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nebraska

AAF Nebraska AdMuse • October 2021

The poster features a central portrait of Mark Halstead, a man in a suit and tie, with a blue tint. The background is yellow. Text elements include: 'webinar series' in purple on the left; 'aaf nebraska' in a red circle in the top right; 'MARK' in blue on the right; 'HALSTEAD' in blue at the bottom; and 'How iOS14 Impacts Digital Ads' in black at the bottom left. A red 'H HEARST' logo is in the bottom right of the portrait. The date and time '11/9 tuesday 12pm CT' are in red at the bottom right.

webinar series

aaf nebraska

MARK

HALSTEAD

How iOS14 Impacts Digital Ads **11/9** tuesday 12pm CT

AAF Nebraska Professional Development Webinar

The Impact of the iOS14 Changes on Digital Advertising

Keynote Speaker Mark Halstead

Halstead is the Director of Digital Ad Products at Hearst Television. He has been in the industry for many years, commencing with the Prodigy online service in the nineties. From there moved on to DoubleClick where he gained lots of experience in digital advertising technology and operations. Halstead moved on to digital advertising leadership roles at premium publishers like Viacom and CBS Local.

Tuesday, Nov. 9 at 12 p.m.

Free to AAF Nebraska Members & Students | \$10 Non-Members/Guests

[**REGISTER**](#)

Beauty & the Boomer

9th annual aaf nebraska
boom! roasted
thursday, november 18
alamo drafthouse cinema
6pm social hour / 7pm program

Join us for a casual roast and toast of the Nebraska advertising industry's finest, featuring the roast of Jen Landis and Patrick Stibbs, and a toast of the 2022 Ad Pro and Ad Rookie award recipients.

Jen
Landis

Patrick
Stibbs



For more information, visit aafnebraska.org



AAF Nebraska BOOM! Roasted

Join your friends at AAF Nebraska for BOOM! Roasted - an uproarious event hosted by AAF legend-in-his-own-mind Michael Johnson, featuring the roasts of UNL professor and entrepreneur at large, Jen Landis and Omaha radio icon, Patrick Stibbs. We'll also be honoring the 2022 Ad Pro winner, Kelli Britten and Ad Rookie of the Year Adam Turner. Seating is limited, so register soon. Food service and beverages will be available at the Alamo Drafthouse on your own.

Thursday, Nov. 18

6 p.m. Social Hour | 7 p.m. Program

Alamo Drafthouse Cinema

[REGISTER](#)

Save the Date

December 7: Hope 4 The Holidays, AAF Nebraska's Annual Holiday Party & Silent Auction

Thanks to our sponsor:



TREMOR VIDEO

AAF Nebraska Public Service Team Update

The most wonderful time of the year is right around the corner! That means the AAF Nebraska Holiday party will be here before you know it! This year the holiday party, "Hope 4 The Holidays" will take place on **December 7th**. During "Hope 4 The Holidays", we will have a raffle with prizes to support the 2021-2022 AAF Public Service Partner — **Partnership 4 Hope**.

Partnership 4 Hope started with an idea from two individuals who had been involved in initiatives supporting Young Adult Former Foster Youth (YAFFY) who have "aged out" of the Nebraska foster care system. It was built on and consists of several different services. The Youth Mart is a free shopping center for material goods for the young adult former foster youth that was formerly operated by the Omaha Home for Boys. During its development, Partnership 4 Hope also recognized a need for delivery services and therefore created the Truck Brigade, a volunteer group that picks up donations of furniture and other items necessary for setting up a household and takes them to a central location (the Youth Mart). The Truck Brigade also delivers orders of furniture and household goods to the young adults that "shop" at Youth Mart. The third component is a mentoring program, which was P4H's original purpose. Early on, organizers recognized the emotional isolation, hopelessness, and significant challenges YAFFY's experience on their path to independent living. A mentoring program was developed to assist YAFFY's as they navigate life after foster care. The three main components form a circle of service - YAFFY's may come to the Youth Mart with their case managers and select the items of furniture they need, which the Truck Brigade then delivers, along with a "pantry" of

food items, to their home. The connections made at the Youth Mart and with the Truck Brigade plant the seed for future mentoring opportunities. To learn more about P4H, visit <https://www.partnership4hope.com/>

In support of P4H, we are looking for raffle donations for the December 7th event. Donations will be recognized in promotional materials for the AAF Nebraska holiday party and during the event. We kindly ask for donations by Friday, November 12.

Thank you in advance for supporting Partnership 4 Hope and AAF Nebraska!

AAF Nebraska Outreach Team Update

Have you heard of Masterclass? <https://www.masterclass.com/> The Community-Outreach Committee is working hard to put together a local version to help students learn more about our industry. We are looking for topic suggestions that would be helpful. If you have an idea please connect with us! We want to hear it. There are so many ways to enter into the advertising space whether it's an agency, media, freelance or brand. Truly the list goes on and on. Having these video sessions from experts in the field will be helpful as we continue working on our school partnerships within the state of Nebraska. Also, if you are interested in joining this subcommittee please reach out to shana@11twentythree.com or erin.clark@kidglov.com.



AAF Government Report October 2021

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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.

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AAF NEBRASKA NEWS & EVENTS

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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.

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