

## KSU Student Media

Kennesaw State University  
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The Sentinel Newspaper  
Talon Feature Magazine  
Share Art & Literary  
OWL Radio  
New Media Group

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## KSU Student Media Account Executive Agreement

### I. Introduction

The KSU Sentinel is a vital and integral source of news and advertising for the KSU community. As an advertising representative, you will be part of a tradition of excellence on this campus. Working for The Sentinel is a challenging, fun and rewarding experience, and past members of the ad staff have used experiences learned here to propel themselves into careers in many different fields. Being a Sentinel advertising rep is no regular college job. Much will be expected of you. As a Sentinel ad rep, you have the most important job on the paper. Without your work and the revenues you will generate, The Sentinel and Student Media could not exist. You will be asked to represent both the paper and the KSU to business clients throughout Kennesaw and beyond. Your honesty, character and enterprise must be above question at all times. This agreement outlines basic expectations and are nonnegotiable. Your signature is required indicating that you have read and understood these conditions.

### II. Conditions of Employment

1. Every Sentinel employee must be enrolled as a student at Kennesaw State University.
2. Members of the ad staff may not accept anything of value from a business client or potential advertiser. This is to avoid even the appearance of an ethical conflict. Ad reps should not solicit tickets, discounts, food or drink, etc., and if they are offered, will politely decline.
3. All business and advertising information received during employment at The Sentinel is proprietary. Obviously, this does not include information such as rates and market info intended as part of the sales process. But release of strategic marketing info, background and budget material, and other Sentinel financial info to a competing medium or any unauthorized person could compromise The Sentinel's financial independence and would be grounds for termination.
4. The Sentinel strives to maintain a professional work environment that both imbues confidence in our customers and makes our employees feel welcome. Rude and uncivil behavior will not be tolerated; loud horseplay and unnecessary visits from friends should be avoided during work hours.
5. Sales representatives are expected to reveal any potential conflicts of interest to the advertising manager, including, but not limited to, working as a marketing director or media buyer for a Sentinel advertiser.
6. Sales representatives may not accept employment, while working at this paper, from an employer in competition with The Sentinel. Competitor employers include, but are not limited to, media organizations that solicit advertising.
7. Sales representatives who maintain consistently substandard performances, as determined by the advertising manager and sales manager, will be considered for termination.
8. Staff who feel aggrieved by these policies or any action against them should immediately discuss the situation with media adviser.

Signed \_\_\_\_\_ Date \_\_\_\_\_

Name (Please Print) \_\_\_\_\_ Witness \_\_\_\_\_

(Original to be retained by The Sentinel. Copy to employee.)



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KSU Student Media Board**