![AAF American Advertising Federation District 3 logo]

March 12, 2020

Dear Faculty Advisors,

Along with AAF National, we have been monitoring the spread and impact of COVID-19 in our District (North Carolina, South Carolina and Virginia). At this time, several colleges and universities have travel restrictions in place – including several schools in our competition. In the best interest to our teams, AAF District 3 as made the decision to move forward with a virtual competition to eliminate any travel to Cary, NC.

The virtual competition will take place using the same schedule in place for the planned in-person competition.

1. Teams will submit their plans books by the original March 25th deadline.
2. Teams will submit a video recording of their 20-minute presentation no later than 24 hours before the scheduled District Competition.
3. Judges will view the recorded 20-minute presentations and then immediately connect with the team for a virtual Q&A session via Zoom Meeting.
4. Following the Q&A, the judges will deliberate and complete their scoresheets which will be submitted to the District Coordinator.
5. This will repeat for all teams competing until judges have reviewed all videos and completed live Q&A sessions with all teams.
6. At the conclusion of the competition, all teams will join a video conference call with the judges for the winner's announcement and judges review session.
7. District Coordinators will complete scoring software and submit to AAF within one week of the competition.

Just like the in-person competition, your team will be assigned a time on April 3, 2020 for the live Q&A sessions with our judges. When the schedule is given out to all teams, you will also be given information for the Zoom Meeting and how to join for the virtual Q&A session.

Thank you for your flexibility as we all react to the current situation. Please feel free to contact our District NSAC Chair, Katherine Keogh with any questions or concerns.

Sincerely,

Danielle Salley
Governor, AAF District 3

Katherine Keogh
NSAC Chair, AAF District 3