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Los Angeles County
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September 1, 2015

TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON *PAW*
CHIEF EXECUTIVE OFFICER

FROM: PAULETTA TONILAS *PT*
CHIEF COMMUNICATIONS OFFICER

SUBJECT: RAIL TECHNICAL AND APPRENTICE RECRUITMENT

ISSUE

During its June 18, 2015, meeting, the Safety, Security and Operations Committee heard an item to authorize the Chief Executive Officer to execute a Memorandum of Understanding with the Los Angeles Trade Technical College for FY 16-18 to provide a continuation of services in support of the Rail Technical Training and Rail Apprentice Programs. At that time, Director Solis directed staff to research using a public service announcement to support recruitment for the program and attract more women to participate.

BACKGROUND

The Federal Communications Commission (FCC) requires that broadcasting entities serve in the public interest, requiring that one half hour per week be dedicated to public service program. Many meet this requirement by running Public Service Announcements (PSAs) produced by local non-profit agencies. However, running PSAs specifically is not required. Because advertising and underwriting frequently covers most stations' operating costs, these more profitable types of content are often prioritized in rotation at times when audience numbers are higher.

NEXT STEPS

To encourage greater awareness of the Rail Technical Training and Rail Apprentice Programs, Staff recommends developing a short video PSA that will

be shared over social media and can be targeted to specific audiences. Recruitment can also be supported by program mention in monthly "Metro Briefs" print ads and radio spots; listings on Metro Careers web site as well as job posting websites, including those tailored to women and diverse audiences; as well as ads on social networking and career development site LinkedIn.

Additionally, printed material on the Rail Technical and Rail Apprentice program could be created for distribution during regular recruitment activities at career fairs and similar events.

These activities are planned to begin in Fall 2015.