

Mass Workforce Issuance

Workforce Issuance No. 06-40

Policy Information

To: Chief Elected Officials
Workforce Investment Board Chairs
Workforce Investment Board Directors
Title I Administrators
Career Center Directors
Title I Fiscal Officers
DCS Associate Directors
DCS Field Managers

cc: WIA State Partners

From: Susan V. Lawler, Director
Division of Career Services

Date: June 12, 2006

Subject: Employer Oriented Public Service Announcement (PSA) Promoting
Massachusetts' One-Stop Career Centers

Purpose: To inform local Workforce Investment Boards, One-Stop Career Center Directors and other workforce investment partners of the development and distribution of a new PSA promoting One-Stop Career Centers.

Background: This PSA was developed to heighten awareness for recruitment services offered by Career Centers and to drive traffic to the Career Centers. This 60-second PSA features two employers; Sal's Pizza in Lawrence and Hasbro Games in East Longmeadow. Both these employers have successfully worked with our Career Centers over the years to recruit and hire employees. In the PSA, Sal Lupoli, President and CEO of Sal's Pizza talks about the professional support from the Career Center to help staff up his new facility in Lawrence. Michael Niziolek, Vice President of Human Resources at Hasbro Games, highlights the training support, job matching services and help with organizing job fairs provided by Career Centers and affirms his commitment to continuing the relationship with Career Centers. The PSA also includes background footage of employees working at Sal's Pizza and at Hasbro Games, showing a variety of work situations. The PSA ends with a toll-free number (877 US 2 JOBS) and website information (www.mass.gov/careercenters) to locate a Career Center.

Please note that both these employers willingly appeared on the PSA and were not compensated for their time or involvement.

Distribution: Initially, the PSA will be distributed to 10 broadcast stations plus the regional stations under Comcast to test the effectiveness of the medium, and may be aired by the stations on their schedule at different times of the day or night. These stations were selected because the marketing vendor involved with the PSA production had prior media relationships with them, so there's a better chance of the PSA airing. Here are the stations contacted for the PSA distribution:

BOSTON

CN8

WHDH

WFXT

WBZ

WLVI

NECN

WCVB

WSBK

NESN

SPRINGFIELD

WGGB

WWLP

REGIONAL

COMCAST

We are looking to expand coverage of the PSA across the state. If you have contacts with local broadcast stations that you can leverage, we'd appreciate your help. Once you have the commitment of the station to air the PSA, send an email to Yean-Ai Long at ylong@detma.org. Yean-Ai can send the beta dub of the PSA to you or the station directly.

Career Center directors/managers and WIB Executive Directors will receive a CD-Rom in the mail. The CD-Rom will play the PSA through installed media player software on the computer. For optimal viewing, please copy the PSA from the CD-Rom onto your desktop and play the PSA from your desktop.

Action

Required: Please share the PSA with your staff and feel free to show it to your customers as well. You may notice an increase in traffic to your Career Center after the press release and airing of the PSA. We would appreciate if you could gather any local feedback from your staff and customers on the PSA. Please send feedback on the PSAs to Dan Condon at dcondon2@detma.org.

Effective: Immediately

Inquiries: If you have any questions or need additional CD, please contact Yean-Ai Long at ylong@detma.org.