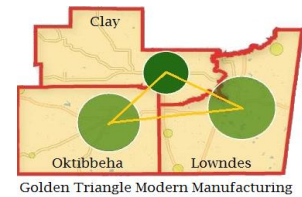


East Mississippi Community College Golden Triangle Modern Manufacturing Project



Advertising Materials - Action 1.5 Market the value of certifications to employers and the general public. Action: Develop student recruitment advertising materials and a distribution plan.

Related Deliverable – Student Recruitment TV, Radio, and Billboard advertising materials.

The following advertising materials were developed using data from the Labor Market Information report developed by the college and show pathways to high wage jobs in the Golden Triangle Region in manufacturing, construction, and transportation. The pathways link high paying jobs to programs to certifications valued by industry.

The following radio and television advertising script and billboard layout were developed to recruit students into Career and Technical Education programs offered by the Manufacturing Technology and Engineering Division of East Mississippi Community College that lead to high-paying jobs.

EMCC TV AND RADIO AD SCRIPT (DECEMBER 2014)

Advanced manufacturing is booming in the golden triangle.

Wages now average more than fifty thousand dollars per year.

East Mississippi Community College's highly trained instructors are ready to provide you the skills and credentials needed to qualify you for these jobs.

“E-M-C-C offers classes in automotive, automation and control, drafting and design, electrical, electronics, industrial maintenance, machining, and welding.

“Call six-six-two two-four-three two-six-eight-two to register now.

“High-wage jobs in advanced manufacturing can be yours tomorrow.

The TV ad can be accessed at this link: <https://www.youtube.com/watch?v=gIVCuxKfWmE>

The radio ad is attached as an MP3 file.

Billboard layout:

**Want a
high-paying
job?**

**Classes providing
manufacturing
and technology
skills begin soon!**

662-243-2682 or EastMs.edu



Start Here - Go Anywhere!

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