get together at the start of the year to update members on 3AF programs, events, and initiatives. We value our members, and the meeting is also a good time for members to provide their thoughts, feedback and ideas. We will also be electing new board members. Due to the pandemic, the meeting will be held virtually. If you are a current member and would like to attend or run for the Board of Directors (two-year term), please contact ghomfranz@3AF.org. We will need completed board candidate forms and RSVPs no later than Jan. 20.

**Thursday, January
27, 2022
11 a.m. to 1:30 p.m.
Pacific
Via Zoom**

Winners Announced in 3AF 2021 Excellence Awards Competition



The Asian American Advertising Federation (3AF) announced today the winners of the 3AF 2021 Excellence Awards competition. The awards are bestowed annually to recognize excellence and commitment by corporate marketers and Asian American media and the best and brightest creative, public relations and digital work by agencies in the Asian American advertising and marketing industry. And the winners are:

3AF Creative Campaign of the Year (Gold) TDW +Co for United States Census, *"Shape Your Future, Start Here."*

3AF Creative Campaign of the Year (Silver) IW Group Inc. for McDonalds, *"Famous Orders/BTS Meal"*

3AF Creative Campaign of the Year (Bronze) Quantasy for Wells Fargo, *"We Stand With You."*

3AF PR Campaign of the Year. Admerasia, *"Racism is Contagious."*

3AF PR Campaign of the Year (Honorable Mention) TDW+Co., *"Stamp Our Story"*

3AF Community Partner of the Year (New category) AARP

3AF Media Partner of the Year. Filipino Press

3AF Marketer of the Year. McDonalds

Genny Hom-Franzen, Executive Director of the 3AF said, "The 3AF is proud to continue its work and amplify the message that our community is strong and resilient. Despite the challenges of the pandemic, our member agencies and media partners are forging ahead, doing great work on behalf of their clients to reach and target the critical Asian American consumer segment. Our annual awards competition recognizes the many 3AF member agencies, media, and other partners who are doing stellar work in our industry. Congratulations to this year's winners for being a part of the 3AF and contributing to our mission to spotlight the power and influence of the Asian American consumer segment."

3AF Feature - Mike Ginn

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!

Who you are and what you do/how did you get started?

Hello 3AF, my name is Mike Ginn. I'm an actor living in Los Angeles, originally born in New Zealand. The inception of my desire to become an actor happened in my last year of elementary school when a young girl came up to me after a skit I acted in and told me, "that was really good" with a big smile on her face. My first real step toward acting was when I attended drama school in NZ and in the year I graduated, was lucky enough to book a lead role on an American TV show shooting there on location called Power Rangers, which for some kid in New Zealand was a huge deal! I had always envisioned living in Los Angeles ever since I was young, fast forward, and here I am trying to live my best life doing what I love.



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

Yes, I would agree. I'm sure everyone appreciates a story more when they can relate to it somehow. When Asian Americans are represented in film, tv or stories of any media, I think that enriches the storytelling experience because we are relating to the story and characters on a deeper level beyond just the general story and set of characters if there were no representation. Being represented means we are being included, that we're important and matter enough to be a part of the world the story is set in, especially if that world is supposed to depict the real world we actually live in that is naturally full of diversity of people. I would think wanting to be represented, belonging and inclusion in a collective is human nature. Behind the demand for these stories with representation and diversity then is probably more than wanting to just see an accurate depiction of our population diversity, but a vindication of being recognized and valued as people and individuals.

Whatever the reason, stories are so much better and enriching when they speak to us as individuals, and that includes who we are as people, our past experiences and culture; of course we'd pay the price of a movie ticket to see that.

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

I'm not going to tell you what to do with your hard earned money and buy movie tickets/"vote with your pocketbooks", so instead I would say just keep being your beautiful selves and doing what you're doing. I think it's fair to recognize there is already a growing trend and change of more Asian stories in recent times, we're headed in the right direction, so we all must be doing something right, right? Continued growth and change takes time and patience, as long as we keep doing what we're doing and doing the best that we can, I think we can also keep trusting in the trend.

Anything you'd like to add?

I love you.

Follow on:

Instagram: @mikeginn and

Twitter: @mikeginn

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 ghomfransen@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/>

