

IMMEDIATE NEED REQUEST

2017-18

Approved in Cabinet 8/1/17 Bill Smoggin



Requested by: Marketing and Communication		
		Date to VP: 7/31/2017
Location	(Fill-in)	Reviewed By (Signature):
Department or Unit:	Marketing and Communication	Uyen Mai
		Date to Cabinet:
Division:	President's Office	Outcome:
Vice President:	n/a	

Budget Request(s) (List in Priority Order)	Justification for Request(s) <i>An "Immediate Need" is a shortfall in funding that, unless funded immediately, could cause a program to cease to function.</i>	Funds Requested **			Funding
		Amount	One-time	Ongoing	Approved
1. Radio Advertising	Due to soft enrollment this Fall, we would like to try increasing radio advertising to popular music stations. A survey of Mt. SAC students found people 16-20 and 21-25 most preferred (1) Hip-hop / R&B and (2) Pop followed by all other types of music and news programming. We would like to advertise with I Heart Radio's KIIS FM (pop) and Real FM (R&B).	\$45,000	x		
Account Number(s):	11000-505000-583000-671000				
2.					
Account Number(s):					
3.					
Account Number(s):					14

** Please provide documentation to support the amount requested, such as price quotes from vendor, copy of catalog, etc. Also, include any ancillary costs, such as maintenance, annual software upgrades, etc.