1) FIND A WAY TO ENTICE YOUNG PEOPLE TO A CAREER IN
BROADCAST SALES

Summary

A sales career in radio or television is an excellent way to enter the field, but fewer and fewer candidates are applying for these jobs. These jobs may be seen as “low level” or unable to generate a sufficient salary.

Challenge:
Create an innovative way or ways to inform and encourage young people to apply for these positions.

1) The name of your company / organization?

JAWCO Inc. (dba- WMOA/WJAW FM/WJAW Radio)
Marietta, Ohio

2) Explain your “challenge.” Be as descriptive as possible, providing relevant background or other information to help student competitors clearly understand the problem to be solved.

Develop an entry-level compensation plan that will entice young people to consider joining the sales forces of radio and television stations. The career of ‘sales’ offers a remarkable opportunity for a graduate to start in a company. The ‘sales’ title sometimes has a bad connotation that depicts a lower level job when the reality is that it is the basis of every position.

When we try to tell someone “You will be making this ____ , but you could make up to this ____ ,” its appeal is lost.

3) How would you know if a student entry has produced a good solution? That is, how would you measure the effectiveness of the solution (e.g. surveys, online audience metrics, etc.)?

Sales would be measured through an increase in new sales applicants in the industry.

4) Are there additional criteria against which the proposed solution should be evaluated? (e.g. well-designed, attractive interface, usability, mobility, low-cost implementation, etc.)?

(No Response)
5) What resources are available to help inform and guide the student competitors (e.g. data sources, reports, articles, audience metrics, etc.)?

Many salary surveys are available.

6) Please provide the name(s) and contact information of someone we may contact if we have questions about your “challenge.”

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Challenge #1

Executives at broadcast stations say they have a hard time attracting young people to their sales forces, even though the jobs they’re offering are stable and can pay well. Create a marketing campaign – complete with sample compensation plans - to encourage young people to pursue a career on the advertising sales side of radio and television stations.

Written materials¹:

1. Cover page with title, number of the challenge addressed, list of contributors and contact information.
2. One page executive summary w. title – required (12-point type, may be single-spaced)
3. White paper
   a. Required: Title, problem restatement and proposed solution (What is your innovation?), maximum three pages
   b. Required: Measurable aims: how will you know if your solution works, maximum one page.
   c. Required: Project description, maximum of 10 pages total
      i. Required: Evidence to support your approach, including a good understanding of the scope of the problem and the career opportunities available to broadcast sales people.
      ii. Required: Necessary resources to implement your solution, keeping in mind that it must not incur large expenditures.
      iii. Required: Implementation plan
   iv. Required: Timeline for implementation.
   v. Optional: Technical approach/details/steps required for a campaign to appeal to young people.
   vi. Optional: Testing/Pilot Plan. This might involve focus groups.
4. Required: Financial Information – no page limit
   i. Required: Proposed budget and budget justification
5. Appendices – optional, no page limit. Note: judges are not required to read appendices.

Presentation Materials²:

1. Set of PowerPoint slides without voiceover – maximum 20 slides as a PowerPoint file OR

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¹ All written materials in the white paper must be in a normal 12-point type, double-spaced, unless otherwise noted. Charts, tables, illustrations and embedded spreadsheets may be single-spaced. Final deliverables of the cover sheet, executive summary and white paper must be three, and only three, separate Word documents or PDF files.

² If the presentation materials are posted on a private website, complete instructions for accessing the site must be given.
2. Link to a viewable set of PowerPoint slides with voiceover – maximum 20 slides, 5 minutes OR
3. Link to viewable video presentation, maximum 5 minutes.

NOTES: This entry might involve social media targeted to graduating college seniors, as well as qualified young people who already have entered the workforce but may wish to switch to a broadcast sales career. Demonstrating competitive compensation, job security and career advancement will probably help.