



FACT SHEET

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About AAF Nashville:

Celebrating sixty years as an ad club in Nashville, the Nashville Advertising Federation changed its name to the American Advertising Federation Nashville (AAF Nashville) in 2008. AAF Nashville is affiliated with the American Advertising Federation (AAF) and the Seventh District of the American Advertising Federation.

AAF Nashville is the premier organization for advertising professionals in the Nashville, Tennessee area. The organization consists of over 150 members from various companies in the advertising, marketing, and communications fields.

Since 1948, the Nashville Advertising Federation has given area professionals a forum for learning, sharing, and socializing. The organization exists to: promote excellence in advertising; enhance the local image of advertising; help educate those interested in advertising careers; and contribute to the community through public service.

About AAF:

The AAF traces its origin back to 1905 when its predecessor organizations, the Advertising Federation of America and the Advertising Association of the West, were founded. The rich heritage witnessed many industry advances and accomplishments, including formation of the Better Business Bureau movement. The name was changed to AAF by the merger of the AFA and AAW in February, 1967.

The AAF is the only national advertising association bringing together all segments of advertising. The membership now includes over 130 company members, advertisers, advertising agencies, media and advertising service companies, over 210 local advertising clubs with some 50,000 members, and 210 college chapters. The real potential strength of the organization derived from its local roots – the over 200 advertising clubs, in cities from coast to coast and Hawaii and Alaska. The clubs are the focal point in their communities for all those associated with advertising.

The basic objective of the American Advertising Federation is to work toward the improvement of advertising and the environment in which it operates. To this end the AAF seeks to: Reflect the industry views and concerns on public issues affecting advertising and to prevent over-regulation of advertising; promote the high standards of advertising within the industry; promote a better understanding of advertising in government, among the public and in the schools and universities; encourage young people to enter advertising as a career, and to advance educational programs designed to strengthen the skills of advertising practitioners; utilize the skills of advertising in community public service endeavors; recognize outstanding accomplishments in the furtherance of advertising as a profession in its service to the community.

About AAF Seventh District

AAF Nashville is in the AAF Seventh District which is comprised of Alabama, Mississippi, Tennessee, Georgia, and Louisiana. The AAF District Organization serves its area just as the local advertising club serves its community, and as the AAF serves the nation's advertising interests.

The objective of the AAF Seventh District is to strengthen local AAF affiliate organizations (clubs, federations, and college chapter members) through leadership training, education, communication, idea forums, enrichment, and recognition programs; promote advertising industry standards; encourage professional development; enhance and encourage business opportunities for professional and student members; defend the advertising industry against adverse governmental action; and act as a liaison between national AAF and local chapters to ensure the vitality of the advertising industry.

The mission of the American Advertising Federation Nashville is to expose members to visionary issues relative to the advertising/communications industry while creating opportunities for networking, learning, service and individual recognition. For more information, visit www.AAFNashville.com.