

Webfoot: student-run ad agency has increased clientele, profits

By Tonnie Dakin
Of the Emerald

Each Wednesday morning, before most classes begin, a small group of students meet in Allen Hall to discuss clients, profits and campaign ideas. These students, with journalism professor Jim Avery as their adviser, make up Webfoot, the University's student-run advertising agency.

Webfoot was founded as a non-profit agency in 1983, but last year it began to enjoy profits by competing with other local advertising firms.

The group does everything that all other full-service advertising agencies do, Avery says — including making a profit.

Getting away from non-profit work is beneficial in two ways, says Jack Fund, an advertising senior and Webfoot's director. By making money students are able to operate the agency more efficiently, and at the same time, they gain experience in almost every aspect of advertising, he says.

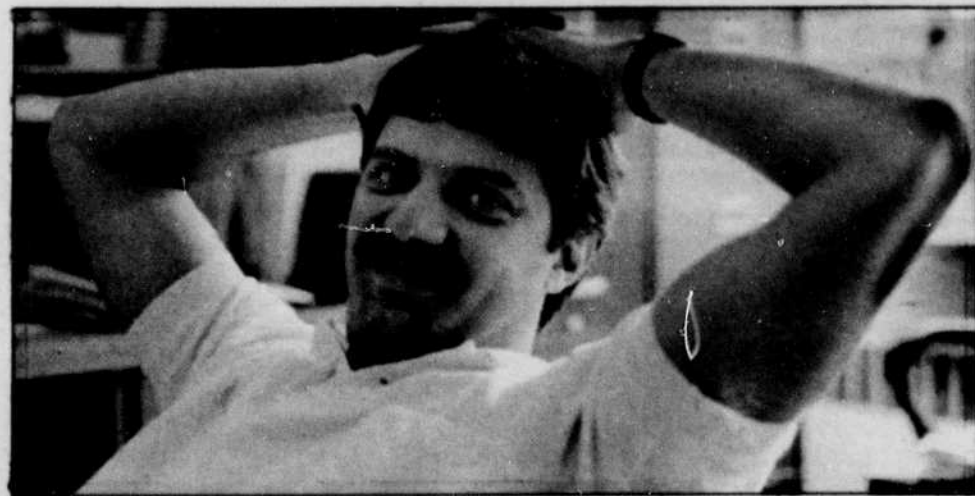
Since last year, Webfoot has increased its profits by about 600 percent, Fund says. The profits will go back into the agency, with the goal of buying a computer, he says.

The accomplishments of Webfoot during the past year have varied, Fund says. In addition to seeing tremendous growth in the agency, Webfoot has participated in many journalism school activities, including the journalism school telefund, Career Day, and Ad Night.

Webfoot also donated \$200 of its profits to the journalism school spring term. Arnold Ismach, dean of the journalism school, says he was pleased and encouraged by the donation.

"It's good that the students identified with the school and were appreciative and thought of contributing," Ismach says.

The agency and the journalism school have an informal arrangement, Ismach says. The



Jim Avery

students formed Webfoot themselves and the journalism school provided an adviser and office space, he says.

One of the goals of Webfoot this year is to interest students from other areas of the University, Fund says. The agency would like to include the talents of students in the business school, the art school, and telecommunications and film majors, he says.

Webfoot participants need not have a broad knowledge of advertising, nor do they need to be juniors and seniors, Keith says.

Webfoot member Tony Simmons, a senior advertising major, believes that experience at the agency is more valuable than the same type of experience through an internship.

"Webfoot provides the same experience you'd get through an internship, but you are not as limited because this is your agency," Simmons says.

During summer term the agency operates with about 10 students, but that number jumps to more than 30 during the school year, Fund says.

As a full-service advertising agency, Fund says, Webfoot must find clients, create and plan campaigns, find the correct media for each client, and create and place ads.

When competing for an ad campaign, Webfoot first identifies the needs of the prospec-

tive client, then prepares a recommendation by gathering background information and research on the business involved, Fund says.

A recommendation, which includes Webfoot's opinions on the best way to reach a target audience within a specified budget, is then given to the client, who decides whether or not to use the campaign, he says.

Past Webfoot clients have included the Town Club, Centre Court, Silk Originals, ASUO Health Insurance and the University's physical education department.

The Town Club, a private-membership restaurant, asked Webfoot to design an internal newsletter which was to be distributed to members only. Club manager Olaf Fischer says he chose to work with Webfoot because he knew people at the agency.

"Webfoot did a great job," Fischer says. "They were very cooperative and tried to please us in any way possible."

"We provide more service to clients than most agencies in Eugene...because our goal is not to accumulate massive amounts of wealth," Avery says. "We expect Webfoot to continue to grow, because we're still relatively small."

Webfoot is planning a recruiting drive next fall to attract more students.



342-8111

Introducing . . .

FREE Delivery Service! *

*Free delivery with a minimum order

Also offering:

- Full dinner menu
- White or whole wheat crust
- Limited delivery area

15th and Willamette

Hours:
Mon. - Fri. 11:00 - Midnight
Sat. 5:00-1:00 a.m.
Sun. 5:00-11:00 p.m.



European Auto REPAIR



• CLOSE TO CAMPUS •
A.S.E. Certified Technician

Tune-ups • Brakes • Fuel Injection

1917 Franklin Blvd. Eugene, Or. 97403 485-8226

SY'S PIZZA

FREE DELIVERY AND STORE TAKE OUT COUPON

Order any size pizza, choice of regular or Extra Thick Crust or Deep Dish Sicilian and receive

\$2 OFF ANY SIZE PIZZA PLUS 2 FREE SOFT DRINKS

STORE HOURS
11:30 - Midnight
Monday - Friday
3:30pm - Midnight
Saturday and Sunday

DELIVERY HOURS
5pm - Midnight
Monday - Sunday

1211 Alder on Campus • 686-9598

Offer expires Monday, July 28th

Et al.

The University has amended administrative rule 571-50-020. The rule now reads:

(1) Use of rollerskates or skateboards within University buildings or other structures is prohibited in the interest of public safety.

(2) Only the cautious use of rollerskates and skateboards is permitted on University property. Acrobatics or other stunts are prohibited.

(3) Children under the age of 16 must wear a bicycle helmet and be accompanied by a responsible adult when using rollerskates or skateboards on University property.

(4) Rollerskaters and skateboarders must yield the right-of-way to pedestrians.

(5) Appropriate sanctions shall be imposed on all rollerskaters and skateboarders who fail to operate their equipment according to all traffic safety rules including compliance with dismount-and-walk signs and/or who violate OAR 580-22-045.

Please sign up immediately in 244 Hendricks Hall for the Oregon Daily Emerald

following recruiters:

July 23: State Farm Insurance Co. (Mgmt Trainee — Minorities strongly encouraged)

— Min GPA 2.8.)

July 24: Tillamook Education Service District (Computer Specialist).

COPIES

3¢

ALL DAY EVERY DAY

8:30 - 5:30 MON. - FRI.

8 1/2 x 11 WHITE

PRINT AMERICA

519 E. 13th

485-1940



Bubba's Place

Try Bubba's

- **GOURMET BURGER BAR**
Help yourself to Bubba's condiment bar with our giant 1/3 lb or 1/2 lb burger.
- **BIG BREAKFASTS**
Hits the spot!
- **SUMMER SALADS**
Light, fresh and tasty.

Now Serving Beer and Wine

BUBBA's • 1249 Alder • Mon - Fri 7am - 2am, Sat 8am - 2am