

To: Michael  
Fm: Kathleen  
Dt: 1 December 1997  
Re: Finances: Ad Proposal

I've been analyzing our current financial crisis. The situation is decaying despite the fact that the economic climate appears to be improving. I think this is partly due to James' inexperience and lack of motivation, and partly due to July's shock wave which still reverberates among those who've been here a while and comprise our normal customer base. While I understand that you are pursuing new options for funding the paper, I think we also need to focus on a new strategy for advertising. My thoughts follow.

### APPROACH

Attached is a list of former advertisers who I think should be approached by you and I personally. Our approach should be at the highest level and include the following points:

1. A frank explanation of our serious financial crisis. Since July, we have lost over \$33,000. We can not continue operating the Post at this rate. In our clearly best year, we made a profit of \$102,000 which allowed us to repay some of the personal loans to the two of us. Neither of us has yet taken a salary in five years of operating the Post. We are not getting rich doing this.
2. We are the only newspaper in Cambodia which has operated financially independently with revenues from advertising, subscriptions, and commercial printing jobs. Our advertising rates are generally higher than other newspapers for this reason. We view our financial independence as an important aspect of our editorial integrity. We believe that businesses should be run as businesses and not as NGOs and would like to avoid having to approach NGOs for any kind of assistance.
3. The Post's existence predates the majority of foreign companies currently operating in Cambodia. Throughout its more than five-years of existence, it has (sometimes singularly) been the independent, reliable, opposition voice of current Cambodian affairs. With rare exceptions, we have not avoided addressing the most controversial of issues. We have been an important independent voice which has provided a better understanding of events among Khmer and foreign decisionmakers in all areas of expertise throughout the world.

By virtue of its existence, the Post has provided some level of security to individuals, institutions and businesses in Cambodia. If the Post ceased to exist — particularly at this time of heightened political tension and uncertainty — a critical level of public accountability would disappear.

4. You are among a list of individuals and organizations which throughout the years have provided the financial support which we need to sustain the Post. You have paid high rates and in return been well presented in a publication which has the best reputation and image of any in Cambodia.

5. We appeal to you for a commitment for advertising support over a four month period. This would not only provide critically needed support required to keep the Post in operation, but an opportunity for you to promote yourself.

We encourage you to review the Post's coverage over the last year of tragic events and consider the work, commitment and expertise exhibited under the most difficult conditions. Consider that our underpaid journalists were on the front line while most foreigners were contemplating evacuating Cambodia in July. With the proper advertising support, we would like to publish a proper comprehensive year-in-review issue.

In addition, as you finalize your budget for the next quarter, we ask you to consider advertising for that period. At the end of March, we can all reassess the costs and benefits.

#### TARGET AUDIENCE

a) Fourteen are the large well-funded multinationals — with one exception — (marked with a •), who have been among our most respectable advertisers, and should easily be able to come up with the support. They should be approached first and pressed for a minimum of \$4,000 (\$1,000 in december and \$1,000 per month January through March) over the next four months.

b) The balance of the list comprises again respectable businesses. They are perhaps more reluctant, and in most cases have more limited budgets than those above (a).

I suggest that we break up the list as indicated (M or K). We can make changes as you see fit. Regarding discounts, I suggest that we try to keep discounts to a minimum — certainly for color ads which are a great expense for us now. We should discuss this. We could ask them to consider minimum discount now to get us through the crisis, and after the first quarter, we would renegotiate at a considerable discount if they're interested.

I would appreciate your careful consideration of the above and time to discuss it with you on Thursday or Friday.

FORMER ADVERTISERS			year end	jan	feb	mar
1	Agricultural Bank	M	100	100	100	100
2	Australian Business Association	M	500	500	500	500
3	American Business Association	M	500	500	500	500
4	Bates Indochina	K	200	200	200	200
5	Caltex	• K	1,000	1,000	1,000	1,000
6	Cambodia Beverage Co	• K	1,000	1,000	1,000	1,000
7	Cambodia Breweries	• M	1,000	1,000	1,000	1,000
8	CIL Insurance	M	200	200	200	200
9	Coopers & Lybrand	M	200	200	200	200
10	Credit Agricole Indosuez	• M	1,000	1,000	1,000	1,000
11	Dirksen Flipse Doran-Le	M	200	200	200	200
12	Dragon Air	M	500	500	500	500
13	EAC (marlboro, transport)	K	1,000	200	200	200
14	Enterprise Oil	• K	1,000	1,000	1,000	1,000
15	Indochine Insurance	K	200	200	200	200
16	Inter-Continental Hotel	K	1,000	200	200	200
17	JVK-Naga/RMAAsia/UPS/3M	M	1,000	200	200	200
18	Kampuchea Airlines (Udom)	M	200	200	200	200
19	Bangkok Airways	M	200	200	200	200
20	Kingsford School of Business	K	100	100	100	100
21	International School of PP	K	200	200	200	200
22	ISC	K	200	200	200	200
23	Landrover	• K	1,000	1,000	1,000	1,000
24	BMW	• K	1,000	1,000	1,000	1,000
25	IMIC	• K	1,000	1,000	1,000	1,000
26	Lucky Market	K	200	200	200	200
27	MCC Transport (EAC?)	K	1,000	200	200	200
28	McCann Ericson	K	200	200	200	200
29	Metro Group	K	200	200	200	200
30	Mobitel	• K	1,000	1,000	1,000	1,000
31	Raffles International	• K	1,000	1,000	1,000	1,000
32	RAC	K	200	200	200	200
33	Samart	K	200	200	200	200
34	Seven Seven	K	200	200	200	200
35	Shell	• K	1,000	1,000	1,000	1,000
36	Silk Air	M	500	500	500	500
37	Singapore Banking Corporation	M	200	200	200	200
38	SOS Intl		100	100	100	100
39	Meng Srieng		200	200	200	200
40	Standard Chartered	M	100	100	100	100
41	Telstra	• K	1,000	1,000	1,000	1,000
42	Thakral	• K	1,000	1,000	1,000	1,000
43	TNT	K	100	100	100	100
44	Total	• K	1,000	1,000	1,000	1,000
45	Sofitel	K	200	200	200	200
46	Tilleke and Gibbons	• M	1,000	1,000	1,000	1,000
			25,100	21,900	21,900	21,900

	OTHERS				
1	Japanese Telephones?	M			
2	Japanese Other	M			
3	Mild Seven	M			