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Creative Loafing Atlanta- Marketing
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I interned with the Marketing Director at *Creative Loafing Atlanta (CLA)*, a multi media alternative weekly paper. The main task of the department is to coordinate the in-house advertisements of the brand, in print and online and the branding at sponsored events. In addition to the above tasks I worked on projects for different departments. One of my first projects at CLA was to create a “marketing binder,” a sort of calendar of events and programs. Through this project I gained a strong grasp of the responsibilities of the department and its relationship with marketing as a whole. On a daily basis I helped the Marketing Director and had two main responsibilities of my own: CL Presents, for concerts, movies and event, and CL Deals, for restaurants and spas. These programs partner with CLA clients to attach the CLA brand to their product and create a win-win situation for both parties in terms of advertising. Through CL Presents I increased the subscriptions to an e-newsletter from about 5,000 readers to over 7,000 readers. Another weekly task I worked on was advertising movie promotions. I was in charge of editing the movie ads. The ads had to be approved by the Marketing Director, the advertising agency and the movie’s studio(s). The process consisted of several revisions and I learned a lot about how one must take complete responsibility for every word or change in punctuation for connotation and meaning. I worked with the Marketing Director with all the sponsorship requests by negotiating the sponsorship benefits and ad campaigns.

I created an outline for a potential smart phone application for the CLA. I reviewed both the print paper and the website to distill what I thought were the most important features readers would like to access from their smart phone and put them into my mock up. I also helped create and edit what we called the “listings” brochure. Many clients and readers call in about how to get an event listed in the paper. I designed a brochure to inform clients and readers of the listings process, how to write for the paper, where to find copies of the paper and how to subscribe to the paper. Because *Creative Loafing* is such a small company I got the chance to work in or at least see how all the departments operated. I was given the opportunity to create an ad, write an article for the print edition of the College Guide and write a tour journal that was published on CLA’s music blog.

I ended my internship with an in-depth understanding of *Creative Loafing* and the media industry, along with a desire to further pursue marketing as a career or component of a future career.