

Sahej Bhasin

Over the last three years, working across several roles in student journalism has greatly broadened my perspective on the importance of student media in universities around the world. Pepperdine Graphic Media aims to inform and entertain its audience through unique content published through a variety of publications. With over a million impressions per year across these platforms, the advertising department is a critical component to the publication's success.

As an advertising representative for student media, I've learned a plethora of valuable skills. The most important attribute I've learned is a stronger sense of the Pepperdine and greater Malibu community. Selling ad space to billionaire developers, multinational corporations, and small business owners have influenced me to learn more about how diverse my community is, and furthered my interest in understanding more about different industries and people in the commercial world. I've also learned the importance of building lasting relationships with my clients, the endless opportunities in the advertising industry, as well as cold calling. All of which were critical aspects of my journey to sell over \$60,000 in ad revenue for our publication.

Having grown in a family that solely thrived from careers in sales, my motivation stems from the desire to go above and beyond for my clients and peers. The most significant satisfaction that I receive is when my clients accomplish their goals of outreaching their business to our audience when advertising with our publication. When Pepperdine University finally resumed in-person courses on campus in Malibu, it was a struggle to convince businesses to advertise with us after enduring catastrophes such as the Woosley Fire and COVID-19 lockdown. Though it was a challenge, our publication surpassed initial revenue goals.

The approach that has allowed me to successfully solicit new clients is my ability to outreach from my current network of clients. Through the thousands of cold calls and emails, I successfully reached out to dozens of new clients. I focused on individuals and businesses that could create long term deals with our publication for years to come. For example, Malibu's locally renowned optometry, Malibu In Sight, was my first client for print publications in August 2021. Since my first deal with them, they've purchased over \$10,000 in advertisements and was able to meet the owner of a large luxury shopping development who was interested in making long term deals with our publication.

Without the award winning content that our publication produces every year, there would be no desire for our clients to advertise in our publication. I am heavily involved at Pepperdine serving in executive positions across multiple organizations, but my serving as Pepperdine Graphic Media's Advertising Director is the most rewarding. My time with this organization has allowed me to learn valuable skills revolving around sales, networking, and marketing that can be applied to my current and future endeavors.

PEPPERDINE UNIVERSITY

STUDENT PUBLICATIONS

June 15, 2022

**Associated Collegiate Press
Pacemaker Selection Committee/Judges
Best Advertising Sales Representative
Letter of Recommendation
RE: Sahej Bhasin**

To Whom it May Concern,

I am thrilled to recommend Sahej Bhasin as a candidate for Best Advertising Sales Representative in the Associated Collegiate Press Individual Awards categories. Sahej has single-handedly resurrected our local advertising sales after some of the most challenging years in the history of Pepperdine Graphic Media. He is— without doubt or hesitation— a worthy candidate for this award and a notable member of college media as a whole.

Sahej began working in our Advertising Department in spring 2021. During that time, we had almost no local ad clients as a result of shuttered businesses in the California COVID-19 closures. Despite such a challenging environment, Sahej returned to our ad department this school year. Joined only by a marketing director, Sahej worked as our only advertising sales rep and our advertising director. Alone, he reconstructed a local client list, sought out campus partners, collaborated with the Malibu Chamber of Commerce and fortified our relationship with national clients.

As part of his work, Sahej set a lofty goal of \$60,000 in advertising revenue that would not include our ad revenue from our special advertising edition, the Senior Edition. This was indeed ambitious considering that Sahej was the only ad sales representative for the entire year. Not only did he achieve that goal but worked—tirelessly, truly— to make sure PGM was a notable contender for every possible client in our greater area (Malibu, Santa Monica, Agoura Hills and Calabasas). PGM has had excellent ad sales representatives in the past but Sahej is the best, without a doubt.

In addition to his work with PGM, Sahej excels as a student who is seeking to elevate our student clubs on campus that help to highlight diversity. As a president of the Indian Student Association, Sahej invites the entire campus community to celebrate Diwali and the Holi Festival. He is an excellent student who brings his entire experience to his work with PGM.

One of the elements that I have always admired about the ACP's awards is that quality of work is truly recognized despite the size of a program. Sahej Bhasin has almost single-handedly run PGM's Advertising Department for the past year. And despite a small surrounding market and

PEPPERDINE UNIVERSITY

STUDENT PUBLICATIONS

limited resources, Sahej Bhasin has broken all of our previous ad sales records, vigorously renewed our local client-base and has created a renewed prominence in our local community as our campus has returned to in-person following California COVID-closures. I am grateful for this award, in particular, and the opportunity it provides to nominate such a notable candidate.

Please don't hesitate to contact me, should you have any further questions.

Sincerely,

A handwritten signature in black ink that reads "Elizabeth Smith". The signature is written in a cursive style with a large, decorative initial "E".

Elizabeth Smith, EdD
Director, Adviser of Pepperdine Graphic Media
Associate Professor of Communication
Pepperdine University
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(310) 506-4568

Sahej Bhasin

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Education

Pepperdine University, Malibu CA

Aug. 2019 to present

Bachelor of Science in Business Administration, Minor in Marketing

Expected: April 2023

- GPA: 3.64
- **Academic Awards:** Los Angeles Philanthropic Foundation Scholarship, Associated Collegiate Press
- **Relevant Coursework:** Financial Accounting, Introduction to Microeconomics, Legal and Regulatory Environment of Business, Introduction to Macroeconomics, Managerial Economics, Principles of Marketing, Business Computing Systems, Linear Probability and Statistics, Organizational Behavior, Financial Management, Intercultural Communications
- **Activities:** WavePool: Student Investment Club, Microfinance Club, Student Government Association Student Life & Irritants, Pepperdine Graphic Media, Inter-Club Council, Intercultural Affairs, Business Administration Division Student Advisory Board, Delta Sigma Pi Professional Business Fraternity

Academic Project

Principles of Marketing - Chick-fil-A Vegan Nuggets Marketing Plan

- Worked in a team of 5 students to develop a new product for a globally esteemed company to boost revenue and determine effective positioning strategies to market product to global audience
- Analyzed 6 years of financial data and information relating to operational and supply-chain processes pertaining to product
- Created detailed analyses and SWOT reports to show areas for improvements, and documented strategy recommendations for increasing effectiveness by 30% with new products
- Prepared and presented 30-page report of reports to business leaders

Professional Experience

UBS Financial Services Inc., Sherman Oaks, CA

Incoming Global Wealth Management Intern

Starting June 2022

Pepperdine Graphic Media, Pepperdine University, Malibu, CA

Director of Advertising

Dec. 2020 to present

- Surpassed revenue goals with over \$50K in 2021 advertisement revenue across digital and print publications
- Negotiated contracts and solicited 500+ clients to place advertisements across the organization's several publications
- Consulted with businesses on marketing strategies to raise awareness of their operations, increasing sales by over 50%

Staff Writer

Sept. 2020 to present

- Wrote for the Perspectives column of a nationally renowned news organization with over a million impressions a year
- Researched trends and raised awareness on controversial issues that required a call to action
- Met weekly publishing deadlines and routinely edited pieces to ensure accuracy and transparency

Pepperdine Engagement Call Center, Pepperdine University, Malibu, CA

Associate Supervisor

Dec. 2019 to present

- Worked with colleagues on matters concerning 100K+ prospects and their confidential information
- Trained and administered call center operations with 50+ employees
- Designed new websites and calling scripts as guides for training new employees

Student Development Officer

Sept. 2019 to Dec. 2019

- Raised over \$50K in alumni contributions through fundraising initiatives by establishing rapport with prospects to hear experience and inquire about donations
- Assisted prospects with processing donations to university-led initiatives

Leadership and Community Involvement

Vice President, Indian Student Association

Feb. 2020 to present

- Organized large-scale events including the Diwali Festival of Lights Celebration and Holi Festival of Colors Celebration
- Coordinated initiatives to promote South Asian culture at the university and oversaw several committees to ensure weekly responsibilities were being met
- Budgeted thousands of dollars for events with over 250+ attendees and various vendors

Alumni Liaison, Pepperdine Ambassadors Council

May 2021 to present

- Represented the University to other organizations and individuals in the greater Malibu community
- Led 15+ committees to coordinate special university-wide events with 1,000+ attendees
- Partnered with University associates, Los Angeles businesses, and 80K alumni

Skills and Interests

Computer: Google Suite Applications, Microsoft Word, PowerPoint, Excel, Outlook, QuickBooks, R Studio Statistical Software (Basic), Google Sites, QuickBooks, Canva, RNL Engage Calling Software

Language: Spanish (Limited Working Proficiency), Hindi (Elementary Proficiency), Punjabi (Elementary Proficiency)

Pepperdine Graphic Advertising

Sales by Customer Detail

August 2021 - April 2022

DATE	TRANSACTION TYPE	NUM	PRODUCT/SERVICE	MEMO/DESCRIPTION	QTY	SALES PRICE	AMOUNT	BALANCE
Huntridge LLC								
09/15/2021	Invoice	12291 552397.074	Instagram Post + Story	Date: September 15th	1.00	100.00	100.00	100.00
Total for Huntridge LLC							\$100.00	
Innovative Collegiate Consultants, Inc.								
08/20/2021	Invoice	12291 552397.069	Online Sidebar Banner - Website	Website Sidebar Ad Banner - Dates: TBD, in mid October	1.00	420.00	420.00	420.00
08/20/2021	Invoice	12291 552397.069		Discount	-2,020.00	15.00%	-303.00	117.00
08/20/2021	Invoice	12291 552397.069	Instagram Post + Story	Instagram Post + Story - Dates: Sept 24, Oct 15, Nov 19, Nov 26	4.00	100.00	400.00	517.00
08/20/2021	Invoice	12291 552397.069	Half Page Black and White - Print	Half Page Black and White, Graphic - Dates: TBD, first issue + issue before waves weekend	2.00	600.00	1,200.00	1,717.00
Total for Innovative Collegiate Consultants, Inc.							\$1,717.00	
Kecia Heinz Studio								
09/15/2021	Invoice	12291 552397.070	Instagram Post + Story	Specific Dates TBD, two ads in September, one ad in October and November each	4.00	100.00	400.00	400.00
09/15/2021	Invoice	12291 552397.070	Pixel Ad (deleted)	Weeks of September 6, September 13, and October 4	3.00	250.00	750.00	1,150.00
09/15/2021	Invoice	12291 552397.070		Discount	-1,150.00	15.00%	-172.50	977.50
Total for Kecia Heinz Studio							\$977.50	
Lisa Precious								
08/04/2021	Invoice	12291 552397.065	Instagram Post (deleted)		1.00	50.00	50.00	50.00
Total for Lisa Precious							\$50.00	
Lisa Smith Wengler Center for the Arts								
01/31/2022	Invoice	12291 552397.082	Half Page Color - Print	Half Page Color Ad, Graphic	1.00	850.00	850.00	850.00
Total for Lisa Smith Wengler Center for the Arts							\$850.00	
Malibu In Sight								
09/15/2021	Invoice	12291 552397.068	Half Page Color - Print	Dates TBD, ad to be placed in first Fall 2021 issue + issue before Waves Weekend in October	2.00	850.00	1,700.00	1,700.00
09/15/2021	Invoice	12291 552397.068	Instagram Post + Story	• Sept 3, Sept 10, Sept 17, Sept 24, Oct 1, Oct 8, Oct 15, Oct 22, Oct 29	9.00	100.00	900.00	2,600.00
09/15/2021	Invoice	12291 552397.068		Discount	-2,600.00	15.00%	-390.00	2,210.00
12/01/2021	Invoice	12291 552397.078		Discount			-520.00	1,690.00
12/01/2021	Invoice	12291 552397.078	Half Page Color - Print	November 5th Issue + Special Edition Dec 3	2.00	850.00	1,700.00	3,390.00
12/01/2021	Invoice	12291 552397.078	Instagram Post + Story	Dates of Nov 9, Nov 15, Nov 22, Nov 29, Dec 6	5.00	100.00	500.00	3,890.00
01/25/2022	Invoice	12291 552397.086	Instagram Post + Story	February 4, February 11, February 18, February 25, March 4	5.00	100.00	500.00	4,390.00
01/25/2022	Invoice	12291 552397.086		Discount	-2,200.00	25.00%	-550.00	3,840.00
01/25/2022	Invoice	12291 552397.086	Half Page Color - Print	January 21 and February 18 Print Edition	2.00	850.00	1,700.00	5,540.00
04/11/2022	Invoice	12291 552397.099	Instagram Post + Story	April 8, April 15, April 22, April 29	4.00	100.00	400.00	5,940.00
04/11/2022	Invoice	12291 552397.099		Discount	-1,250.00	25.00%	-312.50	5,627.50
04/11/2022	Invoice	12291 552397.099	Half Page Color - Print	April 8 Print Edition	1.00	850.00	850.00	6,477.50
Total for Malibu In Sight							\$6,477.50	
Malibu Super Lash Spa								
02/07/2022	Invoice	12291 552397.089		Discount	-300.00	0.10	-30.00	-30.00

Pepperdine Graphic Advertising

Sales by Customer Detail

August 2021 - April 2022

DATE	TRANSACTION TYPE	NUM	PRODUCT/SERVICE	MEMO/DESCRIPTION	QTY	SALES PRICE	AMOUNT	BALANCE
02/07/2022	Invoice	12291 552397.089	Instagram Post + Story	Dates: February 8, February 11, February 14	3.00	100.00	300.00	270.00
03/29/2022	Invoice	12291 552397.094		Discount	-300.00	10.00%	-30.00	240.00
03/29/2022	Invoice	12291 552397.094	Instagram Post + Story	March 23, April 8, April 16	3.00	100.00	300.00	540.00
Total for Malibu Super Lash Spa							\$540.00	
MediaMate								
09/15/2021	Invoice	12291 552397.067		Discount	-500.00	20.00%	-100.00	-100.00
09/15/2021	Invoice	12291 552397.067	Instagram Post + Story	Dates of August 2,3,5,9,11	5.00	100.00	500.00	400.00
Total for MediaMate							\$400.00	
Office of Community Engagement and Service								
01/25/2022	Invoice	12291 552397.088		Discount	-1,050.00	5.00%	-52.50	-52.50
01/25/2022	Invoice	12291 552397.087	Instagram Post + Story	January 27, February 11, February 18, April 22	4.00	100.00	400.00	347.50
01/25/2022	Invoice	12291 552397.087	Online Sidebar Banner - Website	Website Sidebar Ad Banner	2.00	420.00	840.00	1,187.50
01/25/2022	Invoice	12291 552397.087	Pixel Email Newsletter	Week of April 22	1.00	250.00	250.00	1,437.50
01/25/2022	Invoice	12291 552397.088	Instagram Post + Story	February 4 and February 25	2.00	100.00	200.00	1,637.50
01/25/2022	Invoice	12291 552397.087		Discount	-2,340.00	20.00%	-468.00	1,169.50
01/25/2022	Invoice	12291 552397.087	Half Page Color - Print	April 15 Special Edition	1.00	850.00	850.00	2,019.50
01/25/2022	Invoice	12291 552397.088	Half Page Color - Print	February 18 Print Edition	1.00	850.00	850.00	2,869.50
03/28/2022	Invoice	12291 552397.092	Instagram Post + Story	April 4	1.00	100.00	100.00	2,969.50
Total for Office of Community Engagement and Service							\$2,969.50	
Pepperdine Dining Services								
11/08/2021	Invoice	12291 552397.080		Discount			-250.00	-250.00
11/08/2021	Invoice	12291 552397.080	Half Page Color - Print	November 5th Print Edition	1.00	850.00	850.00	600.00
01/19/2022	Invoice	12291 552397.083	Half Page Color - Print	Half Page Color Ad, Graphic for January, February, and March Issues	3.00	850.00	2,550.00	3,150.00
01/19/2022	Invoice	12291 552397.083		Discount			-750.00	2,400.00
Total for Pepperdine Dining Services							\$2,400.00	
Pepperdine Graziadio Business School								
09/01/2021	Invoice	12291 552397.071	Half Page Color - Print	Half Page Color Ad, Graphic	2.00	850.00	1,700.00	1,700.00
09/01/2021	Invoice	12291 552397.071		(TBD: Ad to be placed in first Fall 2021 issue + issue before Waves Weekend in October) Discount	-2,320.00	38.75%	-899.00	801.00
09/01/2021	Invoice	12291 552397.071	Instagram Post + Story	Dates TBD - Once a month in September, November	2.00	100.00	200.00	1,001.00
09/01/2021	Invoice	12291 552397.071	Online Sidebar Banner - Website	Website Sidebar Ad Banner Once a week in October	1.00	420.00	420.00	1,421.00
01/18/2022	Invoice	12291 552397.085	Instagram Post + Story	February 4, March 25, April 22	3.00	100.00	300.00	1,721.00
01/18/2022	Invoice	12291 552397.085	Online Sidebar Banner - Website	Website Sidebar Ad Banner	1.00	420.00	420.00	2,141.00
01/18/2022	Invoice	12291 552397.085		Discount			-749.00	1,392.00
01/18/2022	Invoice	12291	Half Page Color -	March 18 Print Edition	1.00	850.00	850.00	2,242.00

Pepperdine Graphic Advertising

Sales by Customer Detail

August 2021 - April 2022

DATE	TRANSACTION TYPE	NUM	PRODUCT/SERVICE	MEMO/DESCRIPTION	QTY	SALES PRICE	AMOUNT	BALANCE
		552397.085	Print					
01/18/2022	Invoice	12291	Half Page Senior Edition (deleted)	Senior Edition for April 2022	1.00	600.00	600.00	2,842.00
04/04/2022	Invoice	12291	Half Page Color - Print	Half Page Color Ad, Graphic	1.00	450.00	450.00	3,292.00
Total for Pepperdine Graziadio Business School							\$3,292.00	
Pepperdine Integrated Marketing								
10/25/2021	Invoice	12291	Pixel Ad (deleted)	Dates of October 18th and October 25th	2.00	250.00	500.00	500.00
Total for Pepperdine Integrated Marketing							\$500.00	
Pepperdine Intercultural Affairs								
10/25/2021	Invoice	12291	Instagram Post + Story	Dates of October 10, October 20, November 3	3.00	100.00	300.00	300.00
10/25/2021	Invoice	12291		Discount	-300.00	20.00%	-60.00	240.00
04/04/2022	Invoice	12291	Instagram Post + Story	Dates of March 27, April 1, April 6	3.00	100.00	300.00	540.00
04/04/2022	Invoice	12291		Discount	-300.00	10.00%	-30.00	510.00
Total for Pepperdine Intercultural Affairs							\$510.00	
Pepperdine Libraries								
03/28/2022	Invoice	12291	Instagram Post + Story	Monday 3/28	1.00	100.00	100.00	100.00
Total for Pepperdine Libraries							\$100.00	
Pepperdine RISE Program								
11/08/2021	Invoice	12291	Half Page Color - Print	November 5th Issue	1.00	850.00	850.00	850.00
11/08/2021	Invoice	12291		Discount			-250.00	600.00
11/08/2021	Invoice	12291	Instagram Post + Story	Dates of November 4th and November 7th	1.00	100.00	100.00	700.00
Total for Pepperdine RISE Program							\$700.00	
Pepperdine University - Office of the Provost								
01/11/2022	Invoice	12291	Instagram Post + Story	February 16, March 25, March 30	3.00	100.00	300.00	300.00
01/11/2022	Invoice	12291	Pixel Ad (deleted)	January 10, January 24, February 7, February 21, March 7, March 21	6.00	250.00	1,500.00	1,800.00
01/11/2022	Invoice	12291		Discount	-4,200.00	30.00%	-1,260.00	540.00
01/11/2022	Invoice	12291	Full Page Color (deleted)	January 21 and February 18 Print Issue	2.00	1,200.00	2,400.00	2,940.00
Total for Pepperdine University - Office of the Provost							\$2,940.00	
Seaver Career Center								
09/15/2021	Invoice	12291	Instagram Post + Story	Dates: Sept 13 and Oct 1 (subject to change)	2.00	100.00	200.00	200.00
09/15/2021	Invoice	12291		Discount	-700.00	20.00%	-140.00	60.00
09/15/2021	Invoice	12291	Pixel Ad (deleted)	Dates: Seprtr 13 and Oct 4	2.00	250.00	500.00	560.00
02/21/2022	Invoice	12291	Pixel Email Newsletter	Week of February 21	1.00	250.00	250.00	810.00
02/21/2022	Invoice	12291	Instagram Post + Story	February 21	1.00	100.00	100.00	910.00
04/07/2022	Invoice	12291	Instagram Post + Story	April 5 Post/Story	1.00	100.00	100.00	1,010.00
Total for Seaver Career Center							\$1,010.00	
Steve Soboroff								
03/14/2022	Invoice	12291	Eighth Page Ad - Front Page	March 18 and April 8 Print Editions	2.00	500.00	1,000.00	1,000.00

Pepperdine Graphic Advertising

Sales by Customer Detail

August 2021 - April 2022

DATE	TRANSACTION TYPE	NUM	PRODUCT/SERVICE	MEMO/DESCRIPTION	QTY	SALES PRICE	AMOUNT	BALANCE
Total for Steve Soboroff							\$1,000.00	
Student Activities								
03/17/2022	Invoice	12291 552397.093	Instagram Post + Story	March 2022, specific dates TBD	2.00	100.00	200.00	200.00
03/17/2022	Invoice	12291 552397.093	Pepperdine Online Native Advertising	One Month, to be taken down one month form publishing. Specific date TBD	1.00	350.00	350.00	550.00
03/17/2022	Invoice	12291 552397.093		Discount	-550.00	20.00%	-110.00	440.00
Total for Student Activities							\$440.00	
University Credit Union								
08/13/2021	Invoice	12291 552397.066		Discount	-	20.00%	-3,340.00	-3,340.00
08/13/2021	Invoice	12291 552397.066	Online Sidebar Banner - Website	Website Sidebar Ad Banner	4.00	350.00	1,400.00	-1,940.00
08/13/2021	Invoice	12291 552397.066	Instagram Post (deleted)	Instagram Post - once a month from August 2021 to August 2022	12.00	50.00	600.00	-1,340.00
08/13/2021	Invoice	12291 552397.066	Online Homepage Banner - Website	Website Homepage Ad Banner	49.00	300.00	14,700.00	13,360.00
Weeks of August 30, September 6, October 4, November 29 Weeks of July 26, August 2, August 9, August 16, August 23, September 13, September 20, September 27, October 11, October 19, October 26, November 1, November 8, November 15, November 22, December 6, December 13, December 20, December 27, January 3 (2022), January 10, January 17, January 24, January 31, February 7, February 14, February 21, February 28, March 7, March 14, March 21, March 28, April 4, April 11, April 18, April 25, May 2, May 9, May 16, May 23, May 30, June 6, June 13, June 20, June 27, July 4, July 11, July 18, July 25								
Total for University Credit Union							\$13,360.00	
William Raffin Realty								
12/01/2021	Invoice	12291 552397.081	Instagram Post + Story	Saturday, November 6th 2021	1.00	100.00	100.00	100.00
Total for William Raffin Realty							\$100.00	
TOTAL							\$40,433.50	

Pepperdine Graphic Advertising

Sales by Customer Detail

August 2020 - May 2021

DATE	TRANSACTION TYPE	NUM	PRODUCT/SERVICE	MEMO/DESCRIPTION	QTY	SALES PRICE	AMOUNT	BALANCE
Calamigos								
02/11/2021	Invoice	12291 552397.056		Discount			-200.00	-200.00
02/11/2021	Invoice	12291 552397.056	Pixel Ad (deleted)	Pixel Ad for week of 2/8	1.00	200.00	200.00	0.00
02/11/2021	Invoice	12291 552397.056	Instagram Post (deleted)	Instagram Ads for 2/10 and 2/27	2.00	50.00	100.00	100.00
Total for Calamigos							\$100.00	
Hampton Inn & Suites by HILTON Thousand Oaks, CA								
10/28/2020	Invoice	12291 552397.049	Pixel Ad (deleted)	Run Date: Monday, Nov. 6	1.00	200.00	200.00	200.00
10/28/2020	Invoice	12291 552397.049	Pixel Ad (deleted)	Run Date: Monday, Nov. 16	1.00	200.00	200.00	400.00
Total for Hampton Inn & Suites by HILTON Thousand Oaks, CA							\$400.00	
Lisa Precious								
04/08/2021	Invoice	12291 552397.061	Instagram Post (deleted)	Dates 4/21 and 5/5	2.00	50.00	100.00	100.00
Total for Lisa Precious							\$100.00	
Mission Lean								
04/06/2021	Invoice	12291 552397.060	Native Ad (deleted)	Date TBD	1.00	200.00	200.00	200.00
05/18/2021	Invoice	12291 552397.063	Instagram Post (deleted)	Specific Dates TBD - confirmed for May, June, July	3.00	50.00	150.00	350.00
05/18/2021	Invoice	12291 552397.063		Discount	-150.00	20.00%	-30.00	320.00
Total for Mission Lean							\$320.00	
Pepperdine Graziadio Business School								
04/06/2021	Invoice	12291 552397.058	Instagram Post (deleted)	Dates TBD	2.00	50.00	100.00	100.00
04/06/2021	Invoice	12291 552397.058		Discount	-850.00	10.00%	-85.00	15.00
04/06/2021	Invoice	12291 552397.058	Pixel Ad (deleted)	April 12, April 19	2.00	200.00	400.00	415.00
04/06/2021	Invoice	12291 552397.058	Online Side Bar 1 (deleted)	Online side bar, 1 Week (April 12)	1.00	350.00	350.00	765.00
Total for Pepperdine Graziadio Business School							\$765.00	
Pepperdine Integrated Marketing								
08/21/2020	Invoice	12291 552397.047	Pixel Ad (deleted)	Navigate Ad (Run 8/24/20, 8/31/20, 9/7/20)	3.00	100.00	300.00	300.00
Total for Pepperdine Integrated Marketing							\$300.00	
Pepperdine Intercultural Affairs								
04/06/2021	Invoice	12291 552397.057		Discount	-1,100.00	20.00%	-220.00	-220.00
04/06/2021	Invoice	12291 552397.057	Instagram Post (deleted)	Feb 15, April 2, April 12, April 26, April 28, May 3	6.00	50.00	300.00	80.00
04/06/2021	Invoice	12291 552397.057	Pixel Ad (deleted)	April 12, April 19	2.00	200.00	400.00	480.00
04/06/2021	Invoice	12291 552397.057	Native Ad (deleted)	April 12, May 3 (dates subject to change)	2.00	200.00	400.00	880.00
Total for Pepperdine Intercultural Affairs							\$880.00	
Pepperdine RISE Program								
04/19/2021	Invoice	12291 552397.062		Discount	-1,400.00	10.00%	-140.00	-140.00
04/19/2021	Invoice	12291 552397.062	Instagram Post (deleted)	Date's TBD	4.00	50.00	200.00	60.00
04/19/2021	Invoice	12291 552397.062	Homepage Banner (deleted)	Weeks of August 30, September 6th, October 4th, November 29th	4.00	300.00	1,200.00	1,260.00
Total for Pepperdine RISE Program							\$1,260.00	
Pepperdine University - Office of the Provost								

Pepperdine Graphic Advertising

Sales by Customer Detail

August 2020 - May 2021

DATE	TRANSACTION TYPE	NUM	PRODUCT/SERVICE	MEMO/DESCRIPTION	QTY	SALES PRICE	AMOUNT	BALANCE
01/26/2021	Invoice	12291 552397.053	Pixel Ad (deleted)	Week of Feb. 15th, Mar. 15th	2.00	200.00	400.00	400.00
01/26/2021	Invoice	12291 552397.053	Full Page Color (deleted)	Issues for Feb. 18th, Mar. 18th.	2.00	350.00	700.00	1,100.00
01/26/2021	Invoice	12291 552397.053		Discount	-1,100.00	10.00%	-110.00	990.00
Total for Pepperdine University - Office of the Provost							\$990.00	
Riddle & Bloom								
11/23/2020	Invoice	12291 552397.050	Online Side Bar 1 (deleted)	Online side bar, 2 Weeks: Nov. 16 to Dec. 1	2.00	350.00	700.00	700.00
11/23/2020	Invoice	12291 552397.050	Pixel Ad (deleted)	Run Dates: Nov. 16 and 23	2.00	200.00	400.00	1,100.00
Total for Riddle & Bloom							\$1,100.00	
Seaver Career Center								
01/11/2021	Invoice	12291 552397.051	Instagram Post (deleted)	Instagram Ad for January 13th, 2021	1.00	50.00	50.00	50.00
02/11/2021	Invoice	12291 552397.055	Instagram Post (deleted)	Instagram Ad for 2/11	1.00	50.00	50.00	100.00
04/06/2021	Invoice	12291 552397.059	Pixel Ad (deleted)	April 5	1.00	200.00	200.00	300.00
04/06/2021	Invoice	12291 552397.059	Instagram Post (deleted)	April 6, April 12	2.00	50.00	100.00	400.00
04/06/2021	Invoice	12291 552397.059		Discount	-300.00	10.00%	-30.00	370.00
05/18/2021	Invoice	12291 552397.064	Instagram Post (deleted)	Monday, May 24th 2021	1.00	50.00	50.00	420.00
Total for Seaver Career Center							\$420.00	
Straus Insitute of Dispute Resolution								
01/26/2021	Invoice	12291 552397.052	Pixel Ad (deleted)	Week of Feb 22, Mar 8	2.00	200.00	400.00	400.00
01/26/2021	Invoice	12291 552397.052		Discount	-1,450.00	10.00%	-145.00	255.00
01/26/2021	Invoice	12291 552397.052	Online Side Bar 1 (deleted)	Week of Feb 15, Mar 1, Mar 15	3.00	350.00	1,050.00	1,305.00
Total for Straus Insitute of Dispute Resolution							\$1,305.00	
University Credit Union								
10/21/2020	Invoice	12291 552397.048	Pixel Ad (deleted)	Newsletter Ad	24.00	200.00	4,800.00	4,800.00
10/21/2020	Invoice	12291 552397.048	Homepage Banner (deleted)	Homepage Banner on Website	24.00	300.00	7,200.00	12,000.00
10/21/2020	Invoice	12291 552397.048		Discount	-	20.00%	-2,400.00	9,600.00
					12,000.00			
Total for University Credit Union							\$9,600.00	
William Carey International University								
02/11/2021	Invoice	12291 552397.054	Instagram Post (deleted)	TBD	1.00	50.00	50.00	50.00
02/11/2021	Invoice	12291 552397.054	Online Side Bar 1 (deleted)	Online side bar, week of Feb 22	1.00	350.00	350.00	400.00
02/11/2021	Invoice	12291 552397.054	Pixel Ad (deleted)	Pixel Ad weeks of Feb 15 and Feb 22	2.00	200.00	400.00	800.00
02/11/2021	Invoice	12291 552397.054	Online Banner (deleted)	Online Article Banner Ad, One Week	1.00	200.00	200.00	1,000.00
02/11/2021	Invoice	12291 552397.054		Discount	-1,000.00	10.00%	-100.00	900.00
Total for William Carey International University							\$900.00	
TOTAL							\$18,440.00	

Pepperdine Graphic Advertising

Sales by Customer Summary

January 1, 2021 - June 14, 2022

Sales under Sahej Bhasin

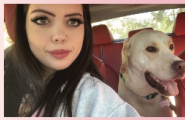
	TOTAL
Calamigos	100.00
Huntridge LLC	100.00
Innovative Collegiate Consultants, Inc.	1,717.00
Kecia Heinz Studio	977.50
Lisa Precious	150.00
Lisa Smith Wengler Center for the Arts	850.00
Malibu In Sight	6,477.50
Malibu Super Lash Spa	540.00
MediaMate	400.00
Mission Lean	320.00
Office of Community Engagement and Service	2,969.50
Pepperdine Dining Services	2,400.00
Pepperdine Graziadio Business School	4,057.00
Pepperdine Integrated Marketing	500.00
Pepperdine Intercultural Affairs	1,390.00
Pepperdine Libraries	100.00
Pepperdine RISE Program	1,960.00
Pepperdine University - Office of the Provost	3,930.00
Riddle & Bloom	1,100.00
Santa Monica College	1,880.00
Seaver Career Center	1,430.00
Steve Soboroff	1,000.00
Straus Insitute of Dispute Resolution	1,305.00
Student Activities	440.00
University Credit Union	13,360.00
William Carey International University	900.00
William Raffin Realty	100.00
TOTAL	\$50,453.50

Percentage of New First Time Clients from Jan 2021 to May 2022 = 48%

Total Sales of First Time Clients from Jan 2021 to May 2022 = \$18,440

Total Sales from Aug 2021 to April 2022 = \$40,433

Total Percent Increase from FY20-21 to FY21-22 = 119.27%



Remembering AUTUMN TENNISON

Autumn's parents Gary and Ellen Tensionison shared memories of their daughter. Autumn, she was a Seaver junior who died March 7 on campus. | See A4

THE PEPPERDINE GRAPHIC

Volume LI | Issue 13 | March 18, 2022 | pepperdine-graphic.com | follow us @peppgraphic

OFFICE OF STUDENT ACCESSIBILITY HOSTS DISABILITY AWARENESS WEEK

Pepperdine's Office of Student Accessibility honored Disability Awareness Week, March 14-18 through several events on campus for students to participate in. The goal of the week is for students to start looking at the world through the lens of accessibility, OSA Student Coordinator Emily McNitt said.

The week included activities such as trivia regarding accessibility, film screenings, disability justice yoga and Solidarity Day — a day that challenges students to only use accessible routes and spaces on campus.

"We have been given a really unique opportunity with our public education to try to advance disability and disability justice in those places," McNitt said. "I hope that they walk away from this and try to use their power and voice to advance the cause of accessibility and disability justice."

Overview of the Week

OSA hosted events every day throughout the week to honor and educate community members about Disability Awareness Week.

See DAW | A5

Pepp announces new dining service

Abby Witt News Editor

Pepperdine will start a new dining service contract with Bon Appetit in August 2022, ending its four-decade contract with Sodexo. Bon Appetit is based in Redwood City, Calif., and operates 1,000 cafes in 35 states.

See FOOD | A5

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PERSPECTIVES | A15 Staff Editorial: Not just answers, the truth. *The Graphic staff demand transparency from the administration and more support in the pursuit of truth.*

LIFE & ARTS | B4 Students give the rundown on small business. *Four Seaver students share their work as business owners.*

SPORTS | B11 Short-shuttled No. 6 Women's Tennis strolls past No. 9 BYU. *Women's Tennis bested BYU in Malibu, a continuation of their at-home winning streak.*

WHAT'S AHEAD

THE PEPPERDINE GRAPHIC

Volume LI | Issue 14 | April 8, 2022 | pepperdine-graphic.com | follow us @peppgraphic

BIENVENIDO, BARCELONA

Design by Ali Levins, Creative Director
Photo courtesy of Greg Muger | Parc Guell public garden overlooks Barcelona, designed and built by Gaudi and Josep Jujol in 1914.

study abroad opportunities, according to its website.

"CAPA has been and will continue to work hand-in-hand with Pepperdine to create a curated study abroad experience comparable to our other International Program locations," Muger wrote.

Students will take classes with other Pepperdine students, participate in an Educational Field Trip and have a faculty-in-residence, similar to the existing academic year program.

The University chose Barcelona due to ease of travel, academic quality, opportunities of cultural immersion and service opportunities, the city's health and safety and sufficient facilities, Muger wrote.

Barcelona students will reside with their cohort peers in a residence hall — located in the city's central square, Plaça de Catalunya. The residence hall is approximately 20 minutes via public transport from the school, Barcelona Student Center, according to the website.

Muger wrote Pepperdine will share both its residence hall and school building with other universities and their study abroad participants, a change from the traditional IP experience.

April Marshall, professor of Hispanic Studies, will serve as the faculty-in-residence for the fall semester. CAPA Barcelona Director Rebecca Swanson will

The classes in Barcelona will be the same as those offered in Malibu, but with an emphasis on the local and religious context of Barcelona, Muger wrote. Flamenco dance — a Spanish dance form — will be one of the new classes offered in Barcelona.

Applications are due April 18 at noon for all applicants for fall 2022 and the academic year. For the spring 2023 semester, IP will consider applications on a rolling basis until Sept. 1, or until the program fills up, according to the website.

Muger wrote the program can accommodate a similar number of students as Pepperdine's mid-to-large sized existing campuses — usually around 50 students.

All academic year and fall 2022 applicants must have a valid passport. All prospective students who do not have a valid passport should contact the IP office before submitting their application.

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WHAT'S AHEAD

NEWS A4 Malibu roads pose dangerous threats for pedestrians, bicyclists and motorists.

A8 Pepperdine's gendered spaces create barriers for non-binary and transgender students.

PERSPECTIVES A13 Prospective Editor Sarah Best argues against the use of labels for others.

A16 Staff Writer Emma Ibarra writes dining should be open later on campus.

LIFE AND ARTS B1 Pepp alumni TikTok couple break gender roles online.

B4 Staff Writer Timothy Gay covers Dua Lipa's Forum performance.

SPORTS B8 Path fans play a minimal role in Athletics hiring, Athletics director shared.

B11 Students share opinions on fitness centers at Pepperdine.

Students continue Songfest tradition

Abby Witt News Editor

Songfest has taken over my time at Pepperdine."

Songfest originated at the LA campus with an event called Spring Sing. Then, the tradition resumed at the Malibu campus and was a live, in-person event until 2020. The future of the event has been uncertain since the pandemic, due to COVID-19 restrictions and the layoff of the previous Songfest director.

While planning for this year's Songfest, junior Production Assistant Katie Price said the team attempted to "save" Songfest and make it the best it could be with the challenges of the past three years. Because the team conducted an all-virtual show in 2021, Price said they knew they were capable of filming the show and wanted to do it again.

"It's just the easiest way in order to make sure Songfest didn't die," Price said.

"I do think in the future we are hoping to have it back in person, but we don't really know exactly how that's gonna work."

Pepperdine's Step Team, Pepperdine Pickups and Ella Theria Tio — also known as HOT — submitted videos for this year's show. Attendees ate from food trucks and participated in karaoke after the show.

HOT filmed their video in several different locations on main campus, showcasing students singing, dancing and acting as a part of a skit. Students acted as if they were in a portal showcasing a different universe of Pepperdine — where students were too stressed to participate in Songfest.

The video was meant to highlight the importance of Songfest and what it means to the Pepperdine community, Mazo said.

Songfest alumni produced a short video as well, showcasing the traditional Songfest finale, "Let There Be Peace on Earth."

Price said participating in the show has brought her lifelong memories and friends — and been a great way for her to get involved at Pepperdine.

"I said it at the end of the show, but, I really can't mean it more, like we have the best team in the whole world," Price said.

While Songfest has adapted to changes throughout the past three years, Price said they are hoping to continue the tradition — even if it looks a little different.

"I'm just very curious to see what Songfest looks like in [person] if we do that and if not, how it's going to continue adapt and grow throughout the years," Price said.

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THE WAVES REPORT FRI: 1-2+ FT SAT: 1-2+ FT SUN: 2-3 FT MON: 1-2 FT TUES: 1-2 FT DEEPSWELL.COM

COME VISIT MALIBU PARK AT CROSS CREEK! @MALIBUPARKATCROSSCREEK

March 18 Print Edition

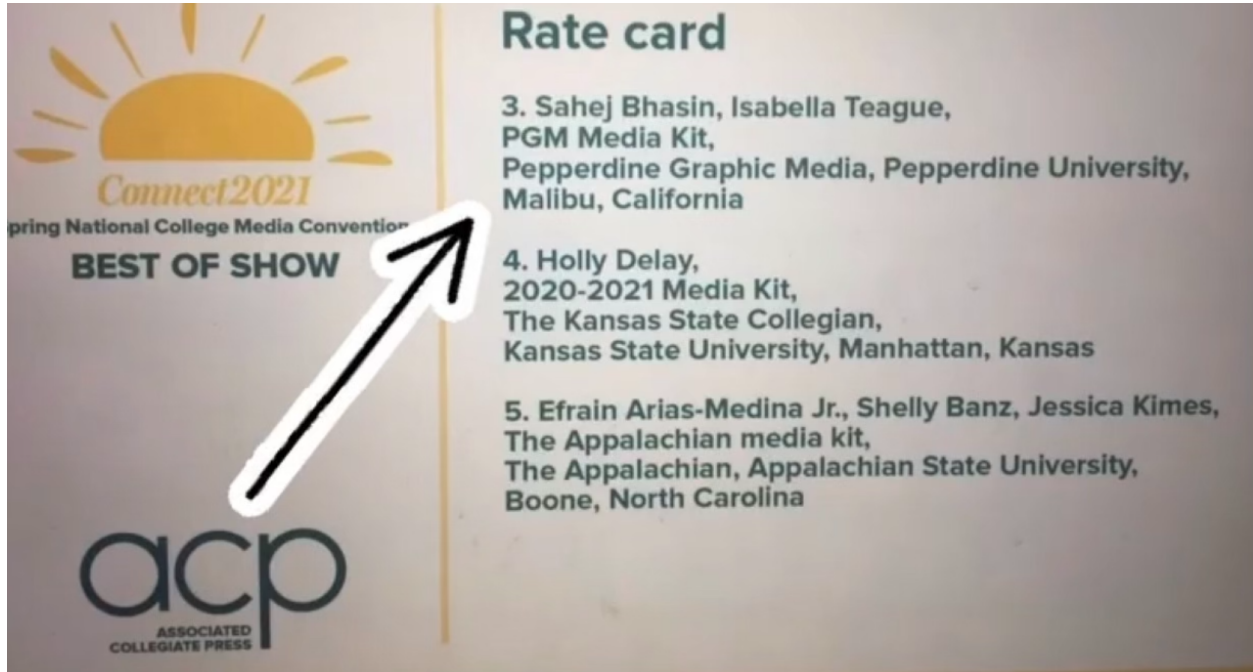
April 8 Print Edition

Since 1937, The Pepperdine Graphic has become the primary source for news surrounding Pepperdine and the greater Malibu community. Our publication had always succeeded in ad sales, and I explored new opportunities to expand our outreach to prestigious clients. We decided to finally offer a front page ad for the first time in our paper's history for our March 18, 2022 print edition. Our client, Steve Soboroff, is one of the most renowned developers in the country. His latest project, Malibu Park at Cross Creek, was our first feature on the front page, showcasing businesses such as Whole Foods Market, Blue Bottle Coffee, and more! It took extensive work to connect with Mr. Soboroff through one of our newer client's, Malibu In Sight, who is a tenant in this complex. We are truly grateful for this long term relationship formed with Mr. Soboroff to share new exciting places to visit around Pepperdine University in Malibu!

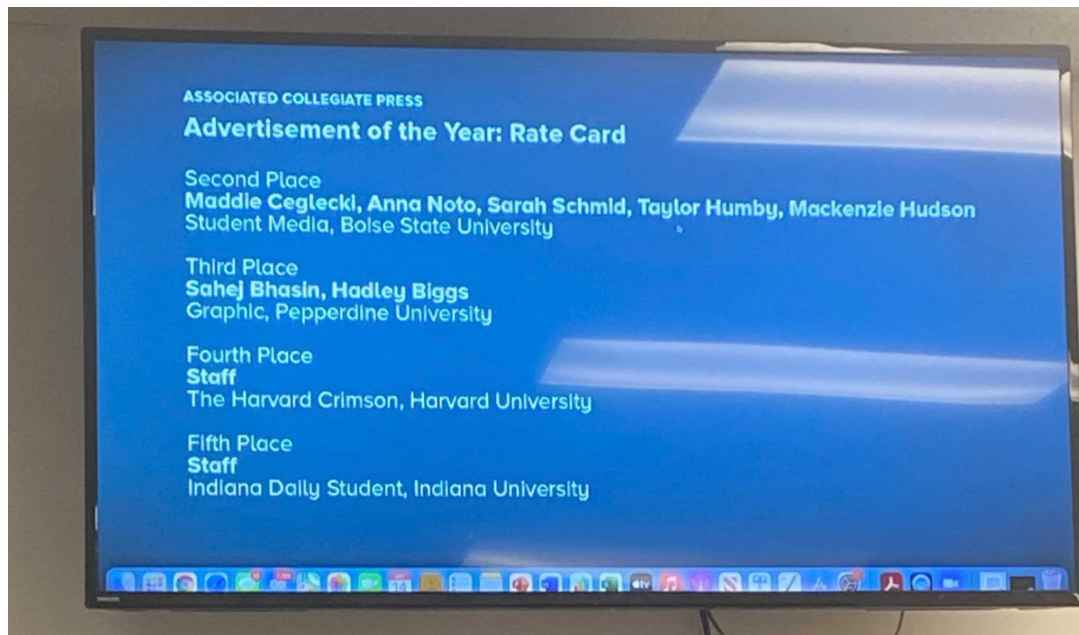
Sahej Bhasin

Awards and Accolades

Associated Collegiate Press - 2021 Spring National College Media Convention Best of Show, "Rate Card" - Third Place



Associated Collegiate Press - 2021 Fall Pacemaker Awards, Advertisement of the Year: Rate Card - Third Place



Sahej Bhasin

Pepperdine Graphic Media - Advertising Excellence Award - Winner for 2020-22 and 2021-22



*Excellence in Leadership - Pepperdine 2021-22 Student Employee of the Year Awards**

Pepperdine University's Student Employee of the Year Awards' "Excellence in Leadership" Award recognizes student employees who have served as leaders in their community. It recognizes students who work rigorously in team settings to benefit the departments they serve in as well as the greater Malibu Community.

** First student in the history of the awards ceremony to be nominated for an award two times.*



Sahej Bhasin

Associative Collegiate Press Spring National College Media Conference Spring 2022 - Best Advertisement Design - Malibu In Sight Optometry First Place

This was a client I convinced to utilize Pepperdine Graphic Media's design services to create their print advertisement by our creative director, Ali Levens, which won an award

