



EMPLOYER PROFILE

CBS Television

Size: Large
Region: All
Industry: Media

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Overview

CBS Television leads broadcast corporations in California in using TV to promote School-to-Career. Stations in major media markets across the state, including KCBS (Los Angeles), KPIX (San Francisco) and KGPE (Fresno), have teamed up with School-to-Career to run multi-year campaigns to increase public awareness and commitment to the program. A recent poll of California parents showed that 95% of those who knew of School-to-Career support it and that awareness has increased from 5% to 65% in just two years. Much of the credit goes to media partners such as CBS.

Each station runs unique campaigns to fit its local audience, but common programming includes more than 200 news features; public service announcements featuring Bill Cosby, Governor Gray Davis and Pat Benatar; website pieces; and business-sponsored commercials supporting School-to-Career. Overall, CBS and its local School-to-Career partners have generated more than \$3 million worth of media content.

Critical Success Factors

Below are several critical success factors for CBS and its School-to-Career activities:

- Work with the television station to create a mutually beneficial campaign, taking into account the ability of the station to generate non-traditional revenue through corporate sponsorship.
- School-to-Career representatives and station staff need to work closely together to identify newsworthy stories and to solicit corporate sponsors.
- Identify a single contact person to work with the station so that communications are streamlined. It helps to name a School-to-Career representative who has some background in media.
- Work with the station to engage their own employees in School-to-Career activities such as job shadows.

Strategies/Activities

- Marketing and media campaigns to promote School-to-Career
- Sponsorship and matching funds
- Some work-based learning such as job shadows and site visits