

TANYA LENTI

M A R K E T I N G

PORTFOLIO

(505) 362-2692

tanya.lenti@yahoo.com

Areas of concentration during my tenure at APC

1

Community involvement and outreach

- Sponsorships
- Partnerships
- Relationship building
- Networking

2

Events

- Career and health fairs
- Balloon Fiesta
- Top Workplaces
- Spelling Bee

3

General marketing and promotion

- Brand
- Products
- Content
- Events
- Internal and external communications
- Provide art direction and copy for promotional pieces



Advertising

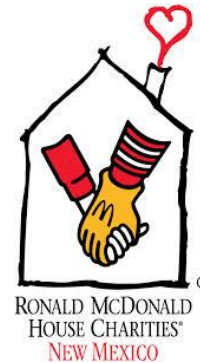
- Presentation templates
- Sales materials
- Market and demographic research
- RAM
- Advertorials (content and design)
- Native advertising (creation / proofreading)



Circulation

- Provide copy and art direction for promotional pieces
- Coordinate ad schedule
- Coordinate events and promotions
- Market and demographic research

Community involvement and outreach



Community involvement and outreach



2

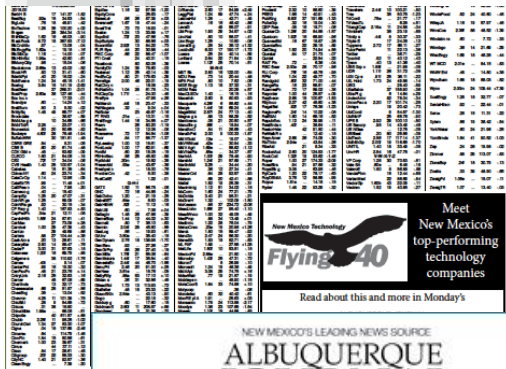
Events

- Two health fairs
- Two career fairs
- Spelling Bee (local and national)
- Top Workplaces lunch
- Readers' Choice reception
- Angels in Education reception
- Five dinners / four breakfasts at Balloon Fiesta
Corporate Village Tent



General marketing and promotion

- Provide art direction for graphic design
- Write copy for promotional pieces
- In paper and on ABQjournal.com
- Write radio copy and talking points
- Digital ads
- Cross promotion with KOAT



GET DETAILS & JOIN »

Love it? We have it.

ARTS GALLERIES • PERFORMANCES ON SUNDAYS
 ALBUQUERQUE JOURNAL

VIDEO OF THE WEEK

YOUR OPINION

Which of these movies is the best of the 1980's?

- BREAKFAST CLUB
- BACK TO THE FUTURE
- SIXTEEN CANDLES
- OTHER

LIFE IN NEW MEXICO

A new Sunday section highlighting our state's unique and vibrant arts scene, personalities, food and flavors, lifestyle and travel.

Look for it Sunday, June 28 in

THE SUNDAY JOURNAL

art gallery open

General marketing and promotion

- Additional radio buys on Albuquerque Traffic Network (Cumulus Radio)
- Event program ads (as tied to sponsorships)
- Outdoor billboards
- Leveraging the Journal's relationship with other organizations to communicate on the Journal's behalf

NEW MEXICO'S LEADING NEWS SOURCE
ALBUQUERQUE JOURNAL
PROUD PRESENTER OF THE
AFTERGLOW™
FIREWORKS SHOWS
OCTOBER 4, 5, 9, 10 & 11

Start each morning with a copy of the Albuquerque Journal for daily Balloon Fiesta® highlights and photos. Visit www.ABQjournal.com or use the Journal's ABQ Fiesta app to get the latest information on balloon launches, weather and traffic.

Download the Journal's
ABQ FIESTA
app for continuous coverage of Balloon Fiesta®, including a field map and deals.

Scan this code with your smart phone or go to www.ABQjournal.com/abqfiestaapp

For more information contact: Vicente Alvarado 505-401-5249 or uctdirect@comcast.net Visit us at: uctdirectfitness.com

WORKSHOPS/SEMINARS [Top of the page](#)

ABQ JOURNAL: NOMINATE TOP WORK PLACES [TOP OF THE PAGE](#)



ALBUQUERQUE JOURNAL

Love your job? Then nominate your company today!

The Albuquerque Journal and WorkplaceDynamics LLC are again teaming up to conduct the biggest statewide workplace survey of its kind. The Top Workplaces team will reach out to more than 800 companies and organizations around New Mexico and interview thousands of employees to compile a comprehensive list of New Mexico's Top Workplaces for 2014, which will be published in May.

To participate, visit www.ABQjournal.com/nominate or call 505-288-3443. You will receive a call from WorkplaceDynamics in the weeks after you register.

NM ENERGY FORUM, DECEMBER 18, 2013
[TOP OF THE PAGE](#)



Maximize Your Savings Become a Member



ALBUQUERQUE JOURNAL REWARDS
823-4400

HOLIDAY RESCUE
[TOP OF THE PAGE](#)

4

Advertising

- Presentation templates
- Sales materials
- Market and demographic research
- RAM – readers surveys
- Advertorial sections

HIGHER EDUCATION SPECIAL SECTION

This section is designed to give high school students, their families and those looking to return to school practical information as they plan for college.

99,688 Journal readers have teenagers in their household

39,644 Journal readers have a child in college

44,637 Journal readers plan to attend adult continuing education classes in the next year

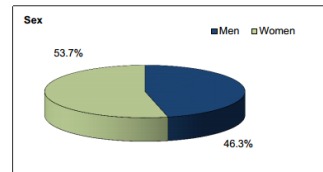
44,128 Journal readers plan to go back to school for a degree or certification in the next year



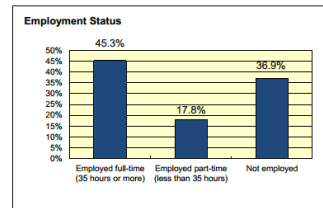
ABQjournal.com

Demographic Summary Quick View

Age	Target %
Adults 18 - 34	23.9%
Adults 18 - 49	49.4%
Adults 21 - 49	47.0%
Adults 25 - 54	57.4%
Adults 35 or older	74.1%
Adults 50 or older	50.6%
Men 18 - 34	10.9%
Men 18 - 49	19.6%
Men 21 - 49	17.1%
Men 25 - 54	24.0%
Women 18 - 34	15.1%
Women 18 - 49	29.8%
Women 21 - 49	29.8%
Women 25 - 54	33.3%



Education	Target %
Grade school (8th grade or less)	0.0%
Some high school (not graduate)	2.4%
High school graduate (12th grade or GED)	28.1%
Some college (1-3 years-not Graduate or AA/Associa)	33.0%
College graduate (4 year college)	19.6%
Some post graduate (no advanced degree)	4.7%
Post graduate degree	12.2%



Spanish/Hispanic	Percentage
Non-Hispanic	52.4%
Hispanic	47.6%

Household Income	Target %
\$25,000 or more	80.6%
\$35,000 or more	81.1%
\$50,000 or more	53.5%
\$75,000 or more	39.3%
\$100,000 or more	19.1%
\$250,000 or more	1.0%

Race	Target %
White	75.2%
Black/African American	3.0%
Asian	1.9%
Other	19.9%

Occupation Category	Target %
Management, Business and Financial Operations	12.1%
Professional and Related Occupations	23.0%
Service	13.2%
Sales and Office	12.2%
Farming, Fishing, and Forestry	0.0%
Construction, Extraction, and Maintenance	1.6%
Production, Transportation and Material Moving	1.0%

Scarborough.

Albuquerque DMA
Release 1-2015

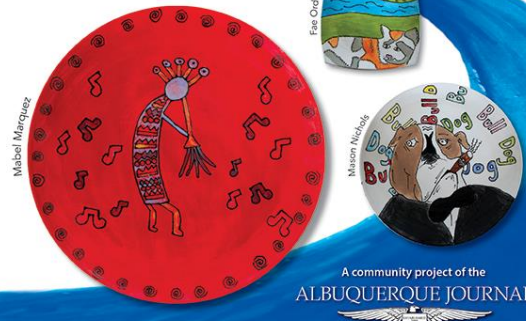
Scarborough.

RAM
Research and Analysis of Media

ARTSmart presents the 18th Annual

ART Feast
SANTA FE

A weekend of fine
ART, FOOD, WINE, FASHION & HOMES
benefiting ART programs for the youth
of Santa Fe & Northern New Mexico
FEBRUARY 20-22, 2015



A community project of the
ALBUQUERQUE JOURNAL

NEW MEXICO'S LEADING NEWS SOURCE
ALBUQUERQUE JOURNAL

Reaching your consumers with print and digital advertising solutions.



Casinos
Market update February 2015

Circulation

- Provide copy and art direction for graphic design (invoices, ads, etc.)
- Coordinate ad schedule
- Coordinate events (Balloon Fiesta) and promotions (Gridiron Challenge)
- Market and demographic research

6 months ended September 30, 2014
NEW MEXICO'S LEADING NEWS SOURCE

ALBUQUERQUE JOURNAL

Albuquerque, New Mexico
www.ABQjournal.com

ALBUQUERQUE JOURNAL

BALLOON CAPITAL of the world

ALBUQUERQUE JOURNAL ★ REWARDS

Journal Rewards is a subscriber benefit allowing members to save at over 200 locations. Download the app today!

Members can enjoy \$1.50 pancakes every Wednesday from 12pm to 5pm through August 5 (a \$5.99 value).

IHOP

This is not a coupon; not valid with any other discount or coupons. One redemption per person per visit. Butter/milk short-stack pancakes only. Dine-in only. No cash value. Must present Journal Rewards membership, included with your Albuquerque Journal subscription.

Subscribe to the Albuquerque Journal (or join EZPay) and receive a

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Better Ingredients. Better Pizza.

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Large Meal \$19.99
One Large Three Toppings, an Order of Cheesesticks & a 2 Liter
Original or This Crust
Coupon required. Expires 8/26/14

Medium Pizzas

Albuquerque, New Mexico
www.ABQjournal.com

7777 Jefferson NE • P.O. Drawer J-T • Albuquerque, NM 87103

ALBUQUERQUE JOURNAL

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UNM Campus/Downtown
205 Central Avenue SE
255-7272
417 Tramway Blvd. NE
(Two blocks from UNM)
293-7272

Rio Rancho
(Corner of 528 & Ridgeway)
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STAY IN TOUCH WITH NEW MEXICO

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Actual writing samples

A2 ALBUQUERQUE JOURNAL

TO OUR READERS

Journal readers asked to join panel, provide feedback

Whether you have a print home delivery subscription, visit ABQjournal.com several times a day or occasionally pick up *The Sunday Journal* at the gas station, we're sure you have an opinion on the work we're doing. We have created a new, unique opportunity for you to tell us what you think.

We're recruiting members for a reader panel. Members of the reader panel will receive surveys via email from an independent survey company two to four times a month. Topics will range from news coverage and features to advertising and customer service. Surveys should take no more than five minutes to complete. Panelists decide how often they answer surveys. If you complete at least one survey a month, you'll automatically qualify for a drawing for a \$25 Amazon gift card. A total of six gift cards will be given away each month.

Each week, the Albuquerque Journal—combined print and online—is read by nearly half a million adults in New Mexico. That's a lot of people. That's a lot of opinions. Your opinions matter to us.

The reader panel will provide invaluable feedback on our paper, website and apps: what topics and sections interest readers most; how readers react to content; how readers access content; and how often readers engage with our content. Our advertising department will ask for readers' response to various ads. Other questions about different aspects of our business will be sprinkled in at times.

The online surveys are conducted through RAM (Research and Analysis



of Media), a third-party company that works with dozens of publications and media companies throughout the country. Results of the surveys are delivered to the Journal's marketing department.

To join the panel, visit www.abqjournal.com/readerpanel. This new ability to have greater dialogue with our audience is very important to us. For immediate thoughts on stories and issues, you can continue to submit a letter to the editor via our website—www.abqjournal.com/letters—or via post office: Letters to the Journal; P.O. Drawer J, Albuquerque, NM 87103.

Tanya Lenti
Marketing Director
tlenti@abqpubco.com

THE LIGHTER SIDE

God bless America, and how's everybody?

Cowboys marching band will form a cartoon

Honolulu expands 'sit-lie' ban

Housing prices add to homeless problem

BY AUDREY MCAVOY
THE ASSOCIATED PRESS

HONOLULU — The Honolulu City Council wants siting and lying down on sidewalks to be prohibited in more parts of town.

The Council voted 7-2 on Wednesday to expand the city's so-called "sit-lie" ban to encompass more areas where homeless people camp.

The city already bans siting and lying down in Waikiki, Chinatown and other commercial areas.

Mayor Kirk Caldwell hasn't decided if he'll sign the proposal, said his spokesman, Jesse Broder Van Dyke. Some say the plan is too broad and will be challenged in court, he said.

The current ban covers sidewalks adjacent to businesses. The new bill adds sidewalks across the street from businesses, a promenade in Chinatown and the banks of a canal.

Some homeless people are feeling squeezed by the restrictions.



CATHY BLOSSWITZ/THE ASSOCIATED PRESS

A bill would prohibit homeless people who camp in certain areas in Honolulu, here along a canal, from sitting and lying in the designated areas between 5 a.m. and 11 p.m.

"They don't want to give people chances," said Derek Villanueva, a homeless man living on the streets in Honolulu. "What can we do? Wherever we go, they're pushing us away."

Villanueva spoke while visiting a friend at Kapalama Canal, which would be included in the sit-lie ban under the new legislation. Like the city's other sit-lie bans, the bill would prohibit

“
THEY DON'T WANT TO GIVE PEOPLE CHANCES. WHAT CAN WE DO? WHEREVER WE GO, THEY'RE PUSHING US AWAY.”

DEREK VILLANUEVA,
A HOMELESS MAN LIVING ON THE STREETS IN HONOLULU

“
root of the problem through this kind of criminalization,” Lee said. “These sort of approaches are the least effective and most expensive way to address homelessness.”

Honolulu has a chronic housing shortage and some of the highest home rental and sales prices in the nation.

The city last year planned to create a camp at Sand Island, an industrial area home to a sewage plant and a former dump, where homeless people would be legally allowed to stay. But this idea sailed after critics said there were toxic chemicals in the area and questioned whether it would be safe to allow people to live there.

“This is evolving into a cat and mouse game where we will just progressively expand the ban but never address the

Kiddie porn case points to NM law loophole

om PAGE A1

“The court’s opinion caused multiple counts of possession in this prosecution to be reduced to one,” he said in a statement. “My office fought hard to close this unacceptable gap. ... A truly just result would be to hold an offender accountable for each and every image they possess that child had to be victimized or create.”

Defense lawyers are opposed to changing the law, arguing that the harm is the same whether it’s one image or any.

“The possession and distribution of child pornography is a very serious and heinous crime. But punishment should reflect the magnitude of the crime,” said Bennett Baur, past resident of the New Mexico

Criminal Defense Lawyers Association. “Should a person who downloads seven images in one instant face more prison time than a person who actually rapes a child?”

“We believe that the answer to that is no.”

Under New Mexico law, downloading something from the Internet is considered production or manufacture.

Dolphus, a 51-year-old physical therapist, agreed to a non-jury trial after more than two years in custody and three lawyers before Jonathan Miller, the attorney who represented him at trial.

The case originated in April 2012 after Dolphus’ then-girlfriend found recordable compact discs titled “Child’s Play” and “Just CP” while looking for a card she used to gain access to the laundry room in the

apartment complex.

She thought it was a horror movie involving Chuckle the doll, but that puzzled her, too, because her boyfriend and roommate was not a fan of scary movies.

One of her discoveries was a video clip of a young girl urinating on herself, and a boy about 10 touching a woman in private places. Among scenes shown at the nonjury trial were those of children engaged in sexual acts.

The girlfriend anguished with friends before deciding to call police, who obtained a search warrant for the couple’s apartment and took away a computer CPU, DVDs and recordable discs, floppy disks, thumb drives, a computer and an Olympus picture card.

Police interviewed Dolphus, who had waived his right to

an attorney. He denied getting sexual gratification from the images or trading them. He said he had downloaded the images 10 years earlier on multiple occasions and kept them for occasional viewing “because he found the unfathomable,” according to a criminal complaint.

Assistant Attorney General Anthony Long said in his closing argument that Dolphus had admitted to possessing the collection of images that had no artistic merit and clearly were obscene.

“This is not a harmless vacation photo,” he said of the girl who was stripping.

Nakamura ordered a presentencing report on Dolphus and scheduled sentencing for Sept. 9.

HOW TO REACH US

ALBUQUERQUE JOURNAL CIRCULATION

I wrote the copy of this letter signed by executives at local film studios and placed on studio letterhead in support of the Albuquerque Journal's first *Frame By Frame* special section.

Dear xxx,

The Albuquerque Journal, in cooperation with the New Mexico Film Office and the City of Albuquerque Film Office, will publish a special magazine in January titled "Frame By Frame" highlighting the film industry's impact on New Mexico.

Not only will this magazine be distributed throughout the state in the Albuquerque Journal and published online at www.ABQjournal.com, but copies also will be sent to industry executives in Hollywood and legislators in New Mexico.

As you are aware, New Mexico's film industry has pumped millions of dollars into the state's economy, provided thousands of jobs and generated \$1.5 billion in total economic output during a roughly four-year period starting in mid-2010, according to a recent state study.

"Frame By Frame" will share this big picture with its readers and offer plenty of fun as well with a behind-the-scenes tour of local studios, New Mexico filmography, film location map, a list of stars who call New Mexico home and so much more.

We support the Journal's efforts to highlight our industry and ask that you do too. We are inviting our many dedicated supporters to join us in this effort by choosing to advertise in "Frame By Frame" at highly attractive rates.

This is a great opportunity to gain exposure for your company. In a week's time, the Albuquerque Journal reaches more than 486,000 adults with its print and digital products. And with the additional distribution, this special magazine also will land in the hands of decision makers.

In the next few weeks you will be contacted by a member of the Journal's advertising team. But in the meantime, if you would like more details please contact Eric Austin at (505) 823-3305 or eaustin@abqpubco.com.

We greatly appreciate our relationship with you. Your participation in this opportunity will play a major part in sharing the story of film in New Mexico.

Sincerely,

I provided the copy and art direction for this advertising sales flyer for *Frame By Frame*. It includes copy from the letter from the studios as well as actual photos from filming in New Mexico (courtesy of the Albuquerque Journal photo staff). Please excuse the blurriness due to the screen shot.



FRAME **BY** FRAME

A special magazine by
the Albuquerque Journal
highlighting the film
industry's impact on
New Mexico.

Frame By Frame will share the big picture of the economic impact on the state and offer plenty of fun as well with a behind-the-scenes tour of local studios, New Mexico filmography, film location map, a list of stars who call New Mexico home and so much more.

Publication date:
Saturday, January 17, 2015
Reservation date:
Friday, December 12, 2014

Contact your sales representative or call 505-823-3305.

NEW MEXICO'S LEADING NEWS SOURCE
ALBUQUERQUE JOURNAL

In Cooperation With

newmexico FILM OFFICE
CREATING ECONOMIC OPPORTUNITY

Film! ABQ
CREATING ECONOMIC OPPORTUNITY

The INSIDER

The monthly newsletter of the Albuquerque Publishing Company.

Community involvement and partnerships KEY TO MARKETING MIX

By Tonya Lenti

In 2014, the Albuquerque Journal was an official sponsor of 10-plus community events, many organized by non-profit organizations. These events ranged from a 100-mile bike race throughout the city (Day of the Tread) to a doggie dash around Balloon Fiesta Park (Animal Human 101 Doggie Dash & Dawdle); from pancakes (Santa Fe's Pancakes on the Place) to soup (Roadrunner Food Bank's Souper Bowl). Last year we donated a total of 47M column inches of advertising space to help these organizations promote their events and create awareness for their causes.

Another 1,340 column inches of advertising space was donated to local business raising awareness for their charitable causes such as RUC 4 Kids and Operation Roadie's Child Safety Fair. In addition, the Journal funded scholarships at UNM and NMOSU and contributed \$5,000 to the NM Science & Engineering Research Challenge.

Our contributions to these organizations and causes demonstrate the Journal's commitment to the community. The support we provide is appreciated and definitely does not go unrecognized (as you can see from the thank you note from the APS Foundation). We have a lot to be proud of as Journal and APC employees. An invaluable amount of exposure comes with these sponsorships. The Journal's logo is often used on posters, invitations and on websites. And we receive advertising space in a number of event programs.

In addition to everything listed above, last year the Journal hosted its own health fair, job fairs, Top Workplace luncheon, New Mexico Spelling Bee and Reader's Choice reception. The Journal also teamed up with the Albuquerque Chamber of Commerce for the Spirit of New Mexico Awards and several other companies for Private 100. The Advertising and Marketing Departments held five seminars for small to midsize-sized businesses focusing on the Journal's wide reach and advertising capabilities.

We have a lot to look forward to in 2015. We are again partnering with the Albuquerque International Balloon Fiesta, Albuquerque Isotopes and UNM Lobos and will continue our strong media partnerships with KQAF Action 7 News and KOB Radio. Plenty of other exciting things are in the works, too.

Please mark your calendar! The Journal's Spring Wellness Fair will be held on Saturday, April 11 at Coronado Center.

**ALBUQUERQUE PUBLIC SCHOOLS
EDUCATION FOUNDATION**

Dear Tonya,

I just wanted to take a moment to thank you once again for your support of it is for our! Our little annual event was sponsored, with a special number of medals being sponsored and with-out your help it would not have been possible. The event was also financially successful and after paying the vendor costs over \$75,000 was able to fund the activities, the APS Education Foundation and the APS One Apple at a Time program.

I can't fully express our gratitude, but I will never forget the looks on the faces of our students and their parents when they were brought during this event. In so many cases, they thanked us for making that many people - not just their families or teachers - recognized their value and talent.

Your sponsorship has made that happen, and I want to thank you. It is nice to be accepted a community that values education - and is willing to support it when times are tough.

Thank you for being a friend. On behalf of all our wonderful 80000 students, thank you for making a difference.

Sincerely,
Tonya Lenti
APC Education Foundation

Thanks, Tonya!

Actual copy from previous slide

By Tanya Lenti

In 2014, the Albuquerque Journal was an official sponsor of 30-plus community events, many organized by non-profit organizations. These events ranged from a 100-mile bike race throughout the city (Day of the Tread) to a doggie dash around Balloon Fiesta Park (Animal Humane's Doggie Dash & Dawdle); from pancakes (Santa Fe's Pancakes on the Plaza) to soup (Roadrunner Food Bank's Souper Bowl).

Last year we donated a total of 4,181 column inches of advertising space to help these organizations promote their events and create awareness for their causes. Another 1,245 column inches of advertising space was donated to local business raising awareness for their charitable causes such as Kutz 4 Kidz and Operation Kidsafe Child Safety Fair. In addition, the Journal funded scholarships at UNM and NMSU and contributed \$5,000 to the NM Science & Engineering Research Challenge.

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Cont.

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