



New! Live!
Blue Ridge PBS *JobQuest*
Premieres January 6, 2009

Join **Blue Ridge PBS** in a community service partnership addressing the employment challenges facing our citizens. ***JobQuest***—a monthly one-hour program broadcast live from the Blue Ridge PBS studio—will make job seekers aware of job openings in our region.

The program will showcase The Roanoke Times' online employment bank – jobs.roanoke.com — to provide viewers with a trusted source with the largest number of listings in the region. Employment experts and local leaders will be on hand to share their insights on the local job market. Human resource experts from the area will also be in the studio to take viewer calls and offer tips on the hiring process. *JobQuest* will be a high-definition production of Blue Ridge PBS.

Will Anderson, Vice President of Production & Operations for Blue Ridge PBS and multiple Emmy-Award winner, will serve as executive in charge of production for the series. Partners in this endeavor include **The Roanoke Times – roanoke.com, WDBJ7, Virginia Western & New River Community Colleges, Roanoke's Economic Development Office, The Roanoke Regional Office of the Virginia Employment Commission, The Roanoke Regional Chamber of Commerce and Virginia Economic Bridge, Inc.**

A Strong Partnership of Community Resources – The partners in this community endeavor each bring unique resources to the table in an attempt to match job seekers with openings in the region. Specifically:

Blue Ridge PBS – As the region's public multimedia outlet, Blue Ridge PBS is providing its veteran production team and newly remodeled High Definition studio to produce and broadcast a monthly hour of live television showcasing employment issues and jobs to thousands of job seekers. In addition to the live, hour-long event to be aired at seven p.m. on the first Tuesday of each month, Blue Ridge PBS will provide a half-hour version of the program on the weekend following the live broadcast. Recorded portions of the program will be streamed and a link to jobs.roanoke.com will be on the

station's website to allow for maximum exposure. During the broadcast, various online components such as a hosted chat room will be "live" as well. Extensive promotion of JobQuest is planned in both broadcast and print.

The Roanoke Times/jobs.roanoke.com – The region's daily newspaper and most viewed website brings the largest mass of local job listings to the air. JobQuest will provide viewers with an opportunity to hear about a variety of local jobs in segments of ten, and either call in to discuss the opening with HR professionals who will be staffing a telephone bank or apply online at jobs.roanoke.com. The job lists will be read by "guest readers" and will be shown on the screen as they are read. And the listing will be chosen by the producer to correlate to the guest's area of expertise and that program's featured topics. Jobs.roanoke.com will be the exclusive employment website featured on the program. The Roanoke Times covers employment issues in the region and we propose to utilize the coverage that is already being done to "set the stage" at the beginning of the program. Reporters covering business stories could be interviewed, showcasing the issues at hand or headlines of the day.

WDBJ7 – the region's CBS affiliate will provide a member of its news team to anchor the program and "keep those jobs coming." In addition to reading jobs, the program will provide regional experts to discuss trends, interviewing tips and other significant issues that are relevant to anyone seeking a new job. The WDBJ7 news anchor will "traffic cop" the program to pack in as much content as possible.

Virginia Western & New River Community Colleges – major players in educating the workforce, assist JobQuest viewers in understanding the role higher education can play when people need to re-train themselves for new opportunities. Community colleges boom during recessionary times as they help people become qualified for their next position, but this brings its own set of problems. VWCC and NRCC faculty will help job seekers understand how to become qualified for jobs that are in demand.

Roanoke's Economic Development Office – Stuart Mease, who has his finger on the pulse of jobs in this region, will fulfill several roles for JobQuest. He will act as "expert in residence," reporting on interesting trends, interviewing other experts and bringing jobs to the program that are not posted in the traditional media. He is also responsible for coordinating the telephone bank, which will be made up of HR experts from the region's key employers. Eight telephones will be "hot" for viewer calls during the program and for a period after the broadcast – probably at least one hour.

Roanoke Regional Office of the Virginia Employment Commission – It is essential that we have the VEC on board. We expect to draw on their expertise in the government sector. Such topics as how to apply for unemployment compensation, where to apply, current employment regulations, trends in the workforce, etc. can be addressed by the experts at

VEC. We would use their office to tap into people searching for employment to help us put a “human face” on this issue.

Roanoke Regional Chamber of Commerce – The Roanoke Regional Chamber of Commerce is a prominent and pro-active force in government affairs, speaking on behalf of the region's businesses. They add value to the business community and to the community at large by advocating policy initiatives that are critical to economic growth and job creation. A trained and available workforce is one of the most critical issues facing business. The Chamber's Workforce Education Advocacy Group brings together educators and business leaders to develop and implement programs such as Business Dinners, Job Shadowing, and internships. Members of the Chamber will address business issues facing the region that impact job creation, etc. They will also discuss trends that assist and problems that impede growth in the region.

Virginia Economic Bridge, Inc. – VEB promotes the economic vitality and external competitiveness of the Commonwealth through business, industry and educational partnerships. VEB's strength is its partnerships, alliances and contacts – 66,000 of them. VEB's team manages four signature programs: Virginia's Business Pipeline, Linked Workforce Initiative, Virginia Community Analysis, Research and Development (VaCARD) and Return to Roots. Return to Roots is particularly relevant to JobQuest because it promotes and re-establishes the connection of former residents who left the region. This program seeks to match employers to those who want to return to the area. Return to Roots is dedicated to bringing home the sons and daughters of Southwest Virginia to a prosperous future.

This hour-long program will premiere on Tuesday, January 6th at 7:00 PM. Subsequent programs will normally air on the first Tuesday of each month, but may be rescheduled to accommodate special programs. Plans are to produce at least six programs, but station management is committed to continuing JobQuest as long as necessary. Production timelines will be negotiated by the executive in charge of production, but it is assumed that all elements (jobs, pre-recorded segments, etc.) will be in house at least twenty-four hours prior to the broadcast.

Success will be achieved in two ways. First, interest from the public will tell us if we have struck a nerve. If the phones are busy, if traffic on jobs.roanoke.com goes up and if people in the community are “buzzing,” we'll know we're on the right track. Secondly, we'll be sure we are providing a needed community service if and when we get feedback from employers – and prospective employees – that we're matching them and people are actually being hired as a result of JobQuest.

Keys to Success:

1. Strength of partnership – the right partners at the right time!
2. Intensive promotion by all partners
3. Identification of “Hot Jobs”
4. Excellent interaction of phone bank with callers
5. Follow up with “Success Stories”
6. Production of a fast-paced, dynamic program

Tentative Show Lineup

		00:00
ID/Show Open/Underwriters	Pre-Recorded	1:00
Open and Welcome	Live (WDBJ News Anchor)	:30
	Anchor will “traffic cop” segments	
Segment #1	Live Interview (Employment News)	4:00
JOBSITE #1 (Read Jobs)	Guest Reader #1	5:00
Phone Bank	Phone Bank Introduction	2:00
Segment #2	Pre-Recorded Segment	5:00
JOBSITE #2	Guest Reader #2	5:00
Segment #3	Live Interview	3:00
JOBSITE #3	Guest Reader #3	5:00
Station Break	Pre-Recorded	3:00
Show Bumper	Pre-Recorded	:10
Show Continues	Live (WDBJ News Anchor)	:20
JOBSITE #4	Guest Reader #4	5:00
Phone Bank	Interview Phone Bank	3:00
Segment #4	Pre-Recorded Segment	4:00
JOBSITE #5	Guest Reader #5	5:00
Segment #5	Live	3:00
Closing/Thanks	WDBJ News Anchor	1:40
ID/Close/Underwriters	Pre-Recorded	1:00
Total Run Time		56:40*

*Required to join next PBS network program on time.