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Secretary Newson Applauds New North, Other Regional Partners for Joint Effort to Promote Job Center of Wisconsin Successes

New 30-second Public Service Announcements share regional job seekers' stories

MADISON – Wisconsin Department of Workforce Development (DWD) Secretary Reggie Newson today applauded Northeastern Wisconsin workforce and economic development partners for their collaboration on two new public service announcements (PSAs). Both 30-second video PSAs feature former job seekers who share ways in which the local Job Center of Wisconsin helped them connect to new employment opportunities.

Job Center customers Howard Dumke and Tina Povich are featured in the PSAs, which promote services available through the Job Centers and highlight the online employment exchange, www.jobcenterofwisconsin.com/. The website has more than 40,000 employment opportunities statewide, including over 6,400 job openings in Northeastern Wisconsin.

DWD's workforce partners, the Bay Area and Fox Valley Workforce Development Boards, collaborated with New North Inc., Coalesce Marketing & Design, and Time Warner Cable to produce the PSAs.

"Thanks to the Job Center of Wisconsin, individuals like Howard Dumke and Tina Povich have successfully obtained new employment in communities across Wisconsin," Secretary Newson said. "And, thanks to this collaborative effort involving New North, Time Warner and our regional partners, their success stories send an important message to job seekers: Together, we stand ready to help you find a good job, too."

Dumke became unemployed when New Page closed its paper mill in Niagara. As a dislocated worker, he qualified for specialized assistance allowing him to earn an associate degree in nursing at Northeast Wisconsin Technical College. Today he is a registered nurse in northeastern Wisconsin.

Povich worked as an office manager at a manufacturing company that closed in 2011. She participated in DWD's dislocated worker program and enrolled at Moraine Park Technical College, where she expects to receive an associate degree in business management in 2014. She has also been hired at a growing manufacturing company in the Fox Valley.

"We are pleased to support efforts that illustrate the valuable resource the Job Center of Wisconsin provides to local residents," says Jerry Murphy, executive director of New North, Inc. "These PSAs are part of a larger effort focused on encouraging job seekers to use the resources available to them throughout the region."

Wisconsin's 22 comprehensive Job Centers, located in communities around Wisconsin, provide customers with access to a variety of resources designed to connect them with hiring employers.

(more)

"The Bay Area Workforce Development Board works in close partnership to help connect job seekers with available jobs in northeastern Wisconsin," said Jim Golembeski, Executive Director of the Bay Area Workforce Development Board. "The opportunity to highlight the success of two job seekers demonstrates the role of the workforce development system in helping Wisconsin residents train and be hired for good, family-supporting jobs."

The PSAs have been airing on Time Warner Cable, can be viewed online on DWD's YouTube Channel at www.youtube.com/wiworkforce, and will be available at www.JobCenterofWisconsin.com.

Public service announcement featuring Howard Dumke: <http://youtu.be/jEmMP80MP2w>

Public service announcement featuring Tina Povich: <http://youtu.be/60ksPEcWV5g>