

Dec 4, 2006

Ms. Donna Childs
Chair, GDAA Ethics Committee
PO Box 225
Dayton OH 45401

Ms. Childs,

Let me direct your attention to Article III. Purposes, section "B" of the GDAA Constitution and Bylaws:
"b) To protect advertising from legislation and regulation which could over regulate and unduly restrain advertising and which would be harmful to the advertising industry."

What I was doing outside the Ad Club event could be classified as either:

Out-of Home Self-Promotion. Any out of-home effort to promote an out-of-home advertising service provider

or non-traditional or guerilla advertising

Non-Traditional Advertising – also defined as alternative, buzz, grassroots, guerilla, viral or word-of mouth advertising. It is generally defined as an unconventional way of performing advertising and/or promotional activities.

Examples of non-traditional advertising would be advertising on window clings, street stickers and stencils. It can also include wild postings, telephone poles, cell phone advertising, forehead or tattoo advertising. Please note that some entries entered into this category fit into a traditional category and will be moved to the appropriate category. Non-traditional entries **MUST** be accompanied by proof of usage.

The American Advertising Federation acknowledges and recognizes both as forms of advertising.

Handing out flyers on the street- a public place, and promoting my business is not illegal.

The flyer was truthful, factual, and included actual server log reports showing that other agencies weren't building search friendly sites. It was quite simply, a product comparison ad, showing real results. No different than comparing Bounty with "another leading brand." Using facts in support of advertising is something that I thought the Better Business Bureau required- or am I wrong?

If you choose to censor me for my actions- you will be breaking the GDAA's own Constitution and Bylaws- that clearly state that you are to protect advertising from "legislation and regulation."

Therefore, if you wish to pursue your request and your threat, I respectfully suggest you find a different organization to belong to. You clearly do not have the best interests of our profession or association in mind by bringing precedent for censure to out-of-home or non-traditional advertising practitioners.

Furthermore, I request this issue be brought to the entire club membership, not just your "ethics committee" for debate on the floor. I would also ask that the national offices be asked to weigh in on this matter.

You are setting a dangerous precedent with your actions.

Frankly, I'm amazed this issue continues to waste my time- and yours.

If I do not hear back from you, by December 18, 2006 that this "issue" was a mistake on your part, and receive an apology, I will ask that the AAF review your membership- and if you should remain a member, since your actions, and those of whoever else supports you in this witch hunt, could set a dangerous precedent for regulation and legislation that could harm our industry.

Sincerely,

David Esrati