

INFORMATION NOTICE

WORKFORCE SERVICES

Number: WSIN09-15

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TO: WORKFORCE DEVELOPMENT COMMUNITY

SUBJECT: "CLICK INTO PLACE!" PUBLIC EDUCATION CAMPAIGN

During this deep national recession, the demand for services that assist the unemployed is at an unprecedented level. To enhance access to Unemployment Insurance (UI) and Employment Development Department (EDD) employment services, the Department has developed a number of online and automated tools.

To educate our customers about how to take advantage of these tools, EDD has initiated the "Click Into Place!" public education campaign to help provide information on online services, as well as the many services provided at local One-Stop Career Centers. The campaign runs from September through November and is aimed at directing the public to EDD's Web site to apply for UI benefits, submit UI related questions, and learn more about employment services.

There is a new "Click Into Place!" icon on the EDD Web site www.edd.ca.gov, placed on pertinent EDD web pages to assist and guide the UI claimant. The campaign also includes radio ads in both English and Spanish in five key areas of the state, as well as extensive Internet banner ads on various Web sites that when clicked, take the visitor directly to EDD's Web site.

Radio Ads

The radio ads in English talk about EDD's UI services and how using our Web site can be more convenient and efficient than waiting to talk to a UI representative over the phone. With Spanish audiences typically more apt to use a telephone, the Spanish version of the ads informs claimants of three key pieces of information they need before they call the UI Spanish phone line to file a claim. The radio ads are airing on English and Spanish stations in Sacramento, Los Angeles, San Francisco, San Diego and Fresno.

To hear them for yourself, click on these links to the key radio ads:

- 30 second English
www.owcom.com/edd3/EDD30OutOfPlace.mp3
www.owcom.com/edd3/EDD30perfectlyInplace.mp3
- 60 second English
www.owcom.com/edd3/EDD60badDay.mp3
www.owcom.com/edd3/EDD60organizedWoman.mp3

EDD is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Special requests for services, aids, and/or special formats need to be made by calling (916) 654-8055 (Voice). TTY users, please call the California Relay Service at 711.

- 60 second Spanish

www.owcom.com/edd3/EDDspanishDialogue.mp3

www.owcom.com/edd3/EDDspanishVO.mp3

Online Campaign

The EDD is placing online banner ads and Sponsored ads on internet sites that link users in California to the EDD Web site. The AdWords campaign appears as text ads on search engine Web sites like Google, while the online animated banners are appearing on such Web sites as Monster.com, Hotjobs.com and dozens of other Web sites to direct people to EDD's services.

Here are the links to the animated banner ads:

www.owcom.com/edd/edd-check-728-90rev.html

www.owcom.com/edd/edd-didnotcall-728-90rev.html

www.owcom.com/edd/edd-benefits-728-90rev.html

www.owcom.com/edd/edd-227alt-728-90.html

www.owcom.com/edd/edd-28min-728-90.html

The "Click Into Place!" campaign is already generating feedback, and we've already seen an increase in the use of EDD's Web site for those applying for UI benefits and posting questions about claims. The public education campaign is one of many ways that EDD is working to enhance access to services, and is a tool to help our partners in directing customers to UI assistance in the most efficient ways possible.

/S/ BOB HERMSMEIER

Chief

Workforce Services Division