

My name is Hannah Lee, and I am the marketing director for Monta Vista High School's news publication, El Estoque. In the beginning of the year, my objectives were to both increase profit and readership of our print magazine and online website.

Our main sources of revenue are the advertisements and subscriptions that we sell. Before the school year even started, I reached out to numerous potential clients, presenting our official advertising contract and providing updated statistics on the reach of our publication. More specifically, I cited the 10,000 unique readers and 2,500 students at MVHS to highlight the benefits for businesses of advertising with El Estoque.

This year, we sold advertisements to 14 different businesses, raising a total of \$7,670. In addition to the print and online advertisements, I encouraged staff members to sell subscriptions to family members, friends and local businesses. Every time our print magazines and multimedia packages were published, subscribers were sent either a hard copy, email link or both depending on their type of subscription. Through the collective efforts of all our staff members, we sold a total of 153 subscriptions this year, allowing for an additional \$4,170 in profit. Our total sales amounted to \$11,840 by simply actively reaching out to businesses and motivating staff members to share subscriptions with those around them.

My second goal was to increase engagement through El Estoque's official social media accounts. In order to draw more attention to our work and increase both print and online readership, I focused on social media promotion. El Estoque's Facebook account is currently has 1,228 followers, so we took advantage of the following by promoting links to notable online articles as well as multimedia packages on the account. By sharing articles, more students were exposed to El Estoque's online content, as evidenced by students tagging their friends in the comment section and liking El Estoque's posts on Facebook.

Furthermore, I worked on improving the quality of our Instagram posts to further attract students to our content. 687 students follow our Instagram account, where we regularly post about events that happen not only on campus, but also around the community. In the beginning of the year, our Instagram posts reached approximately 400 to 600 users per post. However, this year I communicated with staff members to only allow posts with high resolution photos and informative captions to be published on our account. By noticeably improving the quality of our Instagram posts, I increased our reach to 700 to 1,100 users per post. By enhancing our content on Instagram, I have also noticed improved student engagement. Because all of our staff members focused on posting content that was relevant to the student body, more students have been tagging their friends on our Instagram posts, allowing for greater interaction between MVHS students and El Estoque.

One other important change that we implemented this year is that we began to make sure all of our writers sent their sources links to published stories. Often times, staff members forget to update their sources on the completion of their stories. By sending links to the published stories, we were able to increase readership even further.

In regards to our print magazine, our design editor worked on enhancing the covers of our magazines to attract more students. For example, we focused on implementing more vivid colors to ensure that they would easily catch the eye. In addition, we implemented the suggestions that we received in our focus group to include more photos in the designs. By incorporating these changes, students gave us positive feedback in regards to our print magazine.

Over the course of the entire year, I have witnessed great growth in regard to our profit and engagement. In this sense, it is safe to say that I have accomplished my two main goals for the year. By being proactive in my role as the marketer and being open-minded towards incorporating new changes, I have helped El Estoque operate within our budget, even allowing attendance in conferences like the JEA/NSPA Spring National High School Journalism Convention, and have also allowed El Estoque to truly be a voice for students.