

BOARD OF DIRECTORS

Session 125

Date: October 2, 2025

Submitted by: Peyton Sax, Communications Director

BOARD BILL 3.11

An Act to Approve Funding and Establish a Pilot Reservation System for ASUW Entity Advertisements in The Daily

WHEREAS: The Associated Students of the University of Washington (ASUW) is committed to promoting student engagement, accessibility, and awareness of campus resources and opportunities; and

WHEREAS: *The Daily's* Weekly email, is a widely circulated platform that reaches thousands of incoming and returning students throughout the academic year; and

WHEREAS: Purchasing advertisements in *The Daily* allows ASUW to introduce itself through a new medium, highlight programming, and direct students to resources, events, and involvement opportunities; and

WHEREAS: Establishing a recurring and equitable process for ASUW entities to access advertisements ensures visibility, fairness, and shared opportunities for promotion; and

THEREFORE, BE IT ENACTED BY THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF WASHINGTON BOARD OF DIRECTORS:

THAT: \$4,900 be allocated for advertisements in *The Daily* during Fall Quarter 2025, which will serve as a beta test for a recurring quarterly advertising program; and

THAT: to generate equity across ASUW entities and commissions, the Office of Communications



(OCOMM) shall manage a centralized reservation system for these advertisements, with the following structure:

- Entities must **reserve their spot at least two weeks in advance** using a central sign-up form (Microsoft Form or shared sheet).
- **Each week will have two available slots** on a first-come, first-served basis, with a backup/waitlist option available.

- Entities must **submit final ad designs one week in advance** to the Communications Director (asuwbdcn@asuw.edu).
- The Communications Director will forward all finalized ads to *The Daily*.
- *If an entity misses the design deadline:* A waitlist entity will be contacted to take the spot, or a default ASUW ad will be submitted.
- Ads will run during the reserved week, **appearing in the top footer spot on Mondays and Fridays** (with the option for Wednesday if coordinated in advance).
- OCOMM will maintain records of ad usage, send weekly reminders of deadlines, and maintain a shared calendar of all reserved slots and deadlines.

THAT: this system be evaluated at the end of Fall Quarter 2025 to determine its effectiveness, equity, and scalability for future quarters; and

THAT: A copy of this bill be forwarded to; Nandana Jaideep, ASUW President; Khushi Loomba, ASUW Finance Director, Sonal Virk, ASUW Vice President; Grace Clarke, ASUW Director of Programming; Peyton Sax, ASUW Communications Director; Prescott Jain, The Daily Account Executive Carrie Moore, Executive Director of the Husky Union Building; Trevor Hunt, Associate Director for Finance and Business Operations, and Prescott Jain, The Daily Account Executive