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## Easterner Sales Program Proposal for 2017-2018

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**Summary** - As the Advertising Manager my mission for next year will be to efficiently generate advertising revenue on various platforms that will continue to grow and provide The Easterner with long lasting resources. Our community and the relationships we develop will be essential to our success. To professionally represent our clients and their interests without compromising the quality of our publication or the integrity of The Easterner as a whole will be held to the highest standard. I will bring fluidity between the editorial and the advertising staff members. Through this unification we will produce better learning opportunities for our staff members and a higher quality of student newspaper for the Eastern Washington University community, to whom it serves.

**On Campus Clubs & Organizations** - Reaching out and engaging more proactively with Eastern Washington University clubs and organizations is fundamental for establishing equitable relationships for The Easterner. Once these partnerships are established, we can utilize this improved perspective to create and structure what I call "Quarterly Contracts". These will basically be long-term advertising commitments that will have strong incentive for on campus clubs & organizations. Due to the long-term exposure and the substantially discounted rate, these contracts will draw increased awareness to any EWU club & organization seeking exposure.

**Community Outreach** - Active community involvement and participation is essential for building healthy relationships with local businesses. One aspect of this outreach plan will involve the renewal of our membership with the Cheney Merchants Association (CMA). The CMA is a collective group of business owners, organizations and community leaders working together to promote a dynamic marketplace. Additionally, the CMA is a member of the West Plains Chamber of Commerce and works in partnership with Eastern Washington University, the City of Cheney and the Cheney School District.

**Eagle Engagement & The Street Team** - The more people that are involved with our organization, the more successful we will be. Building a small team of volunteers to help coordinate fundraising events, online campaigns, sporting events and more. If something is happening we need to be there, and the goal here will be to exploit whatever

opportunity the university has to offer for its students. Integrating ourselves into the Eagle community will allow us to develop status amongst our peers.

**Philanthropy & Fundraising Banquet** - Next year I would like to propose that the advertising team and myself included be responsible for developing and coordinating our first Easterner Banquet. This would be a formal event where staff members who displayed exceptional skills or traits will be recognized and honored for their performance while working for The Easterner. Ideally, we would like to invite all of The Easterner Alumni and their families to join us. Involving all of the journalism faculty and staff members will be important for creating a successful event. Offering premium services, catering or even hosting silent auctions are all viable options to be considered. With time, resources and support, I believe this banquet can be a real success.

**Distribution/ Vendor Permit** - Throughout my experience working for The Easterner, I have noticed that there are reoccurring problems with distribution year after year. These issues vary greatly from quarter to quarter and make it sometimes difficult to maintain accountability for anyone responsible for distribution. To remedy many of these contingencies, I suggest that we put in a request to Parking & Transportation Services (PTS) to acquire what is called a Vendor Permit. According to the PTS website, "Vendor permits are to be used by service providers, repair people, and vendors for faculty or staff to perform their duties. Vendor Permits may be issued depending on circumstances." If we are able to obtain this permit, the process of distributing newspapers throughout our campus will become simple and efficient.

**Digital Call logs & Spreadsheets** - Maintaining accurate and up to date records of all sales activities will be required of all advertising employees. We will frequently follow up with our clients by making follow up phone calls, sending emails with any updated information and record the outcomes of these interactions on an Excel spreadsheet. Collecting this information will improve our competence and provide our employees with a reliable source of data that they can have at their disposal whenever a situation presents itself.

**Annual, Quarterly & Weekly Sales Goals** - As the Advertising Manager, I will establish that our revenue objective for the year of 2017-2018 will be \$36,000. This will put our quarterly advertising revenue goal at \$12,000 and our weekly target at \$1,000. I am confident that these figures are attainable and, if delegated properly, my team will exceed these goals.

**Team Meetings** - Once a week the advertising staff will participate in a mandatory team meeting. The day and time in which these sessions will take place is going to vary from

quarter to quarter. After evaluating the availability of all staff members, the team will determine an agreed upon day and time that works best for everyone. Once established, the advertising team will be expected to attend all meetings to the exception of special circumstance(s) or a 48-hour prior notice given to the Advertising Manager.