



nebraska

AAF Nebraska AdMuse • September 2021

ad reads

virtual book club

Thursday, October 7

5:00pm

Copywriting is easy. Copywriting is hard. It's frustrating, rewarding, draining, thrilling and, in almost every way, a lot of fun. It's also the job Andrew Boulton has been doing, writing about, and teaching others to do, for more than 10 years. Now, he's gathered up all the experiences, observations, lessons, fleeting successes and crushing failures he's accumulated in that time to help copywriters, new and old, come to terms with the baffling life of an alphabet wrangler.



AdReads from AAF Nebraska is a virtual book club and happy hour, where we talk about books about advertising via Zoom meetings.

Our sixth session on **Oct. 7 from 5 to 5:45** will be moderated by David Moore and Aubrey Schieuer.

Author: Andrew Boulton

Book Title: "Copywriting Is...: 30-or-so thoughts on thinking like a copywriter"

[REGISTER](#)



**Uncomfortable Conversations.
Unexpected Insights. Unfiltered Education.**

You can unleash the potential of your workplace. Learn to develop strategies to address disparities and topple barriers to access within your organization. The Conference on Opportunity, Diversity and Equity will arm you with the tools to take action and make an impact.

This two-day virtual event features two keynotes, a special guest, 4 breakout sessions and an optional professional development session facilitated by Creighton University Division of Equity, Diversity, and Inclusion and Greater Omaha Chamber's CODE program.

[REGISTER](#)

Save the Date

OCT. 19 - AdBites @ SCRIPTOWN

NOV. 18 - BOOM! ROASTED

Deadline Extended for AAF Awards Nominations

Deadline for nominations for 2022 Ad Pro, Ad Rookie and Silver Medal awards has been extended to **September 24**.

[NOMINATE](#)

Thanks to our sponsor:



TREMOR VIDEO

AAF Nebraska Membership Team Update

\$50! That is right \$50. Do you want to win \$50? I want to win \$50. Well now is your chance.

As AAF Nebraska starts to get back to in person events and networking, we want to hear from you! Our loyal Member. Over the past few months, we have done nothing but virtual meetings. As we shift to in-person again we want to make sure that we can make changes that will improve attendance and member experience. The only way that we can do that is by you filling out the survey.

Fill yours out by **Oct. 1** to be entered to win.

Thank you to Frost Media Group for their support!

[SURVEY](#)

AAF Nebraska Outreach Team Update

Do you love chatting about our industry with those around you? The community outreach committee is looking for a group of industry experts to add to our speakers bureau. Our goal is to add at least 10 people to our list to speak on behalf of AAF Nebraska within schools, non-profit organizations and to other industry professionals. Will you be one of them?! We sure hope so!

Please email Shana Boyd, Account Director/Eleven Twenty Three shana@11twentythree.com or Erin Clark, Art Director/KidGlov erin.clark@kidglov.com.

Let us know what market you would like to be added to, Omaha or Lincoln as well as your preferred topic you would like to speak on.

AAF Nebraska Legislative Committee Update

Proposed digital advertising tax regulations were filed on August 31 by Maryland's comptroller. In simple terms, the proposed regulations would require companies that derive revenue from residents of Maryland as a direct result of those residents responding to digital ads running in Maryland to report the revenue derived from such ads, which would then be subject to a tax rate unique to each advertiser.

Learn more about what these regulations could mean for Nebraska:

[READ](#)

Join an AAF Nebraska Committee Today!

- Practice and learn new skills
- Networking opportunities
- Build relationships with professionals in similar careers
- Have fun!

 aaf.nebraska

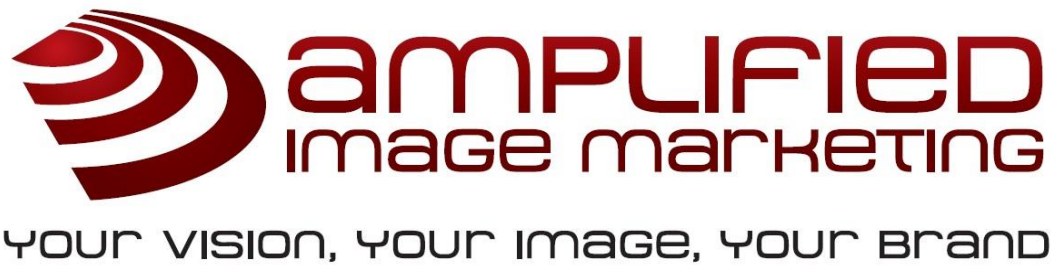
What's the benefit of being an AAF Nebraska Committee Member? We'll tell you!

- Practice and learn new skills
- Networking opportunities
- Build relationships with professionals in similar careers
- Have fun!

It doesn't stop there; there are more opportunities awaiting. Learn more about the committees today:

[JOIN A COMMITTEE](#)

Thanks to our sponsor:



Insights from Steve
Pacheco President
& CEO, American
Advertising
Federation

[READ](#)

Thanks to our sponsor:



Looking for new talent? Use AAF Nebraska's job posting service.

Did you know one of your member benefits is free unlimited job postings on aafnebraska.org? Use your AAF Nebraska membership benefits to expand your reach by sending us your job postings.

[LEARN MORE](#)

AAF NEBRASKA NEWS & EVENTS

[GET THE SCOOP](#)

Our Mission

With more than 250 professional and student members, the American Advertising Federation Nebraska (AAF Nebraska) is the unifying voice for advertising throughout Nebraska and western Iowa. AAF Nebraska offers an organization to educate, inspire and bring an inclusive sense of community to the

advertising professionals of Nebraska so that we, and future generations, can continue to do the work we love.

[VISIT THE ADMUSE ARCHIVES](#)



[ABOUT](#) • [SPONSORS](#) • [JOIN AAF](#)



Copyright © 2021 AAF Nebraska, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

