

## LMAS Marketing Intern Description and Duties

The Latah Marketing Animal Sale committee is looking for an individual interested in gaining experience with print, radio and social media marketing and community outreach. This individual will work closely with the LMAS Marketing committee chairperson and will have all marketing material approved by LMAS Marketing Committee chair prior to final submission to any marketing outlet. The bulk of the work will need to be performed the week before the Latah County Fair, and during the 10 days post sale day however there will be some Facebook posts throughout June through August with the bulk of the work that will need to be done beginning in August throughout August and during the fair week. ALL Facebook posts should be discussed with LMAS Marketing committee chair prior to final posting.

The approximate amount of time these duties are expected to take is no more than 35 hours. Intern shall be paid a sum of \$500 upon completion of all tasks. Should intern not complete all tasks during the timeframe listed, a prorated amount may be paid that reflects work completed.

- **June-August** - begin with educational Facebook posts every 2 weeks (such as posts to highlight packers)
- **Early August (approx 5 hrs)**
  - Design/Submit ad (similar to the following example but with current date and sale order) with sale info in the following community newsletters:
    - Troy Talk - I email: [troycityhall@troyidaho.net](mailto:troycityhall@troyidaho.net) free
    - Kendrick0/- KJ7 Community Newsletter [kj7newsletter3@gmail.com](mailto:kj7newsletter3@gmail.com) free
    - Potlatch C.I.A. Newsletter [potlatchcia@potlatch.com](mailto:potlatchcia@potlatch.com) (paid 1/8 page)
    - Genesee- email J.R. ([jrmorrow@sd282.org](mailto:jrmorrow@sd282.org)) for submission to school email system free
    - Growers Guide paper- email [jholt@capitalpress.com](mailto:jholt@capitalpress.com) or [gpurdum@eomediagroup.com](mailto:gpurdum@eomediagroup.com) or [groweresguideads@capitalpress.com](mailto:groweresguideads@capitalpress.com)
    - Attach information of Pullman Radio online calendar using [https://pullmanradio.com/calendar-2/action~agenda/page\\_offset~-4/request\\_format~json/](https://pullmanradio.com/calendar-2/action~agenda/page_offset~-4/request_format~json/)



- Early August Update local print and online community calendars with sale info-  
Moscow Chamber online calendar and Moscow Daily News online calendar by  
emailing [mberger@lmtribune.com](mailto:mberger@lmtribune.com).
  - Where?
  - When? date/time
  - Contact info for more info (webpage and email)
  
- **Late August (approx 5 hrs)**
  - Distribute marketing material (2024 tri fold) at the fair office and other areas tbd  
around town. Ideas are as follows:
    - Superior Floors
    - Banks
    - Grocery store info boards
    - other?
  
  - Contact/Update **all** local radio station community calendars with event and start  
time
    - Email [owen@inlandradio.com](mailto:owen@inlandradio.com)
  - Tri state advertising board- Contact to determine if they can donate rotating  
display with date/time of sale?
  - Furniture Center digital Board
    - Email [darcie@encompassmediaoutdoor.com](mailto:darcie@encompassmediaoutdoor.com)
  - Ask to update Troy rotating park board with sale info (contact Troy Jr/Sr High)
    - Email [shoffman@troysd287.org](mailto:shoffman@troysd287.org) or [jschetzle@troysd287.org](mailto:jschetzle@troysd287.org)
  - Other community info boards?
    - Deary by emailing [ksutton@sd288.org](mailto:ksutton@sd288.org)
  
- **Sept 1 thru Wednesday of fair week (approx 3 hrs)**
  - Schedule Thank you FB posts for all sponsors. List provided by LMAS
    - 1 post each for Presenting sponsor
    - Supporting Sponsors - 2 per post
    - Community Sponsors - 4 per post
  - Post at least 5 FB posts to remind of sale date/time, lunch time, some other  
reasons why they should support, interesting facts on how many animals,  
countdown to sale day, etc.
  
- **Fair Week (approx 4 hrs)**
  - Daily (Wed-Saturday 4 FB posts) -examples:
    - “what’s going on with market animals and exhibitors today”
    - Sale day FB post announcing “today is the day”
    - FB post thanking sale day volunteers, parents, leaders, fair board  
members, and so on.

- Be creative! Can take/add photos from fair shows, barns, exhibitor interaction, etc.
  - Sunday of Fair week
    - Giant FB post thanking everyone in general for a successful sale and the enormous community support.

**September- (approx 8 hrs)**

**Week following fair (to be completed (or FB scheduled) for no later than 10 days post sale day)**

- Obtain full list of animal buyers and add-on supporters from LMAS member working with ShoWorks and work with said LMAS member to determine and prioritize buyers by buyer status; Post FB Thank YOU posts to all buyers and add on supporters. (review FB in prior years for examples).
- Using the professional photographer electronic pictures, post sale ring pictures of champion and reserve champion market animals, their buyers with both buyer and exhibitor names on FB.
- Submit professional photos and buyers/exhibitors names for Champion and Reserve Market animals to the Growers Guide and Jim for the website.
  - use growers guide email from before and jlogan@latahcountyid.gov
- Contact Moscow Daily News to see if they will FOR FREE post the professional photos and buyers/exhibitors names for Champion and Reserve Market animals.
  - The last time checked it required a fee
- Post individual FB Thank you posts for each sale sponsor, repeat of prior sponsor posts.
- Last FB post thanking again everyone for a great year, see you next year on (insert next years sale date).