



AAF HAMPTON ROADS CO-CHAIR(S) PUBLIC AFFAIRS:

Becky McIntyre & Erin Brothers
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 757-340-7425 (Meridian Group Phone)

A SPECIAL THANKS TO ALL OF OUR VOLUNTEERS FROM THE LOCAL ADVERTISING COMMUNITY:

ACCOUNT MANAGEMENT

Erin Brothers	Meridian Group	account manager
Bill Brunelle		acct mgr/sales

CREATIVE LEADS

Mike Tanner	Meridian Group	Copywriter
Jeff White	Salvation Design	Art director
Marilyn Johnson	Johnson Creative	Copy/traffic/production
Mark Luckie	Snow & Associates	Creative
Jeff Ringer	Ringer & Assoc.	Creative consultation FB
Nick Vales	Launch Interactive	Web
Glen McClure	Glen McClure Photography	Photography

PRODUCTION

Julie Rosmer	Studio Center	a/v production & facility
Chris McElfresh	Flat 6	copy/tv prod/web/editing
Tymm Smith	No Sky Studio	TV production
Peter Pope		Radio
Dru Doyle		Radio
Kerry Cesil	Lanpher Productions	production
Keith Lanpher	Lanpher Photography	photography
David Haycox	David Haycox Productions	video/filmographer

MEDIA & ACTIVATION

Becky McIntyre	Meridian Group	media director
Spring Williams	Clear Channel radio	sales
Kim Olson	Cox Media	sales
Cindi Dove	WTKR-TV	sales
Kathryn Brown	WTKR-TV	sales
Hope Angelone	Entercom Radio	sales
H. Grace Fuller	FullerU	research/creative facilitation

CAMPAIGN TITLE:
"One in Four"

CAMPAIGN COMPONENTS:

- :30 sec, :60 sec Broadcast/TV
- :30 sec, :60 sec Broadcast/Radio
- Full page, 1/2 page, 1/4 page Print ads
- Billboard / Digital Outdoor
- Campaign landing page

DONATED MEDIA:

TV:

- Cox Media
(Cable networks)
- WAVY
(NBC affiliate)
- WGNT
(CW affiliate)
- WTKR
(CBS affiliate)
- WTVZ
(My Net affiliate)
- WVEC
(ABC affiliate)

RADIO:

- Clear Channel
(WOWI, WKUS, WJCD, WCDG)
- Entercom
(WPTE, WNVZ, WVKL, WWDE)
- Max Media of Virginia
(WGH-AM, WGH-FM, WVHT, WXEZ, WVBW)
- Saga Communications
(WAFX, WNOR)

OUTDOOR:

- Adams Outdoor
*(2 digital locations, opposing directions I-264 @
Frederick Blvd., Portsmouth)*

NEWSPAPER:

- Daily Press
- The Virginian-Pilot
- Flagship

MAGAZINE:

- Apartment Book
- Skirt!
- Tidewater Parent
- Virginia Beach Woman

WEB:

- MyTidewaterMoms.com
- PortfolioWeekly.com

DONATED CREATIVE SERVICES:

- **STUDIO CENTER**
Broadcast production, including: editing, voice talent, creative direction, etc.
- **LAUNCH INTERACTIVE**
Web landing page development and execution
- **GLEN MCCLURE PHOTOGRAPHY**
Still photography, editing, processing, etc.
- **MIKE TANNER**
All copywriting (print & broadcast), creative direction, volunteer coordination, production
- **No SKY STUDIO**
Tv production, editing, etc.

About the Foodbank of Southeastern Virginia

The Foodbank of Southeastern Virginia works to provide solutions to hunger and certain consequences of poverty in our community by promoting food recovery by means of acquiring and distributing food, clothing and related products to those in crisis in our community. The Foodbank also provides community leadership and education on issues of hunger.

The Foodbank of Southeastern Virginia (FSEVA) operates the following programs with the hope of ending hunger and economic disparity:

Warehouse Distribution Program: Except for USDA commodities, this program includes all food and grocery products from food drives, purchases, and donations from manufacturers and supermarkets. This is the heart of the Foodbank - where millions of pounds of food are sorted, boxed, and delivered to more than 500 partner agencies.

USDA Commodities: FSEVA is a State of Virginia contractor for the distribution of USDA commodities to designated agencies. This source of food includes quality meats, fish, canned and packaged fruits and vegetables, rice, beans, pasta, and peanut butter.

Fresh Food Initiative: This is an effort to collect prepared and perishable food from over 100 area restaurants, hotels, caterers, country clubs, and hospitals to distribute immediately to the hungry at on-site feeding agencies.

Kids Cafe: FSEVA has established over 25 Kids Cafes, wonderful after-school feeding programs for disadvantaged latchkey children. Because FSEVA's Kids Cafes are conveniently located in low-income neighborhoods, participating children can walk or bicycle to these sites after school. Over 76,000 children in FSEVA's area receive free or reduced school lunches - a reliable indicator that hunger and food insecurity regularly threaten their respective lives.

Senior Supplement Food Program: Like childhood hunger, hunger experienced by seniors can have a lasting and life-altering effect. Each month, FSEVA provides low-income seniors with highly nutritious food items, particularly towards the end of the month when most food budgets are low or depleted.

Justine's Clothes Bank and Tasley Thrift Store: FSEVA's clothes bank distributes new clothing to the poor and to agencies serving the poor. FSEVA's Foodbank on the Eastern Shore also operates a thrift store to meet the needs of the area's poor and to generate modest income for the Foodbank.

Plant-A-Row for the Hungry Program: Through a working partnership with the Virginia Cooperative Extension Service, local gardeners are encouraged to plant an extra row of produce and contribute that part of their harvest to FSEVA and its member agencies to use in their feeding programs.

Community Gardens: A terrific source of vitamins and an alternative to processed foods, Community Gardens are promoted in areas of low-income housing. FSEVA serves as a mentor to the residents of the communities to plan, plant, care for, and harvest a garden that is shared by everyone who participates.

About the Advertising Federation of Greater Hampton Roads

The Advertising Federation of Greater Hampton Roads (AAFHR) is a volunteer service and social organization made up of leading members of the Hampton Roads advertising community. AAF Hampton Roads has been the southeastern Virginia affiliate of the American Advertising Federation since 1959.

Members from area advertisers, advertising agencies, media outlets and businesses donate time and services to help raise money for the betterment of the up and coming creative talent. Without the support of our members, businesses and volunteers, the AAF Hampton Roads would not exist.

What AAF Hampton Roads does:

- Brings members together to yield creative business solutions
- Protects and promotes advertising at all levels of government through grassroots activities
- Educates members on the latest trends in technology, creativity and marketing
- Presents the industry with its future leaders
- Honors advertising excellence
- Promotes diversity in advertising by encouraging the recruitment of people of diverse cultures
- Applies the communication skills of its members to help solve community concerns

The American Advertising Federation (AAF), headquartered in Washington, D.C., acts as the "Unifying Voice for Advertising." The AAF is the oldest national advertising trade association, representing 40,000 professionals in the advertising industry.

The AAF has a national network of 200 ad clubs located in ad communities across the country. Through its 225 college chapters, the AAF provides 7,500 advertising students with real-world case studies and recruitment connections to corporate America.

The AAF also has nearly 100 blue-chip corporate members that are advertisers, agencies and media companies, comprising the nation's leading brands and corporations.

The American Advertising Federation protects and promotes the well-being of advertising. We accomplish this through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters.