



INSIDERECRUITMENT

Niche Reach

Las Vegas expands appeal with micro-recruitment sites

By Andrew McGlothlen

According to Las Vegas (Nev.) Review-Journal Recruitment Advertising Manager **Chelle Bizé**, partnering exclusively with one national job board was not an option that appealed to her newspaper for a number of reasons, not the least of which were the unique nature of the Las Vegas employment market, the potential for revenue loss and the desire to be able to implement new initiatives quickly and easily within the recruitment realm.

Rather than restrict itself to a catch-all employment site for the various industries in the Las Vegas market, the newspaper partnered with Adicio to power 20 industry-specific niche sites. One of the first steps was creating prototypes and reserving URLs to ensure the sites would have homes on the Web. Then, the designs were firmed up and the URLs were populated with the niche sites, which include industry-specific content unique to each site generated from a number of Internet and internal sources.

While each site stands alone, they can all be reached via the main employment page.

While the sites were designed internally, Adicio handled powering up the back end of the programming, allowing ads to flow to and from the main employment site while bringing niche-specific opportunities to each micro-site. The newspaper opted to stick to simple design elements for the niche sites, giving advertisers the option to choose between leaderboards, skyscrapers and squares. Additionally, all liners are up sold onto two or more of the sites for a nominal fee. The applicant logs on to the site for access, but does not register at this point. Bizé mentioned Adicio is currently working on a "common login" that will enable the user to access all of the job sites as well as automotive and real estate without having to log on again each time.

The next stage was to purchase search words to optimize the sites' presence in search engines such as Google. The sites



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Spotlighting Success

Knoxville, Tenn., puts spotlight on employers

By Andrew McGlothlen

The Knoxville (Tenn.) News-Sentinel has been providing value for employers for several years with its quarterly employment section. The section took a new twist in 2007, though, when the publishing schedule shifted to coincide with the newspaper's career fairs in May and September.

"We wanted to complement our job fair and our section by having the publication come out just before the job fair. We brainstorm to determine the categories we

want to feature. We go toward the stronger market trends or feature categories that we need to create more interest in," explained **Datha Thomas**, multimedia account executive at the newspaper.

The theme varies from one issue to the next. The first issue of 2008 was called *Employment Forecast*. As the name implies, the issue included employers' anticipated hiring trends as well as probable employment trends for the market as determined

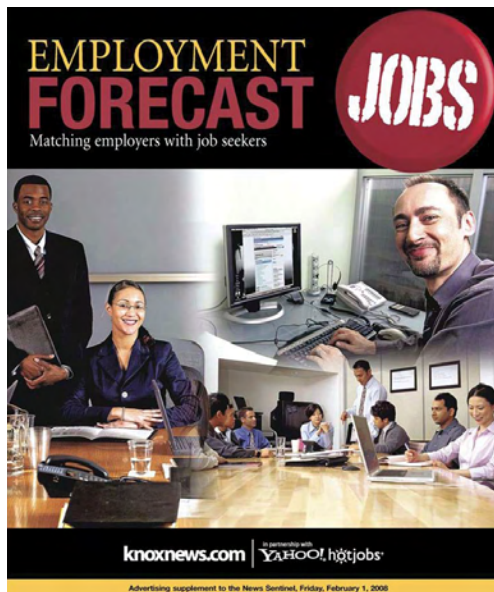
by the special sections staff. The job fair issues include tips such as how to dress for an interview or how to improve a resumé.

The section's size is determined largely by advertising space sold. The newspaper sells ads from quarter-page to full-page ads in regular editions and includes eighth-page ads in its job fair sections for job fair employers who have purchased a booth. Advertisers who purchase half page ads

receive a quarter page of advertorial, and those with full-page ads receive a half page of advertorial. All advertorial is produced by the special sections department at the newspaper.

"The advertorial gives employers an opportunity to state more about the position they're recruiting for, their benefits and other things that make them stand apart from their competitors and why you would want to work there. The rates are

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Editor's Note



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Black Gold

With gas prices rising, some news sources are anticipating domestic employers can use the situation to their benefit. A survey by the Society for Human Resource Management found that many employers were seeking ways to help employees cope with rising gas prices.

The most common means of assistance was increasing reimbursement for mileage to the Internal Revenue Service maximum allowance with 42% participation, up from 13% in 2007. An additional 26% of employers offered flexible work schedules, and 18% offered telecommuting. Fourteen percent went another route by subsidizing public transportation for employees, and gas card rewards were cited as a solution by 14% as well. Twelve percent of employers helped organize carpools while 7% offered better parking spaces for carpools. A small percentage went so far as to help find housing closer to the office or offer incentives to purchase hybrid vehicles.

In a separate report from ABC News by Sharon Alfonsi entitled "Oil Price Fallout: Jobs Coming Home?," Alfonsi explores the difficulties encountered by outsourcing to other countries as the

dollar weakens and fuel prices rise. For many companies in the United States that utilize outsourcing, the domestic market is becoming more affordable thanks to the cost of shipping and less favorable exchange rates. The report cites two companies moving operations from Mexico and China to Ohio and Texas respectively. If the fuel prices continue to rise, more United States companies may see domestic growth as a result.

Thanks to Chelle Bizè for her information on niche recruitment sites and to Datha Thomas for her insight into Employer Spotlight. Thanks also to Lisa M. Rancourt for sharing her EmployME section and to Karen Golin for her preliminary evaluation of the Occupational Employment Statistics and their value for recruitment managers.

To a global economy,

Andrew

SPOTLIGHT, continued from D1

exceptional for what you get and the ability to tell that story about your company," Thomas noted.

Dates and themes for the sections are planned out at the beginning of the year, and the sales brochures are distributed roughly a month prior to the publication date. The sec-

tions are advertised for both employers and advertisers through house ads leading up to the sections' publication dates. Advertising is accepted until a week prior, but any ads requiring advertorial need to be locked in an additional week early in order to give the special sections time to work on the

advertiser.

"One of the strongest selling points of the section is that it reaches the active job seeker but also has a strong reach for the passive job seeker as an insert. Roles are changing for companies and recruiters, and the passive job seeker market is becoming more and more

important," Thomas concluded.

Datha Thomas Knoxville (Tenn.) News-Sentinel 865-342-6514 thomasd@knoxnews.com www.knoxnews.com

Employer Spotlight advertisement for Knoxnews.com and Yahoo! HotJobs. Includes text: 'Matching employers with job seekers', 'JOB FAIR', 'Demand for direct support professionals high', 'Call center to add 75 employees'.

Employer Spotlight advertisement for local banks. Includes text: 'Local banks' growth mirrors industry's robustness', 'The Bank of Labor Statistics estimates that new jobs in this field will be in banking, credit unions, consumer lending, real estate, insurance and financial planning, among others.'

Advertisement for Fairfield Glade. Includes text: 'GENERAL ACCOUNTING/ACCOUNTS RECEIVABLE MANAGER', 'WASTEWATER TREATMENT PLANT SUPERVISOR', 'FACILITIES MANAGER'.

Advertisement for National College of Business & Technology. Includes text: 'IT programs improve students' certification rate', 'National College of Business & Technology', 'Get the training you need for the JOB you want!'.

Advertisement for Teton. Includes text: 'The Company with the Best Drivers Wins!', 'Come Grow With Us!', 'D/Q Van Drivers', 'www.drive4teton.com'.

Advertisement for UT Medical Center. Includes text: 'Employer has family-friendly approach', 'UT Medical Center has a family-friendly approach to work-life balance.', 'www.utmedicalcenter.org'.

Advertisement for OrthoTennessee. Includes text: 'We are growing. Come grow with us.', 'Diagnosis: Elbow fracture', 'Prognosis: Unlimited', 'www.orthotennessee.com'.

Attracting High-Level Candidates

Bangor, Maine, brings professionals to the EmployME Job fair

By Kim Milfort

The Bangor (Maine) Daily News collaborates with Career Center to reach higher-level candidates. The bi-annual 12- to 16-page *EmployME Job Fair* tab coincides with the fair itself, providing a list of attending employers, recruitment ads and related articles.

Classified Advertising Recruitment Manager **Lisa M. Rancourt** said the Career Center fair had been going on for eight years before the newspaper started working together with Career Center. The fair was seeing fewer recruiter companies due to a falling number of higher-level candidates.

"The higher-quality candidates use the Bangor Daily News for job seeking, so this was a natural fit," Rancourt said.

She said the tab has helped strengthen relationships with recruiters by demonstrating that the newspaper is an important resource for pulling in the candidates they want. The tab has also been profitable and is expected to grow with each new edition.

To excite recruiters about advertising in the tab, Rancourt did a mailing and, with an outside sales rep, visited every employer as they signed up for the fair. Rancourt said in order to get started with a job fair, it is helpful to find a local partner.

"The fair has become an event in our community, and professional job seekers attend. For example, a community college recruiter recently hired a professor they met at our fair. This quality of candidate makes EmployME unique as far as job fairs go," Rancourt said.

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ADVERTISING SUPPLEMENT TO THE BANGOR DAILY NEWS - APRIL 11, 2008

employME '08

JOB FAIR

Wednesday, April 16
10 a.m. - 2 p.m.

Spectacular Event Center
395 Griffin Rd., Bangor

JOBS INSIDE!
Find out what local employers are looking for

Bangor Daily News
bangordailynews.com/jobs

CareerCenter
The Maine Employment Resource

The Maine Department of Labor provides Equal Opportunity in employment and programs. Auxiliary aids and services are available upon request to individuals with disabilities. ASL interpretation for the hearing impaired will be available for the workshop.

Job-hunters can hit the employment jackpot at Hollywood Slots

By Sheila Grant

Hollywood Slots is getting ready for a grand opening party and prospective employees are invited. As the July 1 opening of its newest, larger facility approaches, Hollywood Slots is going up the search for employees.

"We have to poing right ones with opportunities in slots, security player services, property services, and food and beverage," said Hollywood Slots Director of Human Resources Scott Walsh. The food and beverage department has the biggest need, "so it's almost disproportionate how many people are needed there. There will be more than 200 employees in that department alone. We need cooks, dishwashers and utility folks."

Hollywood Slots also needs property services attendants, retail clerks, and employees for the hotel and accounting. There will also be positions in the off-track betting area.

Slots employees work directly on the gaming floor to assist customers in use of the machines and with budget payouts. There is also a need for valet services.

Player Services include customer service and avoiding the Player's Club members with surveillance and gift distribution.

"What you see here is just one piece of the pie because

we are a subsidiary of Penn National, the third largest publicly traded gaming company in the U.S.," Walsh said. "They have nearly 15,000 employees in the United States, and a company that size can offer a very attractive benefits package. We have health, dental, vision, life, short-term disability coverage, a 401K with a 3 percent match, paid time off, and tuition reimbursement."

Even part-time employees are eligible for paid time off, tuition reimbursement and the 401K. And there are a few "intangibles," as well. "We have fun events, employee recognition, and advancement opportunities with a growing organization," Walsh said.

Hollywood Slots will have a booth at the 11th Annual Spring Career and Job Fair, EmployME '08, on April 16 in Bangor. Human Resources staff will be on hand to answer questions.

"We need to let folks know that they need to apply now," Walsh said. "We're getting very close to opening. We will be interviewing in late April and early May."

Only those 18 and older may work at Hollywood Slots. Licensed positions require employees to be at least 21. Anyone interested in these job opportunities should stop by the booth, or apply online at the Hollywood Slots Web site at:



NEWS PHOTO BY DAVID M. FEEZPATRICK
The new Hollywood Slots complex on Main Street in Bangor, consisting of the casino, a hotel, and a parking garage. Hollywood Slots has many positions to fill at this sprawling complex, due to open this July.

A lesson in Thank-You Letters

(MS) - After a job interview, what is the first thing you should do? Write a thank-you note. It's a common courtesy and shows your interest in the position. You should send a thank-you letter as soon as possible (preferably within 24 hours, but no later than a week) after your interview.

The jury is out on e-mail versus handwritten thank-you notes, so use your discretion when deciding what to do. More formal organizations or people might prefer a handwritten thank-you note. But if you know a hiring decision is imminent, or the company communicates mainly through e-mail, an e-mail thank you could be the way to go. You can always follow up an e-mail thank you with a handwritten note.

free to address anything that wasn't discussed at the interview or something you want to answer more thoroughly than you did during the interview.

You may have been interviewed by a panel of people, or spent a few hours hopping from interview to interview. Should you send a letter addressed to the group, or individual ones to all parties? Make your decision based on the formality of the interviews and the company. When in doubt, it's best to send individual notes to everyone who interviewed you. You can write similar letters, but slightly vary a sentence or two to give personalization to the note.

Before you lick the envelope or hit send on your computer, double-check for spelling and grammar errors as well as review the names and titles of your interviewers. It's worth putting in this extra effort to make sure you come across competent and polished.



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Apply Now - Looking For NEW STARS!

The NEW HOLLYWOOD SLOTS HOTEL & RACEWAY, opening SUMMER 2008, will be Maine's premier entertainment facility and we're seeking NEW TALENT! If you have exceptional customer service skills and are interested in comprehensive benefits, advancement opportunities and more - this could be YOUR ONE TO SHINE! We value all our employees and want you to become a STAR MEMBER of our team! Get the recognition you deserve by being a part of our dynamic organization! Find more exciting opportunities by visiting us online at www.hollywoodslotsatbangor.com

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