



ASIAN AMERICAN ADVERTISING FEDERATION

Standing United

A Message from 3AF President Jay Kim

"I can't breathe. I can't breathe." - George Floyd

Our collective hearts at 3AF goes out to George Floyd, his loved ones, all who are hurting right now and countless others who have fallen victim to racism and police brutality against the African American community and our communities of color. We respect law enforcement but there needs to be changes in training and also how incidents are handled so that they stay true to their commitment to protect and to serve.

We stand united with the African American community that police brutality needs to be addressed. Until all of us in America, see, respect, and accept people of every color, every religion and every sexual orientation, our work is not done. The 3AF works hard every day to educate on cultural differences, empower our multicultural communities and create awareness about the importance of Asian Americans and Pacific Islanders. We are a small but influential part of the multicultural community working to make America the great country it has the potential to be.

The African American community has blazed the trail for equality and justice; Filipino and Hispanic Americans spearheaded labor rights; and the AAPI community must come together to work in partnership with the other communities of color to move our collective community forward.

Let us work together constructively and through genuine conversations and not through destruction and burning down of our communities. We all need to contribute to a safer and unified society. Until then, none of us can breathe.

Please stay safe and healthy while we march together to build the United States of America.

Sincerely,

Jay Kim, 3AF President

3AF Organizes Session on Asian Media During APIA Vote's Leadership Summit



The 3AF is a supporting organization of the upcoming virtual Presidential Town Hall on June 27th, organized by APIA Vote. Since 2008, the Presidential Town Hall has served as a forum for AAPIs to push for AAPI issues to be addressed and on the radar of campaigns and the media. In giving presidential candidates a space to directly address AAPI community members, leaders, and organizers, the town hall has become one of the few spaces geared specifically for candidates to speak directly to AAPIs, about AAPIs.

The Town Hall is part of a larger event, the national AAPI Leadership Summit, with four-days worth of programming before the town hall beginning on June 22nd and another five days of programming after. The summit will feature multiple interest tracks for participants.

During the leadership summit, 3AF members, Tim Wang of TDW+Co; Iris Yim of Sparkle Insights and

To register for the Town Hall and the APIA Leadership Summit visit: apiavote.org/townhall.

ISA/SoapBoxSample Recruits Multicultural Participants for COVID-19 Study

At the height of the COVID-19 pandemic, ISA/SoapBoxSample, an LRW Group Company and 3AF member, quickly pivoted from connecting brands with their target audiences to connecting the Los Angeles community with researchers and public health experts for a groundbreaking COVID-19 antibody study. In partnership with the University of Southern California and the LA County Department of Public Health, ISA/SoapBoxSample assisted with a pilot study to test Angelenos for COVID-19 antibodies in their blood. Researchers and public officials hoped to get closer to answering the question of when society could “get back to normal.” ISA/SoapBoxSample designed the research instrument and recruited 865 Angelenos for the initial pilot test. Their expertise in reaching diverse multicultural audiences, and deep roots in the LA community allowed them to efficiently contact and recruit participants. Antibody testing is ongoing in LA County and ISA/SoapBoxSample continues to provide critical data for this important research initiative.



The time that this study was launched, the most prevalent form of COVID-19 testing was the nasal swab test which measures the presence of the virus in the body. It was unclear how many people within the population may have already contracted the virus and recovered. Also unclear was the number of asymptomatic cases. Those who test positive for antibodies may have developed immunities to COVID-19, and those individuals would be the ideal candidates to return to work or school or serve on the frontlines of relief efforts. By continuously testing samples of the LA County population for antibodies (rather than only those who are ill) we may get closer to understanding the true spread of the virus. The data collected as part of this ongoing research initiative is essential to evaluating our current policies and determining when it's safe to reopen the economy.

Jacqueline Rosales, COO of SoapBoxSample/icanmakeitbetter was interviewed on KTLA 5 and spoke about the groundbreaking project. You can read our article and watch the interview [here](#).

3AF Public Policy Efforts on Behalf of Asian Media

In April, the 3AF took a leadership role in advocating for Asian American media. We sent a letter to prominent Congressional and local leaders, requesting assistance for Asian and Asian American media in the next federal funding bill for COVID-19 relief. The letter was submitted by 3AF and a coalition of thirty media organizations and members in our network.

While just about everyone is being negatively affected by the pandemic, the letter cast a spotlight on the critical importance of Asian American media and how these essential media outlets are losing money and having to make excruciating decisions on how to not only keep information flowing to communities that rely on them, but to also share community stories during COVID-19.

Asian American media outlets provide nearly 21 million access to news and entertainment from their country of origin, while also being a trusted source of local community information. Indeed, in-language media has been crucial in providing information about COVID-19 safety precautions and prevention. According to a recent New York Times article on the low rates of COVID-19 cases and deaths in densely populated San Francisco Chinatown: “One of the hospital's most effective tools for raising the alarm about the novel coronavirus and getting health information to the community is the city's Chinese-language media — at least two newspapers, a radio station and two TV stations.”

The letter requested that legislators allocate at least \$20 million in the next funding bill to modify the Small Business Administration's Paycheck Protection Program and Distressed Sector Lending Program to prioritize multicultural and Asian American broadcasters' eligibility; Appropriating and directing federal advertising dollars for specific programs where community outreach is needed for spending on Asian American media, prioritizing minority communities and to include advertising on local media and multicultural advertising as an acceptable expense for stimulus funds.

We have followed up with several staffers regarding the letter and hope our elected officials see the value in supporting ethnic media during these unprecedented times.

ABS-CBN TFC STATEMENT ON ITS OVERSEAS PROGRAMMING

Philippine entertainment and broadcasting company ABS-CBN Corporation (ABS-CBN), on May 5, 2020, was issued a cease and desist order by the National Telecommunications Commission (NTC) prohibiting ABS-CBN from continuing to broadcast on free-to-air TV and radio in the Philippines, effective immediately.

For Filipinos overseas, ABS-CBN through its international subsidiaries and flagship channel TFC has always been their bridge back home as a source of comprehensive and timely news and entertainment. TFC assures its many subscribers around the world that it will remain and continue to deliver relevant news and information, TV shows and movies across our different channels and platforms via cable and satellite, IPTV, and TFC Online.

As we have earlier stated, we trust that the Philippine government will decide on our franchise with the best interest of the Filipino people in mind, recognizing ABS-CBN's role and efforts in providing the latest news and information, especially during these challenging times.

**We will continue our commitment
to be of service to Filipinos, worldwide.**



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 The Filipino Press.

The Filipino Press

What is your organization's value proposition?

The Filipino Press has created a marketing program for its advertisers to reach the Filipino community cost effectively in print, in person and thru social media.

What is your organization's address/contact information?

The Filipino Press is located in San Diego
600 East 8th St. Ste 3, National City, CA 91950

Susan delos Santos, CEO/Publisher

Website URL: <http://www.thefilipinopress.com/>

What are some highlights of your organization?

Highlights of our Organization: Community Service Awardee, Business of the month, Recognized as one of Top Filipino Immigrants in San Diego, Small Business Advocate awardee, Diversity and Inclusion awardee, Notable Networker Awardee, 2020 Finalist Goldman and Sachs 10,000 small business national



Our strength lies in the relationships we build with our community and various multicultural communities we interact/intersect for almost 30 years in San Diego. We have developed partnerships and collaborations with our for profit, non profit and government clients that contributes to the success of our organization and community projects that benefits our community and beyond.

Why did you join the 3AF?

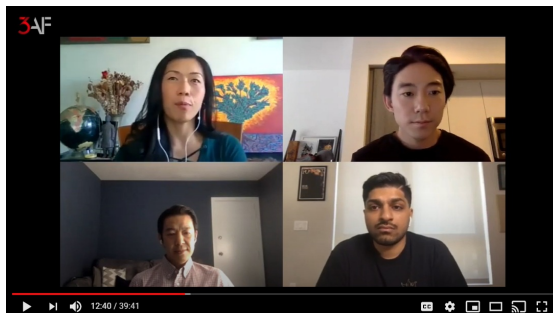
I started attending for the first 3 years the 3AF annual conventions upon learning that some of my agency clients who advertises or have advertised in the past were members of the organization. I figured it would be nice to meet these advertisers in person and put a name to the voice, meet, greet and thank them for reaching out/investing in the San Diego Filipino community by advertising in the Filipino Press. Quite a few of these agency clients are based in New York, Los Angeles, San Francisco. On my fourth year attending the annual conference, establishing some contacts, learning and growing the wealth of knowledge being shared, I decided to become a member, invest time and resources so I can give back to the industry on a national level by contributing my knowledge and experience as a consistent networker, a consumer, marketer, promoter, outreach and marketing consultant for small businesses, corporation, government clients etc. I want to continue to learn more and grow my knowledge about the Asian Advertising/Marketing industry tapping the experts in the 3AF membership, identify resources that I may take back to my work and the companies I work with.

Last but not the least, I want to include San Diego in the map in the Asian Marketing space as one of the best and lucrative Filipino market to include in the conversation and allocation of resources.

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

For those who have not joined yet? Why not? If you are looking to grow, learn more about how to serve your Asian clientele there is no better way to that than by joining 3AF, with its wealth of expertise, top notch marketing /advertising consumer studies, rather than doing it alone. Knowledgeable, dedicated , brightest minds in the Asian Marketing space, why not tap on that resource so you can be more and give more to the clients that you serve. Its nice to work with like minded individuals who care deeply in the industry that has also given to us as a community as well over the years.

Announcements



3AF Virtual Webinar Series

In mid-March, when cities and counties around the country announced shelter in place orders due to the COVID-19 pandemic, the 3AF Program Committee stepped into gear, organizing a virtual webinar series. A variety of topics are featured. Jay Kim, 3AF President, said, "Our goal with the webinar series is to not only provide useful and helpful content for our members but to show how the pandemic is affecting our community, especially Asian Americans." The 3AF Program Committee has also included helpful links and resources on COVID-19 related information on the Coronavirus support page. The web page is updated on a regular basis, and we encourage everyone to check back often. All of the past webinars, resources and links are posted on our 3AF Coronavirus support page at <http://www.3af.org/resources/corona/>

Update on 3AF Asian Marketing Summit

As you know, the 3AF has had to postpone our 3AF Asian Marketing Summit. Originally scheduled for June 2020, the 3AF decided in March to push the summit date back to October given the shelter in place orders and the fact that Los Angeles had declared a state of health emergency. Given the current directives from city and state officials in California and in Los Angeles where the summit is held, we have made the difficult decision to once again postpone the date. The 3AF Asian Marketing Summit will be held now on June 2021 (exact dates to be announced).

We have already begun planning our summit, and this will give us even more time to organize a strong agenda of Asian marketing and advertising experts. Feel free to drop us a line if you have a topic you'd like to hear about or a particular speaker you think would be of interest. We're also open to your ideas when it comes to networking and how to interface with one another, under "the new normal." More importantly, the safety and health of our attendees, speakers and sponsor are our utmost priority given the country's unprecedented

times. We look forward to seeing everyone in person in June 2021!

3AF GoFundMe Page

Most of the 3AF's revenues are generated via our annual summit, which was postponed this year. As a result, we had to organize our first-ever GoFundMe page. Funding received via our GoFundMe page will go towards three critical areas:

COMMUNITY RESOURCES: 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.

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 funding source for operations, and given that it's been pushed back, funds are needed to help us pay basic bills and weather this unprecedented crisis.

INVESTING IN FUTURE LEADERS: 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 advertising/Asian marketing.

So far, we have raised \$9,071, towards our goal of \$40,000. We would like to thank our very generous supporters: Frank Washington; Margaret Yip; Zan Ng; Donna Bantle; Jay Kim; Susan delos Santos; Iris Yim; Anonymous; Diya TV and William Suh. Thank you for your donation! We have a ways to go with our goal, so if you can support 3AF or know of others who can, please share our GoFund Me page link: <https://www.gofundme.com/f/donate3af>

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 ghomfranz@3af.org.

Latest jobs are posted here: <http://www.3af.org/jobs/job-postings/>

Asian American Advertising Federation | www.3af.org

STAY CONNECTED

