



# REPORT

*From the office of the...*

## PROMOTIONS AND ADVERTISING COMMITTEE (PAC)

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TO: Members of the Executive Board  
FROM: Erika D'Urbano  
SUBJECT: PAC Report 3  
DATE: February 7<sup>th</sup>, 2013

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### UPDATE

The service has been doing well. We have successfully continued with our two posting nights and were able to keep the original Monday and Thursday posting nights at the same time.

### SERVICE USAGE

Usage seems to have increased, whether due to the number of activities occurring on campus or whatnot, there have been many posters coming in. I'm also receiving many questions not just from other PTM's but people emailing asking about posting and inquiring about what they can do for their own advertisements.

### PAST EVENTS, PROJECTS & ACTIVITIES

No projects or activities have come up for PAC.

### UPCOMING EVENTS, PROJECTS & ACTIVITIES

I am continuing to speak with various people about what they would like to see out of the service as a way that we could start to expand. We have also started the hiring process and I am excited to be interviewing soon for the position.

### CURRENT CHALLENGES

We have recently come across a problem in postering space. On certain boards, space seems to be limited due to the amount of posters. Many of the posters either have no specific date or we are receiving similar posters advertising the same thing, just with different images. We have started to become a little more strict about only having posters with no date up for 2 weeks and should people hand in similar posters, we will simply replace their old ones with the new ones so no more space is taken up. Hopefully this will solve the issue.

### SUCCESSSES

PAC has been doing well in terms of its usage as well as receiving questions about promotions and marketing which is a big step into where we want to go. Hopefully this can continue throughout the semester.