John Fetterman Drama Shows Media's Ignorance of Disability

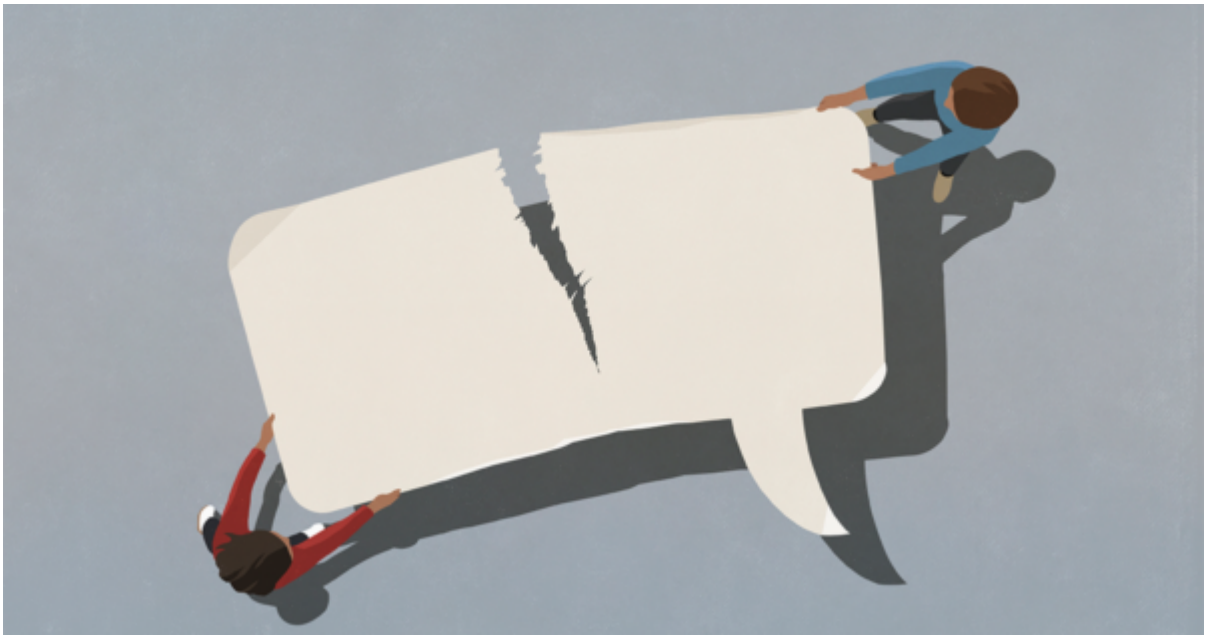


Discuss new partnerships, organizational structures and strategies for reliable measurement at NexTech, Dec. 6–8. In-person and virtual passes are available. Sign up now to save 25%.

It's Disability Employment Awareness Month (DEAM). So why, in a nationally aired news piece, are we still questioning disability, employment and personhood and therefore placing an ableist lens on accommodations?

Recommended articles
https://www.adweek.com/convergent-tv/john-fetterman-drama-shows-medias-ignorance-of-disability/

‘It’s Not Me, It’s You:’ 6 Signs You Need a New Agency



Discuss new partnerships, organizational structures and strategies for reliable measurement at NexTech, Dec. 6–8. In-person and virtual passes are available. Sign up now to save 25%.

Just like any relationship, the agency relationship takes time and work to be successful. It requires open and honest communication, accountability and true partnership on both the client side and agency side.

Recommended articles
https://www.adweek.com/agencies/its-not-me-its-you-6-signs-you-need-a-new-agency/

5 Ways to Provide a Platform for Latinx Storytellers



> Which social media strategies are winning long-term loyalty and how can your brand build memorable and shoppable moments in the space? Find out at Social Media Week Europe, 7–9 Nov. in London. Virtual passes also available. Sign up today.

It is fantastic to see an increasing number of brands and marketers celebrate Latinx History Month. The Latinx community is no longer considered a niche market, and there are stats to prove it. Our spending power is significant and our cultural impact on the world is undeniable.

Recommended articles
https://www.adweek.com/creativity/5-ways-to-provide-a-platform-for-latinx-storytellers/

The Guest Checkout Problem: Avoid Leaving Shoppers Out in the Cold



> Give our readers an inside look at your brand's marketing approach by joining the Adweek Columnist Network. If you're a VP or above, submit your pitch.

One of the thorniest challenges in today's b-to-c ecommerce world is the shopper "cold start" problem. The term "cold start" originates from cars—when it's really cold, an engine has difficulty starting up, but when it warms up, it runs smoothly.

Recommended articles
https://www.adweek.com/commerce/the-guest-checkout-problem-avoid-leaving-shoppers-out-in-the-cold/

How the Latine Community Is Sharing Their Story on the Charts



Editor’s note: In this article, Adweek deviated from its style of using “Latinx” due to the writer’s preference. “Latine” is a gender-neutral form of the word Latino.

Recommended articles
https://www.adweek.com/brand-marketing/how-the-latine-community-is-sharing-their-story-via-music-charts/

How to Be Mindful of Employee Burnout During Tough Times



Hosted by AMA Marketing Hall of Fame inductee Antonio Lucio, the Adweek Home / Work podcast breaks down the good, bad, ugly and extraordinary of balancing life and work. Tune in.

Advertising has always been a high-pressure industry, notorious for long hours, tight deadlines and huge client expectations. The tumult of the last few years hasn't made things any easier. Overworked employees may be grinding harder than ever, wrestling with fears of budget cutbacks and job security.

Recommended articles
https://www.adweek.com/agencies/how-to-be-mindful-of-employee-burnout-during-tough-times/

What Marketers Can Learn From

the NFL’s Big Miss During Hispanic Heritage Month



Give our readers an inside look at your brand’s marketing approach by joining the Adweek Columnist Network. If you’re a VP or above, submit your pitch.

As Hispanic Heritage Month kicks off, our social media feeds are flooded once again with messaging and campaigns from brands wanting to show up as an ally to the community. The National Football League (NFL) decided to celebrate and honor this month by tweeting an image for their “Por La Cultura” campaign. Both NFL fans and critics were quick to comment, creating a social media firestorm, blasting the design intended to celebrate Hispanic and Latino players.

Recommended articles
https://www.adweek.com/brand-marketing/what-marketers-can-learn-from-the-nfls-big-miss-during-hispanic-heritage-month/

Equal Partnership? Why Companies Need to Ditch Maternity and Paternity Leave



Hosted by AMA Marketing Hall of Fame inductee Antonio Lucio, the Adweek Home / Work podcast breaks down the good, bad, ugly and extraordinary of balancing life and work. Tune in.

When I was pregnant with my first child, I was scared to death of postpartum depression. As a person with Bipolar II disorder, I am no stranger to your garden-variety depression.

Recommended articles
https://www.adweek.com/agencies/equal-partnership-why-companies-need-to-ditch-maternity-and-paternity-leave/

Dove #KeepTheGrey Campaign Is a Brilliant Example of How to Show Up



A storm erupted on social media when beloved Canadian news anchor Lisa LaFlamme was allegedly ousted from her job. LaFlamme had worked for the network for more than 35 years, winning awards for reporting from conflict and disaster zones.

Recommended articles
https://www.adweek.com/brand-marketing/dove-keepthegrey-campaign-is-a-brilliant-example-of-how-to-show-up/

Resiliency Is the Best Currency for Agencies During a Recession



> Give our readers an inside look at your brand's marketing approach by joining the Adweek Columnist Network. If you're a VP or above, submit your pitch.

Economists are divided over whether the dreaded "R" word, a recession, is imminent—but what is clear is that times of economic uncertainty are ahead. There are some factors that are out of our control, and without a proper strategy, these uncontrollable elements can cripple even the most successful agencies.

Recommended articles
https://www.adweek.com/agencies/resiliency-is-the-best-currency-for-agencies-during-a-recession/