

# Your Career Starts at Career Bridge

A Media Partnership to Spread Awareness about  
Washington Career Opportunities



# CareerBridge.Wa.Gov

**Washington Career Bridge**  
Find the education & training you need to get the job you want

Search for education programs

Eligible Training Provider approved

[Sign in / Register](#)

- [Explore Careers](#)
- [View Job Trends](#)
- [Find Education](#)
- [Pay for School](#)
- [Eligible Training Provider List](#)

  
[Printed guide available](#)

**Explore Careers >**



Which careers fit your interests?

[TAKE A QUIZ](#)

**View Job Trends >**



Which jobs are in demand?

[FIND OUT MORE](#)

**Find Education >**



How do programs perform?

[START YOUR SEARCH](#)

Washington's one-stop source for career and education planning.

[f](#) [in](#) [t](#)

[For Training Providers](#) [Home](#) [Contact Us](#) [About Us](#) [Help Center](#) [Terms & Privacy](#) [Access WA](#)

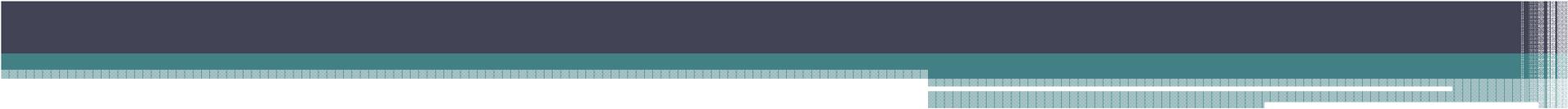
Copyright ©2012 by the Workforce Training & Education Coordinating Board

## Generating Awareness for Career Bridge

- Career Bridge exists as an influential tool for researching career fields in Washington State.
    - Over 6,000 education and training programs
  - No other application spans Industry Sectors like it.
  - The site has been invested in, is highly functional, educational and easy to use.
  - The website currently sees only about 10,000 visits per month.
    - 65,706 Washington State high school students graduated 2010\*
- 

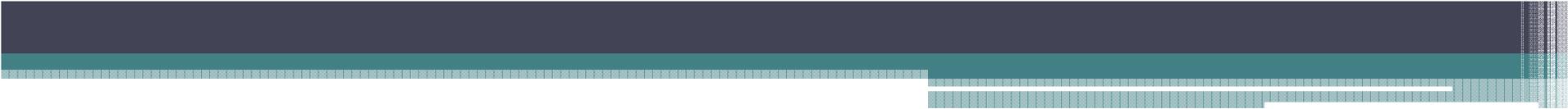
Career Bridge should be the *primary* resource for high school graduates looking to continue their education or to begin a career in Washington State, and further allowing Industry Sectors to find and educate future employees.

**The site must garner more awareness amongst students, parents and counselors.**



# Our Proposal

- Create a statewide marketing and P.R. campaign that will drive awareness and will drive traffic to [www.careerbridge.wa.com](http://www.careerbridge.wa.com) that will help meet some of the “High Skills, High Wages” objectives.
- Create a partnership with employer and labor industry sectors to support and fund the campaign.



# Campaign Overview

McNamee Media and its partners have the ability and resources to create a state-wide marketing and P.R. campaign to educate your audience of the benefits of Career Bridge.

---

- We will create a consistent and cohesive message to air on TV, Radio and Online.
- The campaign will feature two distinct target audiences.
  1. Messages to appeal to Students and Recent Graduates
  2. Messages to appeal to Parents, Teachers and Counselors
- The Messaging will have two goals.
  1. Create new awareness about the site and career opportunities
  2. And drive traffic to the website

# Media Partners

- **Seattle – Fisher Broadcasting**

- Radio:
  - KOMO Newsradio (All News)
  - KPLZ “STAR” 101.5 FM (Hot A/C)
  - Talk Radio 570 KVI (Talk)
- Television:
  - KOMO 4 TV & KOMO .2 (ABC Affiliate)
  - KUNS TV (Univision Affiliate)
- Online:
  - KOMOnews.com
  - STAR1015.com
  - KVI.com
  - KUNStv.com

- **Portland/Vancouver**

- Radio:
  - KUPL 98.7 (Country)
  - KBFF “Live” 95.5 (Modern Mix)
- Television:
  - KATU (ABC Affiliate)
- Online:
  - KATU.com

- **Spokane – KXLY Broadcast Group**

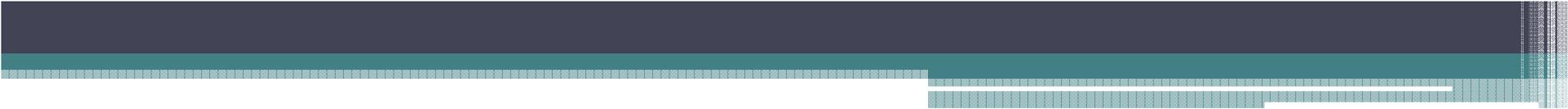
- Radio:
  - 92.9 ZZU (KZZU, Modern Hits)
  - Rock 94 ½ (KHTQ, Active Rock)
  - The Big 99.9 Coyote Country (KXLY, Country)
  - Hot 96.9 (KEZE, Rhythmic Top 40)
- Television:
  - KXLY TV (ABC Affiliate)
  - MeTV (Memorabilia TV)
- Online:
  - KXLY.com – Four Websites
  - KXLY Facebook/Twitter/Pinterest

- **Tri-Cities**

- Radio:
  - Power 99.1 (KUJ, Top 40 Hits)
- Television:
  - KEVW TV (ABC Affiliate)
  - MeTV (Memorabilia TV)

- **Yakima**

- Radio:
  - 100.9 Cherry FM (Hot A/C)
  - HOT 99.7 (Hot Talk)
- Television:
  - KAPP TV (ABC Affiliate)
  - MeTV (Memorabilia TV)



# Creative - Radio

- Testimonial Ads
  1. Voiced by Student/Teen
  2. Voiced by Parent/Counselor

# Creative - Online

You hear Kyle found a job?

No. What/Where?

Welder at a place in Kent.  
Making \$23 an hour!

**life exists after  
high school**

FIND LOCAL LIVABLE CAREERS

[careerbridge.wa.gov](http://careerbridge.wa.gov)

Hey, how is college going?

Really well. Learning alot.

Cool. I just got a new job at a parts  
company for Boeing making \$21 an hour

**life exists after  
high school**

FIND LOCAL LIVABLE CAREERS

[careerbridge.wa.gov](http://careerbridge.wa.gov)

Mom I got the job at the hospital as  
the x-ray tech!!!

Wow  
That is so awesome Sarah!

I start next week and make \$18 an hour

**life exists after  
high school**

FIND LOCAL LIVABLE CAREERS

[careerbridge.wa.gov](http://careerbridge.wa.gov)

# Creative - Online

Advertisement

You hear Kyle found a job?

No. What/Where?

Welder at a place in Kent. Making \$23 an hour!

**life exists after high school**  
FIND LOCAL LIVABLE CAREERS  
careerbridge.wa.gov

Beach Haven Resort  
(360) 376-2288  
Call Us Today!  
Orcas Island Secret Getaway

KOMO NEWS NETWORK: KOMONews.com KOMO 4 TV KOMO NEWSRADIO UNIVISION SEATTLE

**KOMOnews.com**

Thurs 61° Fri 59° Sat 60°

SEARCH

News Video Weather Traffic Sports Life & Style Communities KOMO 4 TV KOMO NEWSRADIO

## Alaska Airlines orders 50 Boeing aircraft worth \$5 billion

By KOMO Staff | Published: Oct 11, 2012 at 6:46 AM PDT | Last Updated: Oct 11, 2012 at 9:39 AM PDT

Recommend 70 +1 +0 Tweet 2 13 Comments Print Email



SEATTLE - Alaska Airlines announced Friday an order for 50 Boeing jetliners, representing the largest aircraft purchase in the Seattle-based carrier's history.

The order is worth \$5 billion at manufacturer's list prices.

The aircraft, which will be delivered between 2015 and 2022, includes firm orders for 13 Boeing

Advertisement

You hear Kyle found a job?

No. What/Where?

Welder at a place in Kent. Making \$23 an hour!

**life exists after high school**  
FIND LOCAL LIVABLE CAREERS  
careerbridge.wa.gov

### MOST POPULAR

- Sponsored by:
- New 2013 Kia Sportage starting at \$19,999. 10YR/100K Wnty.
  - Justin Bieber's computer, camera stolen during Tacoma show
  - Photos: Star sightings
  - Authorities say they think Colo. girl was abducted
  - Photos: Amazing Lego creations take shape at BrickCon 2012

Advertisement

You hear Kyle found a job?

No. What/Where?

Welder at a place in Kent. Making \$23 an hour!

**life exists after high school**  
FIND LOCAL LIVABLE CAREERS  
careerbridge.wa.gov

GET \$10 WORTH OF FOOD ITEMS!  
**BEST DEALS**  
Sergio's  
BUY NOW FOR \$5!

**KXLY.com** Spokane 52° Partly Cloudy Coeur d'Alene 55° Clear

7 Day Forecast | Video Forecast | Alerts | Radar | Weather | School Closings  
**SEVERE WEATHER ALERT**

HOME NEWS WEATHER SPORTS ENTERTAINMENT HEALTH HOUSE & HOME SPOTLIGHT INTERACTIVE YOUR COMMUNITY

News Spokane/E. WA North Idaho Northwest Fire Watch Flood Watch Nation/World Money Politics News Links Video

Home / News / Money

SEARCH

## 4 tax breaks for parents on chopping block

Tax breaks expire Jan. 1  
Author: By Blake Ellis

Published On: Oct 11 2012 02:47:13 AM PDT | Updated On: Oct 11 2012 09:23:30 AM PDT

Print Email Send Like 0 +1 0 Tweet 0

NEW YORK (CNNMoney) - Many low-income parents could see their tax bills jump by thousands of dollars next year if nothing is done to stop a series of tax breaks from expiring Jan. 1.



Unless Congress takes action before the end of the year to extend tax cuts that were introduced under the Obama and Bush administrations, four important credits for families - The Child Tax Credit, Earned Income Tax Credit, Child and Dependent Care Credit and the American Opportunity Credit - will revert back to previous levels.

If this happens, many families will be worse off by hundreds - or even thousands - of dollars, said Robertson Williams, a senior fellow at the Tax Policy Center.

"If you have what it takes to qualify for these particular benefits, you will get hit," said Williams.

Some families will take a hit on several fronts if they qualify for more than one tax break. A low-income couple with three kids, for example, will lose as much as \$1,500 from expiring provisions of the Child Tax Credit. If their income is low enough, they could also see a smaller refund from the Earned Income Tax Credit, and benefits from the Child and Dependent Care Credit could be reduced as well.

The upcoming presidential election has left the fate of these tax breaks uncertain. Democrats and Republicans in Congress continue to butt heads about which tax cuts should be extended, and there's virtually no chance they will agree on a specific plan before the November election, Williams said.

Even if an agreement is reached by the end of the year - which is far from a sure thing, either - next year's tax policy will ultimately depend on who takes over the Oval Office.

### 1. Child Tax Credit

The Child Tax Credit allows lower-income parents to claim as much as \$1,000 for each child under age 17.

Under George W. Bush's Tax Relief Reconciliation Act, the maximum value of the credit was doubled to \$1,000. Obama's 2010 Tax Relief Act then extended the credit until the end of this year and made it so families whose income tax is lower than the credit's value could receive more of the credit in a cash refund once any tax liability is zeroed out. The credit phases out for married couples whose income is \$110,000 or for single people with income of \$75,000 or more.

Advertisement

You hear Kyle found a job?

No. What/Where?

Welder at a place in Kent. Making \$23 an hour!

**life exists after high school**  
FIND LOCAL LIVABLE CAREERS  
careerbridge.wa.gov

### LOCAL NEWS HEADLINES

- WSU student falls from 11th story dorm room
- RECALL: Albersoni's brand ice cream
- Police raid homes in forgery, identity theft case
- Pullman firefighters investigating apartment fire
- Grant County deputies investigate 18-year-old's death
- Teen arrested stealing guns from dad
- Mother fighting to get daughter's cause of death determined
- SPD: Man robs woman, threatens customers at bar near Gonzaga
- Man dies in crash near Cheney
- Okanogan judge calls in people who shirk jury duty

Advertisement

You hear Kyle found a job?

No. What/Where?

Welder at a place in Kent. Making \$23 an hour!

**life exists after high school**  
FIND LOCAL LIVABLE CAREERS  
careerbridge.wa.gov

Dallasphere Ad

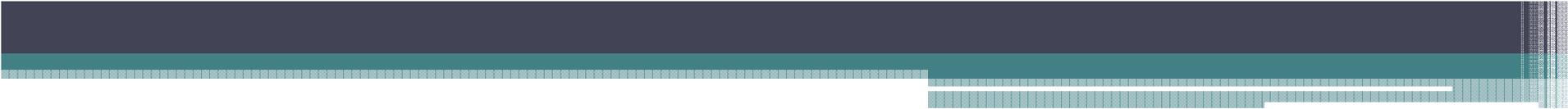
# Creative - Television

1. “Text Message” ads
  1. Consistent with online messaging
  2. Speaks to teen target audience
2. Testimonial ads
  1. Consistent with radio messaging
  2. Voiced by teens and parents/counselors



FIND LOCAL LIVABLE CAREERS  
[careerbridge.wa.gov](http://careerbridge.wa.gov)

**life exists after  
high school**



# State-Wide Monthly Media Summary

- **Radio**
  - 1,102 minimum 60-second commercials per month
- **Television**
  - 1,037 minimum 30-second commercials per month
- **Online**
  - 1,191,000 minimum impressions per month

# Added Value

## **PSA Commercials per Month:**

- **Radio**
  - 400x+ :60 added commercials
- **TV**
  - 465x :30 added commercials
- **Internet**
  - 375,000 bonus impressions

## **Additional:**

- Career Bridge catalog distribution at station events (value: \$1,500/event)
- Inclusion in promotional opportunities as they arise
- Station E-blasts (value: \$2,905 per eblast)
- Radio commercial production/copywriting for (value: \$500 per spot)
- Online commercial production (value: \$500 per spot)