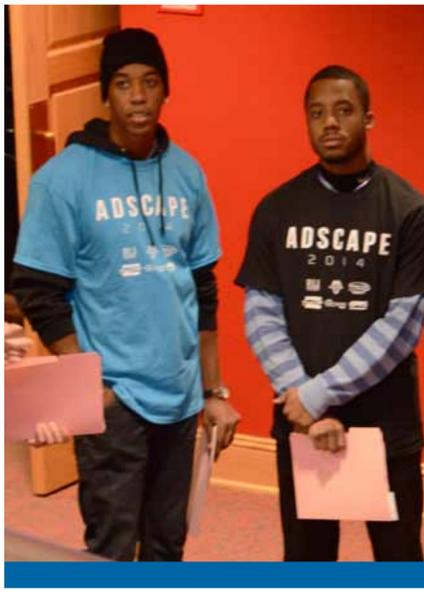


# ADSCAPE

EXPLORE THE LANDSCAPE OF ADVERTISING



## WHAT IS ADSCAPE?

AAF (American Advertising Federation) Roanoke has many initiatives, one of which is the importance of promoting Diversity! AAF Roanoke Diversity Committee determined that for 2014-15, its main focus would encourage multicultural students to pursue careers in advertising. Subsequently, **Discovering Advertising Protégés (DAP)** and the brand identity was launched.

The DAP committee channeled efforts into one over-arching project: **Adscape**, an unforgettable educational and motivational day long program – funded through the support of generous sponsorships – offering advanced training in advertising to highschool students interested in graphic design, media, and marketing. This program is designed to cultivate advertising talent at the high school level, and encourage students to view advertising as a viable career choice.

## VENUE

Radford University College of Humanities and Behavioral Sciences was host and sponsor for the inaugural Adscape 2014 event. Communication, advertising, marketing, and graphic design students were recruited from the Radford University student body to support the event as facilitators and mentors.

## TARGET AUDIENCE AND PARTICIPANT REQUIREMENTS

The primary target was high school juniors and seniors in schools with a high population of minority students and those interested in marketing, media, and graphic design.

An application process ensured students were interested in advertising – and not just a day out of the classroom. Students were asked to create an ad, using any media, that told us about themselves.

To ensure transportation would not be a barrier, free transportation to and from the event was provided for target schools that represented the most diverse student populations.

At registration, students were presented with keepsake swag bags with items such as name tags, lanyards, T-shirts, programs, supplies, note-pads, pens, USB drives, and three months of free premium training in open-source animation software.

Ten communication professionals and academics headed up 18 workshops throughout the day long event. Sixteen more professionals and academics joined in the event, and 18 graduate and undergraduate communication, marketing, and graphic design students from Radford University helped with the program as mentors.

Mikaele Bowling, a senior from Northside High School in Roanoke County, wrote that it was “an amazing experience, and I am happy and thankful that I was invited to go and got accepted into the DAP program.”

## 87 STUDENT PARTICIPATED IN ADSCAPE 2014

### Their Interests

Public Relations	10
Broadcasting	12
Social Media	14
Advertising Strategy	14
3D Animation	15
Photography	15
Digital Media	19
Audio/Visual	21



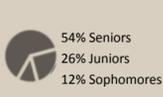
10 Chaperones



18 Student Mentors



10 Guest Speakers



52% Female

48% Male



11 Lunch Guests

## HANDS-ON WORKSHOPS

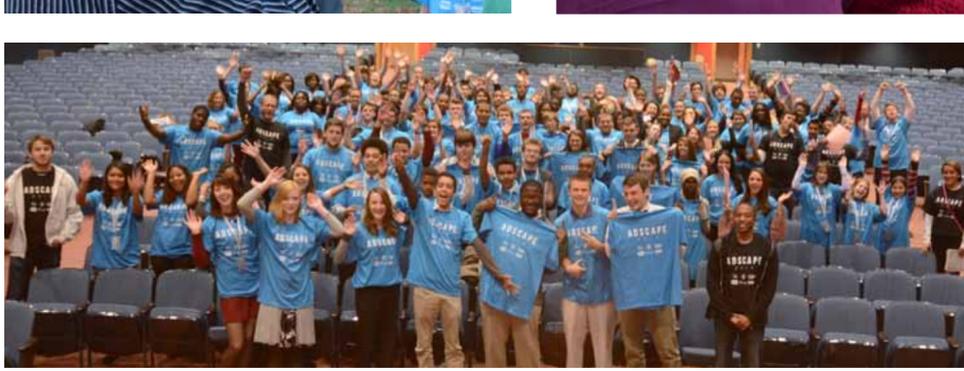
Numerous workshops were provided such as graphic design, digital communication, commercial photography, analytics, digital strategy, public relations, social media, account planning, animation, and cinematography.

## GUEST PRESENTERS

John Carlin from WSLT TV was a guest presenter covering Branding in Broadcast. Other professional workshop presenters were Lisa Baker-Webster, Chris Dodd, Jamie Hunt, Jamal Millner, Betsy Parkins, Dave Perry, Krystal Proffitt, Nakia Shelton Byrd, and Ken Smith. All attended the networking lunch enabling students to engage with mentors, professionals, and academics.

Feedback from the school systems and the students was overwhelmingly positive – the event was a great success and far exceeded expectations. School systems left out of the 2014 event have asked how they can be included in 2015.

DAP's Adscape program won the American Advertising Federation's Diversity & Multicultural Initiatives for Division 3, beating 11 contending AdFed clubs.



dap

discovering advertising protégés

An AAF Roanoke Committee

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## SPONSORS

