



Public Awareness Campaign Project Toolkit

A Toolkit for Citizens and Organizations to Promote
Increased Awareness Regarding the Contributions that
People with Disabilities Bring to the Workforce

**Developed by:
NEW Partnerships for Employment**

January 2011

**We welcome dissemination and/or duplication of the
Public Awareness Campaign Project Toolkit**

Toolkit is available on the NEW Partnerships for Employment Google Site:
<http://sites.google.com/site/newp4employment/>



Public Awareness Campaign Project Toolkit

A Toolkit for Citizens and Organizations to Promote
Increased Awareness Regarding the Contributions that
People with Disabilities Bring to the Workforce

Key Contributors towards the Production of the Toolkit:

Binders: Badger Office City &
Pathways to Independence Projects

Printing: Pathways to Independence Projects

Thank You!

**Developed by:
NEW Partnerships for Employment**

**For Additional Information on Supporting, Sponsoring,
Collaborating and/or Participating in the Coalition Visit:**

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Affiliate Members

Affiliate Members – Individuals/organizations/businesses that provide essential support services and/or funding for the coalition.

NEW Partnerships for Employment would like to acknowledge the generous support and contributions of:

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**Office Supplies, Office Machines Equipment and
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Through our 1000 page general line catalog, numerous niche catalogs, and promotional flyers, we offer a wide range of products from more than 500 manufacturers.

Location:
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Affiliate Member – Business Level:



NWTC has campuses in Green Bay, Marinette, and Sturgeon Bay, and 6 Regional Learning Centers located throughout Northeast Wisconsin.

Campus Locations:

Green Bay Campus

2740 West Mason Street
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800-422-NWTC

Marinette Campus

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Marinette, WI 54143

Phone:

715-735-9361
800-422-NWTC, extension 3875

Sturgeon Bay Campus

229 N 14th Avenue
Sturgeon Bay, WI 54235-1317

Phone:

920-746-4900
800-422-NWTC, extension 4900

Regional Learning Center Locations:

- Central Regional Learning Center - Crivitz
- East Regional Learning Center - Luxemburg
- Metro Regional Learning Center - Green Bay

- North Regional Learning Center - Niagara
- Northwest Regional Learning Center – Oconto Falls
- West Regional Learning Center - Shawano

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DREAM BIG!
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www.fvtc.edu 1-800-735-FVTC

Appleton Chilton Clintonville Neenah Oshkosh Waupaca Wautoma

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NEW Partnerships for Employment would like to acknowledge the support and contributions of funding from the Medicaid Infrastructure Grant.



From 2008 through 2010, the organization and facilitation of coalition meetings was funded by the Centers for Medicare and Medicaid Services, Medicaid Infrastructure Grant CFDA# 93.768, Wisconsin Department of Health Services/Pathways to Independence.

Pathways to Independence

The Pathways office houses a number of initiatives designed to address the barriers to employment and community living faced by many individuals with disabilities. Pathways, with input from key stakeholders; including consumers, advocates and policy makers, identifies current systemic barriers and designs creative pilots to address them.

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Madison, WI 53703

Phone:
608-266-3063
866-278-6440

Website:
<http://dhs.wi.gov/wipathways/>

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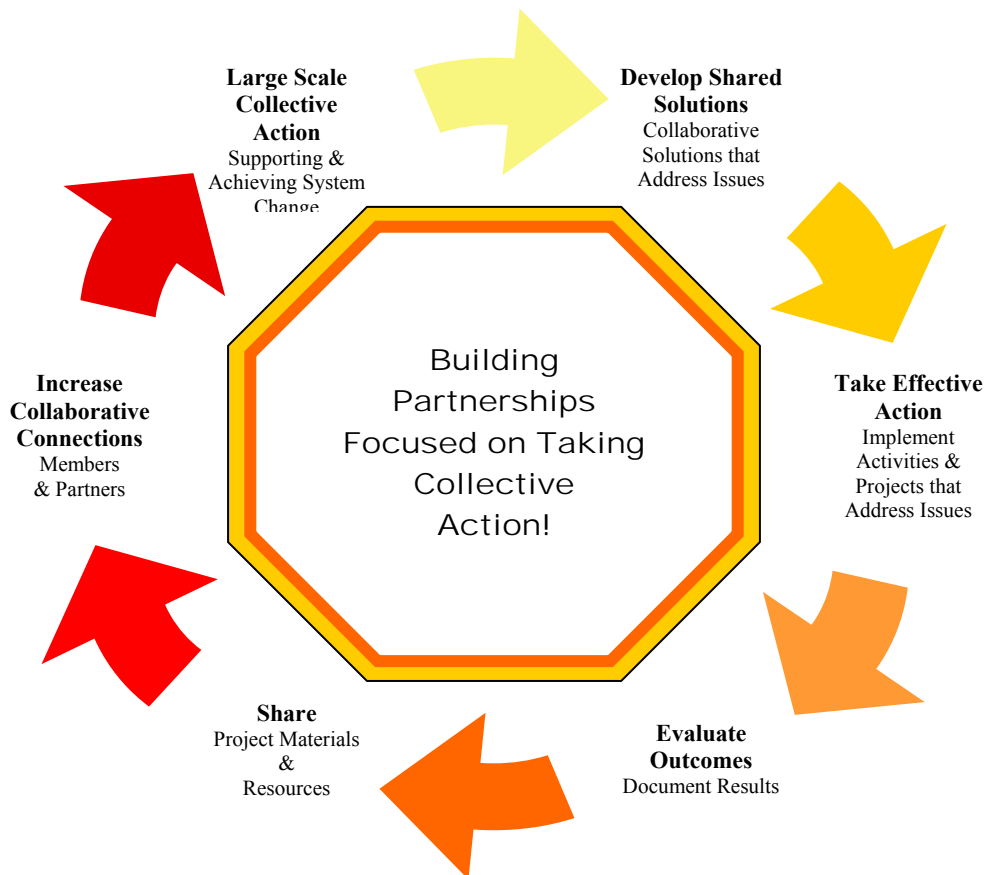
<http://sites.google.com/site/newp4employment/>

Acknowledgments

Affiliate Partners

Affiliate Partners – Individuals/organizations/businesses that contribute to the mission by collaborating with the coalition on specific activities and/or projects.

NEW Partnerships for Employment is committed to building and enhancing connections with individuals, organizations and businesses throughout Wisconsin. We believe that collaborative relationships focused on collective action are key to increasing employment opportunities of people with disabilities.



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NEW Partnerships for Employment – Public Awareness Campaign Project Toolkit

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The following individuals and organizations participated in the development and/or implementation of the 2009 and/or 2010 Public Awareness Campaign Project. Their time and dedication contributed enormously to the success ~ **Thank You!**

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Introduction

NEW Partnerships for Employment

Why a Public Awareness Campaign Project?

Coalition members selected a public awareness campaign project for the purpose of increasing the number of stakeholders involved in taking collective and expansive action towards increasing awareness regarding the benefits of recruiting and hiring people with disabilities. Many advocates contend that changing attitudes is one of the most important keys to improving the employment status of people with disabilities (e.g., Kennedy and Olney, 2001; Macy, 1996).

About NEW Partnerships for Employment

NEW Partnerships for Employment is an action-oriented coalition focused on improving community employment opportunities of people with disabilities in Northeast Wisconsin. The group consists of a broad range of stakeholders from throughout the region.

From 2008 through 2010, the organization and facilitation of coalition meetings was funded by the Medicaid Infrastructure Grant (MIG), administered through the Wisconsin Department of Health Services/Pathways to Independence. The coalition is now supported by individual/organization/business members, affiliate members and affiliate partners that provide essential support services and/or funding for activities and projects.

Our Mission

NEW Partnerships for Employment is a coalition of stakeholders (individuals, employers and organizations) who seek to build and support sustainable partnerships focused on improving community employment opportunities of people with disabilities.

Our Vision

NEW Partnerships for Employment is guided by the vision that people with disabilities will have the opportunity to work in communities that believe all people should be recognized as valued resources both as employees and citizens.

Purpose

The purpose of NEW Partnerships for Employment is to bring a collective and coordinated effort to expanding integrated community employment opportunities of people with disabilities in Northeast Wisconsin.

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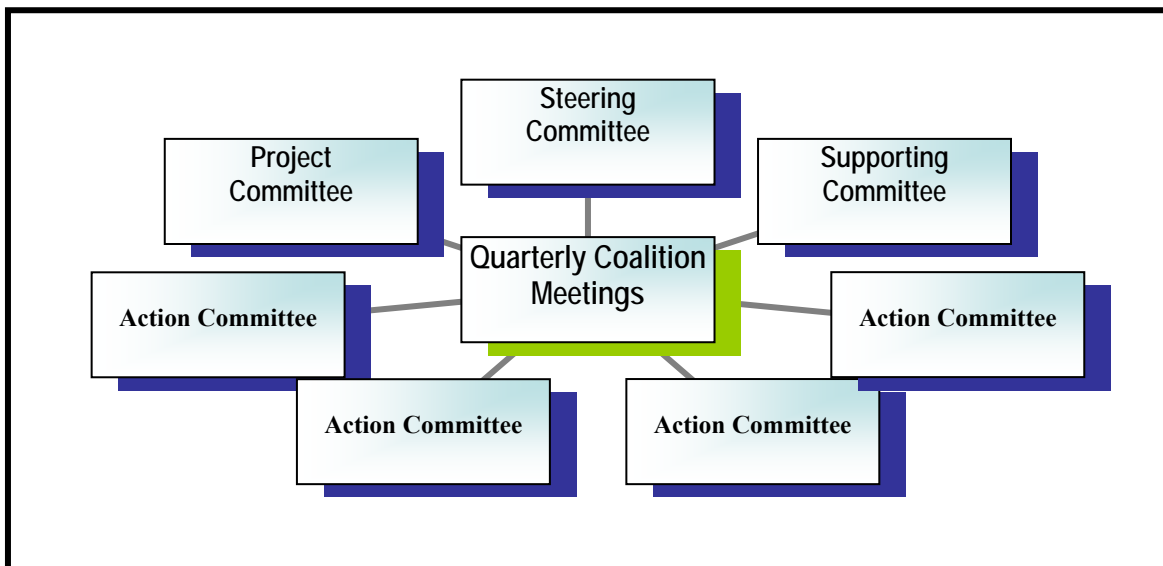
Goals

The goals of NEW Partnerships for Employment are to ...

- Facilitate widespread communication of values and expectations regarding employment of people with disabilities.
- Optimize resources and expertise and strengthen collaboration and coordination to support initiatives aimed at maximizing integrated community employment.
- Increase integrated community employment opportunities of people with disabilities through the development of local solutions and community and regional based projects.

Diagram of Coalition

NEW Partnerships for Employment has an effective and formalized governing structure (Steering Committee) that works closely with the other subcommittees and coalition membership. In 2009, the coalition had seven subcommittees charged with addressing specific priorities and/or focus areas identified by coalition members: Steering Committee, Project Committee, Supporting Committee and four Action Committees. The subcommittees helped to move the coalition forward in a smooth, efficient and effective manner.



Part I: Public Awareness Campaign Project

NEW Partnerships for Employment

Campaign Components

A comprehensive strategy was developed as a result of strategic planning sessions. Sessions focused on strategies to achieve success for projects in 2009 and beyond. One component of the strategic planning involved the development of methods and key actions towards the implementation of the coalition's Annual Public Awareness Campaign Project.

Project Goals

- Increase project capacity-building results.
- Increase communication and the dissemination of information regarding the contributions that people with disabilities bring to the workforce and the advantages of recruiting and hiring qualified candidates with disabilities.

Strategy

Development of materials and implementation of activities aimed at enhancing access for individuals, organizations and businesses to information and resources regarding the benefits of recruiting and hiring people with disabilities.

Key Actions

- Plan and launch an annual public awareness campaign project targeted for the end of September with activities continuing through the month of October.
- Development of information and materials that convey a consistent and effective message regarding the advantages of recruiting and hiring candidates with disabilities.
- Approach the issue of increasing public awareness from multiple directions.
- Empower stakeholders to take collective action in implementing activities associated with the project.
- Encourage planning and implementation of campaign project activities at the local level through the development of region-specific action committees.
- Development of a communication system aimed at greater transparency and information sharing to enhance collaboration and strengthen project outcomes.
- Build visibility and support to assist in building strength for even more success in the future.
- Document and evaluate outcomes associated with project activities.

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

- Development of NEW Partnerships for Employment Public Awareness Campaign Project Toolkit highlighting information and materials that can be used to replicate activities associated with project.
- Disseminate Public Awareness Campaign Project Toolkit to key partners to extend reach and impact of project in 2010 and beyond.
- Engage an increased number of stakeholders (community leaders, employers, affiliate partners, etc) in the planning and implementation of project activities aimed at increasing employment of people with disabilities.
- Build partnerships with other stakeholder groups interested in working towards the shared goal of successful implementation of a region-wide public awareness campaign project – working together and sharing ideas to increase the impact in Northeast Wisconsin.

Campaign Connections

NEW Partnerships for Employment maximizes opportunities by working in conjunction with local, regional, state and national efforts focused on increasing awareness regarding the contributions that people with disabilities bring to the workforce.

Annual Public Awareness Campaign Project is completed in association with Wisconsin Disability Employment Awareness Month in conjunction with National Disability Employment Awareness Month (NDEAM)

National Disability Employment Awareness Month (NDEAM)

In 1988, in an effort to educate the American public about issues related to disability and employment, Congress designated each October as National Disability Employment Awareness Month (NDEAM). The Office of Disability Employment Policy (ODEP) has the lead in planning NDEAM activities and materials to increase the public's awareness of the contributions and skills of workers with disabilities (US Department of Labor, Office of Disability Employment Policy, NDEAM 2009).

Wisconsin Disability Employment Awareness Month

In 2008, Governor Jim Doyle proclaimed the month of October as Wisconsin Disability Employment Awareness Month to encourage all individuals and organizations to join him in recognizing the many talents and contributions that citizens with disabilities bring to our workplaces and the quality of our lives (Wisconsin Department of Health Services and Department of Workforce Development, Press Release 2008).

In 2009, NEW Partnerships for Employment aligned their Annual Public Awareness Campaign Project to support Governor Jim Doyle's 2008 proclamation of October as Wisconsin Disability Employment Awareness Month.



Part II: Annual Public Awareness Campaign Project

2010 Public Awareness Campaign Project Outcomes

Coalition members successfully completed a third year Public Awareness Campaign Project. Members demonstrated a high-level of collaboration and determination in strengthening connections towards achieving successful outcomes for the project.

2010 Project Results

- **Marquees**
The Menominee Indian Tribe and Menominee Indian Senior High School posted announcements on the casino electronic marquee and the high school marquee.

 A photograph of a large, illuminated marquee sign for the Menominee Casino-Bingo-Hotel. The sign features a Native American figure at the top and text that reads "MENOMINEE CASINO-BINGO-HOTEL" and "MENOMINEE INDIAN TRIBE RECOGNIZES OCTOBER 2010".	<p>Menominee Indian Tribe</p> <p>Recognized October 2010 as Wisconsin Disability Employment Awareness Month on the Menominee Reservation</p>	 A photograph of the same Menominee Casino marquee sign, but with the lower section displaying "WISCONSIN DISABILITY EMPLOYMENT AWARENESS MONTH" in green lights.
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<p>Menominee Indian Tribe and Menominee Indian Senior High School</p>	 A photograph of a marquee sign for Menominee Indian Senior High School. The sign is blue with white text that reads "MENOMINEE INDIAN SENIOR HIGH SCHOOL" and "MEN TRIBE RECOGNIZES OCT 2010 DISABILITY EMPLOYMENT AWARENESS MONTH 14 CC CONF MEET". It also features an eagle logo on the right side.	<p>Recognized October 2010 as Disability Employment Awareness Month</p>
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Wisconsin Statewide Transition Initiative (WSTI) posted the picture of Tribal Chairwoman Laurie Boivin and the proclamation on the Menominee Transition Advisory Council (TAC) website page.

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2010 Project Results

- Proclamation Signing Events


September 16, 2010 - 5pm
Menominee Tribal Legislature Meeting

	<p>Tribal Chairwoman Laurie Boivin</p> <p>Signed a proclamation proclaiming the month of October 2010 as Wisconsin Disability Employment Awareness Month on the Menominee Indian Reservation</p>	 <p>Proclamation signed by Chairwoman Boivin</p>
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September 21, 2010
Manitowoc County Board of Supervisors Meeting

<p>October 1, 2010</p> <p>Executive Bob Ziegelbauer and Chairperson Paul Tittl</p>	 <p>Proclamation signed by Executive Ziegelbauer and Chairperson Tittl</p>	<p>Proclaimed the month of October 2010 as Wisconsin Disability Employment Awareness Month in the county of Manitowoc</p>
--	--	---

September 22, 2010
Shawano County Board Meeting

<p>Chairman Gerald Erdmann and the Shawano County Board of Directors</p>	 <p>Proclamation signed by Chairman Erdmann</p>	<p>Passed a resolution declaring October 2010 as Wisconsin Disability Employment Awareness Month in the county of Shawano</p>
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2010 Project Results

- Proclamation Signing Events

**September 29, 2010
Collaborative Proclamation Signing**



Photo Courtesy of Joe Quaintance

**City of Menasha
Mayor,
Don Merkes**
and
**City of Neenah
Mayor,
George Scherck**



Proclamation signed by Mayor Scherck



Photo Courtesy of Joe Quaintance

Mayor Merkes
and
Mayor Scherck
honored two
employees from the
Neenah/Menasha
area.



Proclamation signed by Mayor Merkes

- **Mayor Merkes** and **Mayor Scherck** presented the employees with city pins in recognition of their long-standing employment with an area business.
- The **Post-Crescent-News-Record** published a picture of the collaborative signing.

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2010 Project Results

- Proclamation Signing Events

October 1, 2010

Collaborative Proclamation Signing Event

Declaring **October 2010 as Wisconsin Disability Employment Awareness Month**
in Green Bay, De Pere and Brown County

Area Business Hosted Event

**Collaborative
Proclamation Signed by:**

**Brown County
Executive,
Tom Hinz
City of Green Bay
Mayor,
Jim Schmitt
City of De Pere Mayor,
Michael Walsh
and
Green Bay Area
Chamber of Commerce
President,
Paul Jadin**



**Wisconsin State
Legislators at Event:**

**State Senator,
David Hansen
State Representative,
John Nygren
State Representative,
James Soletski
and
State Representative,
Ted Zigmunt**

Food and Beverages Provided by:

Culinary Arts Program - Preble High School and Green Bay Area Public School District.

Photography Provided by: Laura Parke


- October 1, 2010 – **WBAY-TV**, **WGBA-TV**, and **WLUK-TV** broadcast the collaborative proclamation signing event on their local/regional network evening news. **WBAY-TV** posted a clip of their broadcast on their website.
- October 1, 2010 – Press release announcing the signing was submitted to the local newspaper.

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2010 Project Results

- Proclamation Signing Events



October 1, 2010

<p>Mayor Lorna Marquardt</p>	 <p>Proclamation signed by Mayor Marquardt</p>	<p>Issued a proclamation declaring the month of October 2010 as Wisconsin Disability Employment Awareness Month in the city of Shawano</p>
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October 1, 2010

<p>Mayor Robert Werdeo, Jr</p>	 <p>Proclamation signed by Mayor Werdeo, Jr.</p>	<p>Proclaimed October 2010 as Wisconsin Disability Employment Awareness Month in the city of Kiel</p>
---------------------------------------	--	---

**October 4, 2010 - 7pm
Manitowoc City Council Meeting**

 <p>Photo courtesy of Darci Vickman</p>	<p>Mayor Justin Nickels</p> <p>Signed a proclamation proclaiming the month of October 2010 as Wisconsin Disability Employment Awareness Month in the city of Manitowoc</p>	 <p>Proclamation signed by Mayor Nickels</p>
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2010 Project Results

- Proclamation Signing Events

**October 6, 2010 - 7pm
Omro City Council Meeting**



Photo courtesy of Gary Ormsbee

Mayor Robert Breu

Proclaimed the month of
October 2010 as
Wisconsin Disability
Employment Awareness
Month in the city of Omro



Proclamation signed by Mayor Breu

**October 12, 2010 - 6pm
Oshkosh City Council Meeting**

Mayor Paul Esslinger



Proclamation signed by Mayor Esslinger

Issued a proclamation
declaring the month of
October 2010 as
Wisconsin Disability
Employment Awareness
Month in the city
of Oshkosh

**October 19, 2010 - 6:30pm
Village of Winneconne Board Meeting**



Photo courtesy of Gary Ormsbee

**Village President
John Rogers**

Signed a proclamation
proclaiming the month of
October 2010 as Wisconsin
Disability Employment
Awareness Month in the village
of Winneconne



Proclamation signed by
Village President John Rogers

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

2010 Project Results

- **Flyer**

A flyer developed by coalition members providing information on the benefits of recruiting and hiring candidates with disabilities was disseminated in Northeast Wisconsin.

 - **Aging & Disability Resource Center of Brown County** – All staff.
 - **Options for Independent Living** – Board of Directors, website and 15 community members.
 - **Cooperative Educational Service Agency (CESA) # 6** – Posted flyer on website.

- **Live Radio Broadcast**

Member was a guest on a live radio broadcast in the Manitowoc area. Focus was on increasing awareness regarding Disability Employment Awareness Month and the contributions that people with disabilities bring to the workforce.

 - **October 20, 2010 – 9:30am - WCUB AM 980 – “Breakfast Club”**

- **Newsletter Publications**

A detailed article written by coalition members that provides information on the benefits of recruiting and hiring candidates with disabilities was published in the following newsletter:

 - **Employer Bulletin Publication** – The entire article written by coalition members was published in the October issue of the **Northeast Wisconsin Job Center Employer Bulletin**. Bulletin is distributed to employers throughout Northeast Wisconsin.

Notation regarding National Disability Employment Awareness Month:

 - **Cerebral Palsy of Mideast Wisconsin, Inc.**

- **Posters**

Posters produced and distributed by the **U.S. Department of Labor’s Office of Disability Employment Policy** were disseminated throughout Northeast Wisconsin.

 - **Aging & Disability Resource Center of Brown County** – NDEAM posters were displayed at the following centers: Main, Pulaski, Denmark and De Pere.
 - **Vocational Rehabilitation – College of Menominee Nation, Shawano County Department of Community Programs / Lakeland Industries and Shawano School District** – Distributed NDEAM Posters.
 - **Cooperative Educational Service Agency (CESA) # 6.**

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

2010 Project Results

- Presentation
 - **The Collaboration Group** – Announcement and information provided regarding National Disability Employment Awareness Month.
- Production and Dissemination of 500 Placemats

500 placemats were printed with the message and artwork from the DOL-ODEP-NDEAM Posters. The placemats were distributed to local restaurants and/or businesses in the Manitowoc area. **Badger Office City** donated all costs associated with the production of the placemats.
- Production and Dissemination of 125 Bookmarks

125 bookmarks were printed with the message and artwork from the DOL-ODEP-NDEAM Posters. **Badger Office City** donated all costs associated with the production of the bookmarks.
- Transit System
 - **Manitowoc City Transit** buses displayed information on Disability Employment Awareness Month on electronic crawler boards for the entire month of October.

For Additional Information on Supporting, Sponsoring,
Collaborating and/or Participating in the Coalition Visit:

<http://sites.google.com/site/newp4employment/>

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

2009 Public Awareness Campaign Project Outcomes

Coalition members successfully completed a second year Public Awareness Campaign Project. Members developed information and materials that conveyed consistent and effective messages regarding the advantages of recruiting and hiring candidates with disabilities.

2009 Project Results

- **Exemplary Employer Award**

Coalition members recommended that **Terry Cloutier**, Vice-President of **Badger Office City**, be recognized for his commitment to recruiting and hiring individuals with disabilities, and for his contributions to increasing awareness regarding the value of employing people with disabilities.



Photo courtesy of Darci Vickman

- November 4, 2009 - On behalf of **Governor Doyle**, Wisconsin Department of Workforce Development Secretary **Roberta Gassman** presented an Exemplary Employer Award to **Terry Cloutier**, Vice-President of **Badger Office City**, during a ceremony at the Governor's Executive Residence. Terry was recognized for his "progressive hiring and retention policies, for providing a living wage and benefits, and for his willingness to make accommodations enabling workers to succeed. He was recognized not only for his hiring practices, but his efforts in working with other employers, encouraging them to provide employment opportunities to people with disabilities."
- November 19, 2009 – **Terry Cloutier**, Vice-President of **Badger Office City**, was also recognized by the **Division of Vocational Rehabilitation**.

NEW Partnerships for Employment – Public Awareness Campaign Project Toolkit

2009 Project Results

- **Proclamation Signing Events**

Coalition members planned and organized proclamation signing events focused on building connections with community leaders and drawing media coverage to increase awareness regarding the contributions that people with disabilities bring to the workforce and the advantages of recruiting and hiring candidates with disabilities. Events resulted in the issuance of proclamations declaring October 2009 as Wisconsin Disability Employment Awareness Month in conjunction with National Disability Employment Awareness Month.

- **September 28, 2009 –**
Proclamation signed by the
City of Appleton Mayor,
Timothy Hanna.



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NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

2009 Project Results

- Proclamation Signing Events
 - September 30, 2009 – A collaborative proclamation signing event was planned and organized by coalition members with the assistance of **Brown County Supervisor, Patrick Evans**.



Photo courtesy of Darci Vickman



Community leaders that participated in the collaborative signing:

- City of Green Bay Mayor, **James Schmitt**;
- Brown County Executive, **Tom Hinz**; and
- Green Bay Area Chamber of Commerce President, **Paul Jadin**

The Administrator of the Village of Bellevue, Aaron Oppenheimer, attended the signing event. Also in attendance were employees and businesses committed to recruiting and hiring people with disabilities. The event was held at **Options for Independent Living**.

- September 30, 2009 – **WBAY-TV** and **WLUK-TV** broadcast the collaborative proclamation signing event on their local/regional network evening news.
- October 2009 - Video of the proclamation signing event was posted on the website of **WLUK-TV** and the website for the **City of Green Bay**.

NEW Partnerships for Employment – Public Awareness Campaign Project Toolkit

2009 Project Results

- Proclamation Signing Events
 - September 30, 2009 – A collaborative proclamation signing event was held.

Community leaders that participated in the collaborative signing:

- City of Menasha Mayor, **Don Merkes**; and
- City of Neenah Mayor, **George Scherck**

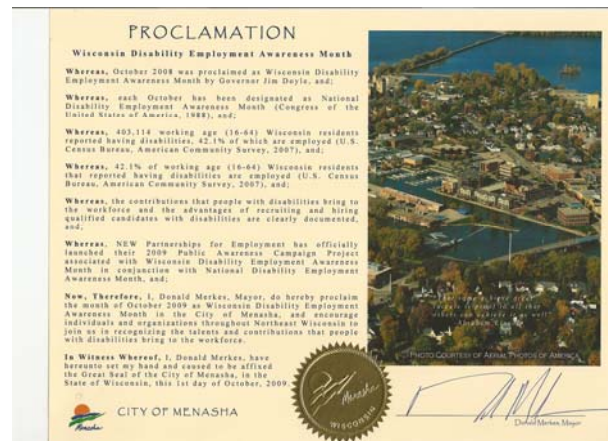
Also present for the proclamation signing were several area businesses.



Photo courtesy of Joe Quaintance



- October 14, 2009 - The **Post-Crescent-News-Record** published a photo and commentary entitled, “Partnering for a Proclamation” featuring the collaborative signing event.



NEW Partnerships for Employment – Public Awareness Campaign Project Toolkit

2009 Project Results

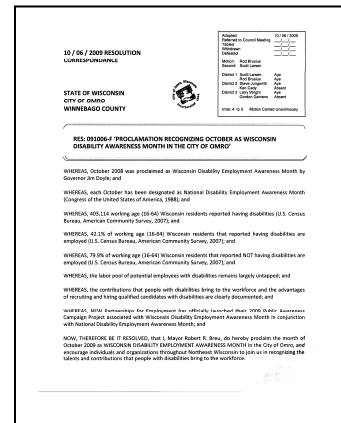
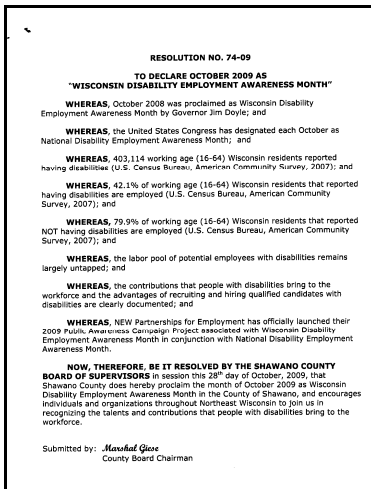
- Proclamation Signing Events
 - October 1, 2009 – Proclamation signed by City of Shawano Mayor, **Lorna Marquardt**. Mayor Marquardt presented the proclamation to a coalition member at the October televised city council meeting.
 - October 5, 2009 – Proclamation signed by City of Manitowoc Mayor, **Justin Nickels**. Mayor Nickels presented the proclamation to coalition members at the October televised city council meeting.
 - October 6, 2009 – Neenah Joint School District Superintendent, **Dr. Mary Pfeiffer** signed a proclamation at the school board meeting.



NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

2009 Project Results

- Proclamation Signing Events
 - October 6, 2009 – City of Omro Mayor, **Robert Breu** issued a proclamation recognizing the talents and contributions that people with disabilities bring to the workforce.
 - October 15, 2009 – Proclamation signed by Manitowoc County Board of Supervisors Chairperson, **Jim Brey** and Manitowoc County Board of Supervisors Executive, **Bob Ziegelbauer**.
 - October 28, 2009 – Proclamation signed by Shawano County Board of Supervisors Chairperson, **Marshal Giese**.



NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

2009 Project Results

- **Live Radio Broadcasts**

Members were guests on two live radio broadcasts in the Manitowoc area. Focus was on increasing awareness regarding Disability Employment Awareness Month and the contributions that people with disabilities bring to the workforce.

 - **WOMT 1240AM – “Be My Guest!”**
 - **WCUB AM 980 – “Breakfast Club”**
- **Newsletter Publications**

A detailed article written by coalition members providing information on the benefits of recruiting and hiring candidates with disabilities was published in local and regional newsletters.

 - **Employer Bulletin Publication** – The article written by coalition members was published in the October issue of the **Northeast Wisconsin Job Center Employer Bulletin**. Publication is distributed to employers throughout Northeast Wisconsin.
 - **BusinessMatters** – The Manitowoc Chamber of Commerce published an article in the October issue of **BusinessMatters**.
 - **Newsletter** – The detailed article was published in the **Aging & Disability Resource Center of Brown County** newsletter.
 - **Newsletter** – **TLC Homes** (Sheboygan County) published the detailed article in their newsletter.
- **Posters**

Posters are produced and distributed by the **U.S. Department of Labor’s Office of Disability Employment Policy**.

 - **125 NDEAM Posters** - Disseminated throughout Northeast Wisconsin by coalition members.
- **Presentation**
 - **October 13, 2009** – Presentation completed for the **Shawano Knights of Columbus** at the **Founders Day Banquet** regarding the contributions that people with disabilities bring to the workforce.

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

2009 Project Results

- **Production and Dissemination of 500 Placemats**
500 placemats were printed with the message and artwork from the DOL-ODEP-NDEAM Posters. The placemats were distributed to local restaurants and/or businesses in the Manitowoc area. **Badger Office City** donated all costs associated with the production of the placemats.
- **Production and Dissemination of 150 Bookmarks**
150 bookmarks were printed with the message and artwork from the DOL-ODEP-NDEAM Posters. The bookmarks were distributed through the local library in Manitowoc. **Badger Office City** donated all costs associated with the production of the bookmarks.

**For Additional Information on Supporting, Sponsoring,
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<http://sites.google.com/site/newp4employment/>

Part III: Project Capacity-Building Results

NEW Partnerships for Employment

Monitoring Progress

NEW Partnerships for Employment is committed to continuously monitoring the progress of its activities and projects. Analyzing progress assists the coalition in better understanding what needs to be improved and recognizing what is working well. The following analysis focuses on capacity-building indicators that may be related to the group's ability to create change.

Capacity-Building Results

Indicator # 1 - Strategic Planning for Success

Coalition members recognize that achieving success requires thoughtful and comprehensive planning using a results-oriented approach.

- The coalition engaged in strategic planning to map out its direction.
- Information gathered in the planning sessions was used to make positive changes to expand the reach and impact of the project.
- Members developed specific strategies and action plans for the project.
- Strategies emphasized the importance of increasing collaborative planning in achieving targeted and successful results.

Indicator # 2 - Increased Level of Commitment and Involvement

Project results illustrate an overall increased level of commitment by members in planning and implementing project activities.

- Increased allocation of resources (member time and materials) to develop and implement project activities.
- Increased number of members involved in completing the higher-level and more complex tasks associated with the project.

Indicator # 3 - Increased Collaboration and Involvement

Project results illustrate an overall increase in collaboration among members and partners in successfully planning and implementing project activities.

- Strategic planning led to the formation of region-specific action committees charged with the planning and implementation of project activities at the local level.
- The majority of members participating in activities communicated outside of coalition meetings regarding specific initiatives for the project.
- An increase was evident in the participation of a wide variety of stakeholders in project activities - community leaders, schools, media, businesses, etc.

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Indicator # 4 - Taking Effective Action

- Developed region-specific information and materials for project.
- Activities focused on addressing issue of increasing public awareness from multiple directions.
- Developed Public Awareness Campaign Project Toolkit aimed at sharing the information and materials with other individuals and groups.
- Strengthened capacity to effectively plan and implement project activities.
- Demonstrated capacity to expand reach and impact of project activities.

Indicator # 5 - Ability to Leverage Internal and External Support and Resources

- Demonstrated capacity in identifying and obtaining local support and resources to increase impact.
- Demonstrated capacity to leverage support for future activities/projects.

Summary of Results

Coalition members successfully completed a third year Public Awareness Campaign Project. Members demonstrated a high-level of collaboration and determination in strengthening connections towards achieving successful outcomes for the project. Coalition members worked hard to build on the success of their previous projects. The success of the Annual Public Awareness Campaign Project has assisted the coalition in building capacity to develop and support initiatives aimed at maximizing integrated community employment of people with disabilities.

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Collaborating and/or Participating in the Coalition Visit:**

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Part IV: Using the Toolkit

Toolkit Development

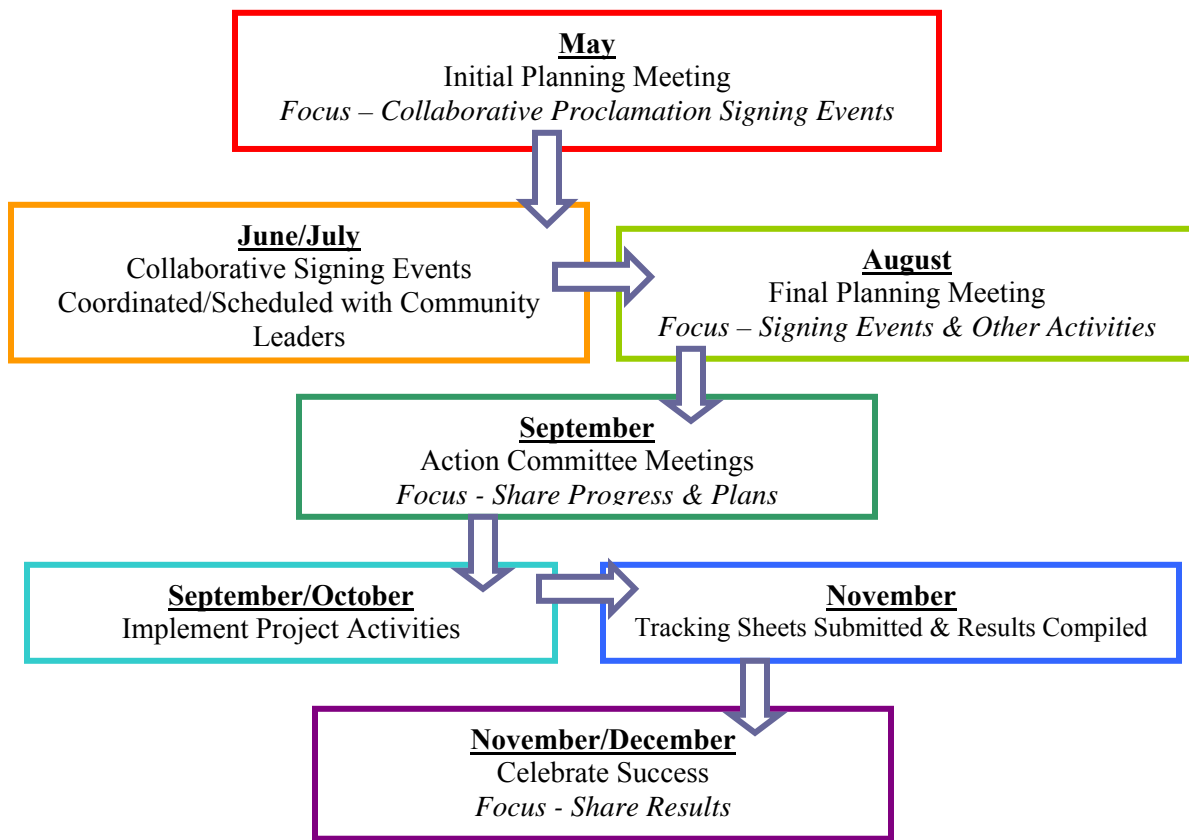
The NEW Partnerships for Employment Toolkit was developed for the purpose of sharing coalition developed materials with other individuals and groups interested in promoting increased awareness regarding the contributions that people with disabilities bring to the workforce. The toolkit contains information and materials aimed at increasing the recruiting and hiring of candidates with disabilities.

Planning and Implementation of Project

The planning and implementation of the Public Awareness Campaign Project focused on creating change through collective and expansive action. The goal was to amplify the results throughout the region by stakeholders engaging in collaborative activities.

The following chart provides a timeline for planning and implementing activities related to the Public Awareness Campaign Project.

Project Flowchart



NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Initial Planning Meeting (May)

The initial planning meeting assisted members in formalizing plans for the implementation of the project. Developing a detailed plan of action was extremely important to the successful implementation of project activities. A detailed plan enhanced collaborative partnerships and the development of effective strategies. During the planning meeting the importance and benefit of collecting data on project outcomes was emphasized.

Documentation Materials

Planning Sheet

A planning sheet was developed to provide a framework and work plan for project activities. Completion of the sheet and discussion of planned activities assisted members in avoiding duplication of contacts and taking collective action.

Tracking Sheet

A tracking sheet was developed as a standard reporting tool that would enable coalition members to document the results of project activities. The importance of collecting project information was emphasized for the analysis of results and for obtaining future support for coalition activities. Members are aware that what they do each year, builds on the success of the previous year but also builds momentum for the future.

Sample Tracking Sheet

The sample tracking sheet was developed to provide examples of activities and a reporting format. The targeted activities listed on the sheet were the result of SWOT Analysis and Action Planning completed as part of the coalition's strategic planning.

Action Committee Meetings (September)

Strategic planning lead to the formation of region-specific action committees charged with the planning and implementation of project activities at the local level. All coalition members are required to serve as a member of an action committee. Action committee communication can be via email, telephone and/or face-to-face meetings. Action committees assisted in mobilizing project activities through collaborative efforts. The committees strengthened the capacity of the coalition to effectively plan and implement project activities.

Implementation of Project Activities (September/October)

Project activities were implemented at the end of September and through the month of October. The results demonstrate the effectiveness of increased communication and collaboration toward extending the reach and impact of the project.

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Tracking Sheets Submitted and Results Compiled (November)

The results of the project were compiled and shared with coalition members. The results were published in the coalition's Annual Report and posted on their Google Site – <http://sites.google.com/site/newp4employment/>.

The results provide valuable information on how the coalition functions together as a group. It also provides information on how effective the group is in disseminating information and conducting activities outside of coalition meetings. Coalition members are aware of the importance of tracking activities and reporting results.

Celebrate Success (November/December)

Members shared their success stories and were recognized for their contributions towards increasing awareness regarding the benefits of recruiting and hiring candidates with disabilities.

Send Thank You Letters

Letters of appreciation were sent to organizations and community leaders involved in project initiatives. The letters noted the effort and contributions of each person to increasing awareness regarding the benefits of recruiting and hiring candidates with disabilities.

Summary

The NEW Partnerships for Employment Toolkit was developed for the purpose of sharing coalition developed materials with other individuals and groups interested in promoting increased awareness regarding the contributions that people with disabilities bring to the workforce. The materials can be adapted to meet the specific needs in your area.

Contact NEW Partnerships for Employment if you are interested in joining us in creating change through collective and expansive action!

**For Additional Information on Supporting, Sponsoring,
Collaborating and/or Participating in the Coalition Visit:**

<http://sites.google.com/site/newp4employment/>

Appendices

Appendix A: Newsletter and Website Article – *General Article*

**ATTRACTING AND RETAINING
SKILLED WORKERS IN NORTHEAST WISCONSIN**

In a time of tough fiscal choices business leaders are seeking creative solutions for attracting and retaining skilled workers. In seeking creative solutions some business leaders have discovered a pool of talented employees ... people with disabilities.

- There are over **41 million** Americans (1 in 7 people) that reported having disabilities in the United States (U.S. Census Bureau, American Community Survey, 2007).
 - **403,114** working age (16-64) Wisconsin residents reported having disabilities (U.S. Census Bureau, American Community Survey, 2007).
 - **42.1%** of working age (16-64) Wisconsin residents that reported having disabilities are employed (U.S. Census Bureau, American Community Survey, 2007).
 - **79.9%** of working age (16-64) Wisconsin residents that reported NOT having disabilities are employed (U.S. Census Bureau, American Community Survey, 2007).
- The labor pool of potential employees with disabilities remains largely untapped!

The contributions that people with disabilities bring to the workforce are clearly documented:

- Industry reports consistently rate workers with disabilities as average or above average in performance, attendance, and safety (Unger, 2002).
- More than 900 managers who participated in a Harris Poll had this to say about their employees with disabilities:
 - **88%** of top managers gave employees with disabilities an “excellent” (24%) or “good” (64%) rating on job performance. They said employees with disabilities work as hard as or harder than those who do not have a disability (Allen, 1994).
 - **39%** of line managers rated employees with disabilities as better on attendance and punctuality than employees without disabilities, and **40%** rated them about the same (Allen, 1994).

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

- A 2002 survey of 255 supervisors of employees with disabilities yielded very similar results. The survey revealed that supervisors are satisfied with the overall work performance and productivity of workers with disabilities and that workers with disabilities perform as well as or better than their co-workers without disabilities (Unger, 2002).
- People with disabilities (whether the disability is congenital or acquired) must develop other strengths, traits, and qualities, such as perseverance, problem solving, goal setting, and determination, that make them valuable and marketable in the workplace (Sheehy, U.S. Department of Education).
- A diverse workforce is an asset that improves organizational competitiveness and performance, and inspires new business. A diverse workforce can assist a company in creating innovative solutions to business challenges and will attract more diverse customers.

Recruiting and hiring qualified candidates with disabilities can help employers maintain their competitive advantage and add value to their company. Recruiting people with disabilities will expand a company's pool of qualified candidates, thus increasing their ability to attract and retain skilled workers.

Wisconsin can lead the way ... creating successful partnerships that benefits businesses and workers.

About NEW Partnerships for Employment

NEW Partnerships for Employment is a coalition of stakeholders (individuals, employers and organizations) who seek to build and support sustainable partnerships focused on improving community employment opportunities of people with disabilities.

Contact NEW Partnerships for Employment for additional information.



Member Contact Information:

[First & Last Name]

[Organization/Business Name – if applicable]

Phone: **[Phone Number]**

Email: **[Email Address]**

Website: **[Website Address – if applicable]**

###

Appendix B: Presentation Materials – *Presentation - Flyer*

WISCONSIN DISABILITY EMPLOYMENT AWARENESS MONTH

Each *October* is recognized by cities and counties throughout Northeast Wisconsin as **Wisconsin Disability Employment Awareness Month**. Join us in recognizing the talents and contributions that people with disabilities bring to the workforce.

- Industry reports consistently rate workers with disabilities as average or above average in performance, attendance, and safety (Unger, 2002).
- More than 900 managers who participated in a Harris Poll had this to say about their employees with disabilities:
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**Wisconsin can lead the way ... creating successful partnerships
that benefits businesses and workers!**

Information Distributed by:



For Additional Information Contact:

[First & Last Name]

[Organization/Business Name – if applicable]

Phone: **[Phone Number]**

Email: **[Email Address]**

Website: **[Website Address – if applicable]**

Presentation Materials – *Presentation - Handout*

**ATTRACTING AND RETAINING
SKILLED WORKERS IN NORTHEAST WISCONSIN**

Attracting and Retaining Skilled Workers:

- Business leaders have discovered a labor pool of talented employees - people with disabilities.
 - There are over **41 million** Americans (1 in 7 people) that reported having disabilities in the United States (U.S. Census Bureau, American Community Survey, 2007).
 - **403,114** working age (16-64) Wisconsin residents reported having disabilities (U.S. Census Bureau, American Community Survey, 2007).
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- The labor pool of potential employees with disabilities remains largely untapped!

Performance and Skills of Employees with Disabilities:

- The contributions that people with disabilities bring to the workforce are clearly documented:
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NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

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Recruiting and hiring qualified candidates with disabilities can help businesses maintain their competitive advantage and add value to their company. Recruiting people with disabilities will expand a company's pool of qualified candidates, increasing their ability to attract and retain skilled workers.

Wisconsin can lead the way ... creating successful partnerships that benefits businesses and workers.

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Email: **[Email Address]**

Website: **[Website Address – if applicable]**

Presentation Materials – Presentation – Handout

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NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

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<http://factfinder.census.gov/servlet/STTable?_bm=y&-qr_name=ACS_2007_1YR_G00_S1801&-geo_id=04000US55&-context=st&-ds_name=ACS_2007_1YR_G00_&-tree_id=307&-_lang=en&-format=&-CONTEXT=st>.

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Presentation Materials – *Presentation – Handout - Resources*

Wisconsin Resources

Division of Vocational Rehabilitation

DVR provides employment and training services for people with disabilities and assists employers to diversify their workforce to include qualified applicants with disabilities.

Location:

The Division of Vocational Rehabilitation has offices located throughout Wisconsin.

Phone: 800-442-3477

Email: dvr@dwd.wisconsin.gov

Website: <http://dwd.wisconsin.gov/dvr/>

Job Center of Wisconsin

The Job Center of Wisconsin links employers in all parts of the state and in communities that border Wisconsin with anyone looking for a job. JobCenterOfWisconsin.com is available at no cost to both employers and job seekers and is available 24-hours a day.

Phone: 888-258-9966 call to get help, ask a question, or find your nearest Job Center.

Website: <https://jobcenterofwisconsin.com/>

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<http://sites.google.com/site/newp4employment/>

Presentation Materials – *Presentation – Handout - Resources*

WorkSource Wisconsin

WorkSource Wisconsin is a non-profit organization with the goal of providing Wisconsin employers with accessible and complete information regarding the employment of individuals with disabilities. Through a comprehensive website, toll free phone line, and statewide training for employers, WorkSource Wisconsin seeks to provide Wisconsin employers with the resources necessary to recruit and retain employees with disabilities.

Contact: Cheryl Fine, Program Manager

Phone: 715-232-1794

Email: finec@uwstout.edu

Phone-Based Technical Support and Employment Resource Consultation Services:
866-460-9602

Website: <http://www.worksourcewi.com/>

National Resources

APSE HR Connect

HR Connect offers consultation services to help businesses reach out to one of the strongest labor & customer pools in the country - The Disability Community. The specific business services that are offered through HR Connect to the business community include planning a strategic disability community outreach, completing disability awareness training, disability focused diversity planning, and incentive planning.

Contact: James Emmett, HR Connect Director

Phone: 574-808-9779

Email: james@apse.org

Website: <http://www.apse.org/>

Presentation Materials – *Presentation – Talking Points*

**Presentation – “Attracting and Retaining Skilled Workers In
Northeast Wisconsin”**

Attracting and Retaining Skilled Workers

- The immediate crisis is surviving the economy.
- The future challenge - as baby boomers age into retirement, the number of new labor force entrants will be less than the number of openings left by retirees.
- In a time of tough fiscal choices business leaders are seeking creative solutions for attracting and retaining skilled workers.
- In seeking creative solutions some business leaders have discovered a pool of talented employees ... people with disabilities.
 - There are over **41 million** Americans (1 in 7 people) that reported having disabilities in the United States (U.S. Census Bureau, American Community Survey, 2007).
 - **403,114** working age (16-64) Wisconsin residents reported having disabilities (U.S. Census Bureau, American Community Survey, 2007).
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 - **79.9%** of working age (16-64) Wisconsin residents that reported NOT having disabilities are employed (U.S. Census Bureau, American Community Survey, 2007).
- The labor pool of potential employees with disabilities remains largely untapped!
- According to CDO Insights and other sources, some companies may fear that people with disabilities will not be able to keep pace in the high stakes business world. Yet, data and testimonials from employers that recruit and hire people with disabilities support the opposite conclusion (Kaufman, 2007).

Show video of employees/businesses sharing information regarding the contributions that people with disabilities bring to the workplace.

Leaders in the business industry have begun to actively recruit qualified employees with disabilities. Employers are looking to this pool of potential employees to increase the diversity of their workplace and meet their ongoing needs for finding skilled and talented workers.

Performance and Skills of Employees with Disabilities

- The contributions that people with disabilities bring to the workforce are clearly documented:
 - Industry reports consistently rate workers with disabilities as average or above average in performance, attendance, and safety (Unger, 2002).
 - More than 900 managers who participated in a Harris Poll had this to say about their employees with disabilities:
 - **88%** of top managers gave employees with disabilities an “excellent” (24%) or “good” (64%) rating on job performance. They said employees with disabilities work as hard as or harder than those who do not have a disability (Allen, 1994).
 - **39%** of line managers rated employees with disabilities as better on attendance and punctuality than employees without disabilities, and **40%** rated them about the same (Allen, 1994).
 - A 2002 survey of 255 supervisors of employees with disabilities yielded very similar results. The survey revealed that supervisors are satisfied with the overall work performance and productivity of workers with disabilities and that workers with disabilities perform as well as or better than their co-workers without disabilities (Unger, 2002).
 - People with disabilities (whether the disability is congenital or acquired) must develop other strengths, traits, and qualities, such as perseverance, problem solving, goal setting, and determination, that make them valuable and marketable in the workplace (Sheehy, U.S. Department of Education).
 - A diverse workforce is an asset that improves organizational competitiveness, performance and inspires new business. A diverse workforce can assist a company in creating innovative solutions to business challenges and will attract more diverse customers.

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Recruiting and hiring candidates with disabilities that are reliable, talented and hard working can help businesses maintain their competitive advantage and add value to their company. Recruiting people with disabilities will expand a company's pool of qualified candidates, increasing their ability to attract and retain skilled workers.

Wisconsin can lead the way ... creating successful partnerships that benefits businesses and workers.

October is Wisconsin Disability Employment Awareness Month

NEW Partnerships for Employment has officially launched its Annual Public Awareness Campaign Project associated with Wisconsin Disability Employment Awareness Month in conjunction with National Disability Employment Awareness Month.

The goal of the campaign is to raise awareness in Northeast Wisconsin regarding the contributions that people with disabilities bring to the workforce and the advantages of recruiting and hiring qualified candidates with disabilities.

Please contact us if you would like any additional information.

Appendix C: Proclamation Materials – *Proclamation – Planning Tips*

Proclamation – Steps to Success!

Issuance of Proclamation –

- Mayor
- County Executive
- Chairperson
- Superintendent
- President – Chamber of Commerce

Important –

Send your request to official's office in early September. It is important to allow time for them to prepare the proclamation (scribed on their parchment) and have the presentation added to the agenda of the next council or board meeting.

Make advance contact to coordinate the process but you do not want the proclamation to be voted on or signed until **just before** October.

Proclamation Process –

- Send cover letter requesting the proclamation, sample proclamation and background information about the coalition (Annual Report) to the official.
- Arrangements for the signing are made by an assistant in the official's office.
- Options for presentation of signed proclamation will be determined by the official's office –
 - Signed proclamations are typically presented at council or board meetings.
 - Presentations are usually one of the first items on the agenda.
 - **Press Release** – Find out if the official's office will be writing a press release or if they would like a draft prepared by the coalition. The official's office may wish to alter the coalition's draft to meet his/her needs.

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

- **Media Event** – Official’s office may be interested in scheduling a media event around the signing of the proclamation. Media event may be held during a council or board meeting or at another location.
 - The official’s office might request to schedule the media event (notify newspapers and television) around the signing of the proclamation or have a coalition member make arrangements.
 - **Tip** - Distribute printed copies of signed proclamation to reporters and people in attendance at the media event.
 - **Tip** - During the media event, display the proclamation by having it enlarged to poster size.
- **Extremely Important!** Be there when they vote on or sign the proclamation.
- **Invite the Team** - Send a note to other coalition members in your area regarding the date, time, location and the name of the official that will be signing/board voting on issuance of the proclamation. Group representation is very valuable for communicating the importance of the issue!
- Have a **short** speech ready in case you are asked to speak - introduce self and briefly share why the request is important – most of this information is listed right in the cover letter.
- Get a copy of the signed proclamation. You may have to arrange to pick up your copy at their office.
- Send announcement regarding the signed proclamation to coalition members for posting of announcement on websites, newsletters, etc.
- Use one success to create more – share with others regarding the proclamation signing to encourage other community leaders to do the same.

Proclamation Materials – *Proclamation – Cover Letter – Signing Event*



**The Honorable [Name of Governor, Mayor, or Elected Official]
[Official Title]
[Address]
[City, State & Zip Code]**

[Date]

Dear **[Official's Title & Name]**:

On behalf of NEW Partnerships for Employment, I would like to thank you for your issuance of a proclamation last year declaring October **[Insert Year]** as Wisconsin Disability Employment Awareness Month. Your proclamation officially recognized and emphasized your commitment to the importance of increasing awareness regarding the contributions that people with disabilities bring to the workforce.

On behalf of NEW Partnerships for Employment, I would like to invite you to participate in a collaborative proclamation signing event. The primary focus of the event will be the issuance of a proclamation for the month of October **[Insert Year]** as **WISCONSIN DISABILITY EMPLOYMENT AWARENESS MONTH** in **[Insert City/County Name]**.

I will follow-up with your office, within the next few days, to discuss your possible involvement. Your consideration is greatly appreciated as we officially launch our **[Insert Year]** Annual Public Awareness Campaign Project.

Sincerely,

**[Name]
[Organization/Business Name – if applicable]
Member, NEW Partnerships for Employment
Phone: [Phone Number]
Email: [Email Address]**

Proclamation Materials – *Proclamation – Invitation – Signing Event*

Wisconsin Disability Employment
Awareness Month (October)

Celebration Event

Celebrating the Skills and Contributions of a Diverse Workforce
Each *October* is recognized by cities and counties throughout Northeast Wisconsin as
Wisconsin Disability Employment Awareness Month. Join us in recognizing the
talents and contributions that people with disabilities bring to the workforce.

YOU'RE INVITED!

Friday, October 1, 2010

11:00 am

[Insert Company Name]

[Insert Street Address]

[Insert City, State, & Zip Code]

[Insert Telephone Number]

Driving Directions

Special Events

11:00 am

Introduction of Event, Dignitaries, and Guests

11:30 am

Presentation of Proclamation

Signed by:

**[Insert Names & Titles of Community Leaders
Signing Collaborative Proclamation]**

11:45 am

Photo Opportunity

12:00 pm

Celebration Gathering – Food & Beverages

Sponsored by:



For additional information contact:

[Name]

[Organization/Business Name]

Member, NEW Partnerships for
Employment

Phone: **[Phone Number]**

Email: **[Email Address]**

Hosted by:

[Insert Name of Business]

Proclamation Materials – *Proclamation – Cover Letter - General*



**The Honorable [Name of Governor, Mayor, or Elected Official]
[Official Title]
[Address]
[City, State & Zip Code]**

[Date]

Dear **[Official's Title & Name]**:

On behalf of NEW Partnerships for Employment, I would like to request the issuance of a proclamation for the **month of October [Insert Year]** as **WISCONSIN DISABILITY EMPLOYMENT AWARENESS MONTH** in the city of **[Insert City Name]**.

Your proclamation would lend official recognition and emphasize your personal commitment to the importance of increasing awareness regarding the contributions that people with disabilities bring to the workforce. I would be interested in discussing the possibility of publicly acknowledging your support by notifying the media of the signing of the proclamation.

For your convenience, I have included a sample proclamation. Please feel free to make any adjustments to the layout of the document.

Please contact me if you have any questions or need any additional information. I will follow-up with your office within the next few days. Your consideration is greatly appreciated as we officially launch our **[Insert Year]** Annual Public Awareness Campaign Project.

Sincerely,

**[Name]
[Organization/Business Name – if applicable]
Member, NEW Partnerships for Employment
Phone: [Phone Number]
Email: [Email Address]**

Proclamation Materials – *Proclamation*

OFFICIAL PROCLAMATION

WHEREAS, each October has been designated as **National Disability Employment Awareness Month** by the Congress of the United States of America since 1988; and

WHEREAS, the **[Insert Year]** theme is “**[Insert Title of NDEAM Theme]**”; and

WHEREAS, of the working age Wisconsin residents who have disabilities, the labor pool of potential employees remains largely untapped; and

WHEREAS, the contributions that people with disabilities bring to the workforce and the advantages of recruiting and hiring qualified candidates with disabilities are clearly documented; and

WHEREAS, **NEW Partnerships for Employment** has officially launched their Annual Public Awareness Campaign Project associated with Wisconsin Disability Employment Awareness Month in conjunction with National Disability Employment Awareness Month; and

NOW, THEREFORE, I **[Insert & Highlight Official’s Name]**, **[Insert Official’s Title]** of **[Insert Location]**, do hereby proclaim the month of October **[Insert Year]** as:

WISCONSIN DISABILITY EMPLOYMENT AWARENESS MONTH

in the City of **[Insert City Name]**, and encourage individuals and organizations throughout Northeast Wisconsin to join in recognizing the talents and contributions that people with disabilities bring to the workforce.

IN TESTIMONY WHEREOF,

I have hereunto set my hand and caused the Great Seal of the **[Insert City/County]** to be affixed this 1st day of October in the year of **[Insert Words Instead of Numbers]**.

[Official’s Name & Title]

Proclamation Materials – *Proclamation - Thank You Letter - Host*



[Insert Name & Title]
[Insert Business Name]
[Insert Address]
[Insert City, State & Zip Code]

[Insert Date]

Dear **[Insert Name]**:

On behalf of NEW Partnerships for Employment, I would like to thank you for hosting the collaborative proclamation signing event declaring **October [Insert Year] as Wisconsin Disability Employment Awareness Month**. Coalition members appreciate your support and commitment to increasing awareness regarding the contributions that people with disabilities bring to the workforce.

Thank you for your assistance and support in making the event such a huge success!!!

Sincerely,

[Name]
[Organization/Business Name – if applicable]
Member, NEW Partnerships for Employment
Phone: **[Phone Number]**
Email: **[Email Address]**

Proclamation Materials – *Proclamation - Thank You Letter - General*



**The Honorable [Name of Governor, Mayor, or Elected Official]
[Official Title]
[Address]
[City, State & Zip Code]**

[Date]

Dear **[Official's Title & Name]**:

On behalf of NEW Partnerships for Employment, I would like to thank you for your proclamation declaring **October 2010 as Wisconsin Disability Employment Awareness Month**. The proclamation communicates your commitment to the importance of increasing awareness regarding the contributions that people with disabilities bring to the workforce.

Your commitment to increasing awareness regarding the benefits of recruiting and hiring qualified candidates with disabilities is greatly appreciated!

Sincerely,

**[Name]
[Organization/Business Name – if applicable]
Member, NEW Partnerships for Employment
Phone: [Phone Number]
Email: [Email Address]**

Appendix D: Press Release Materials–P.R.–Media Alert–Signing Event



For Immediate Release

[Insert Date]

MEDIA ALERT

Proclaiming October 2010 as
Wisconsin Disability Employment Awareness Month

[Insert Official's Titles & Names] will be signing a collaborative proclamation designating October as Wisconsin Disability Employment Awareness Month in **[Insert City/County Name]**.

WHEN: Friday, **[Insert Date]**
11:00 am

WHERE: **[Insert Business Name]**
[Insert Business Address]
[Insert City, State & Zip Code]

WHAT: Sign a proclamation and raise awareness for Wisconsin Disability Employment Awareness Month. Photo opportunities available.

WHO: **[Insert Title & Name of all Community Leaders Participating in Collaborative Signing]**

The proclamation conveys their commitment to the importance of increasing awareness regarding the contributions that people with disabilities bring to our workforce. Individuals, employers and organizations from throughout Northeast Wisconsin are encouraged to recognize the talents and contributions that people with disabilities bring to the workforce. Wisconsin can lead the way creating successful partnerships that benefits businesses and workers.

[Insert Business Name] was honored to host the collaborative signing. **[Insert Business Name]** recruits and hires qualified workers with disabilities because of the contributions they bring to the company.

Media Driving Directions: **[Insert Detailed Driving Directions]**

NEW Partnerships for Employment – Member Contact Information:

[Name]

[Organization/Business Name – if applicable]

Phone: **[Phone Number]**

Email: **[Email Address]**

###

Press Release Materials – P.R. – Announcing Signing



For Immediate Release

[Insert Date]

OCTOBER **[INSERT YEAR]** PROCLAIMED AS
WISCONSIN DISABILITY EMPLOYMENT AWARENESS MONTH

[Insert City, State (Press) Month Day, Year] -- **[Official's Title & Name]** signed a proclamation today designating October as Wisconsin Disability Employment Awareness Month in the City of **[Insert City Name]**. The proclamation conveys the **[Insert Official's Title]** commitment to the importance of increasing awareness regarding the contributions that people with disabilities bring to our workforce.

The contributions that people with disabilities bring to the workforce are clearly documented: average or above average performance, attendance and safety. In addition, individuals with disabilities often develop other strengths, traits, and qualities: perseverance, problem solving, goal setting, and determination that make them valuable and marketable in the workplace.

[Insert Business Name] was honored to host the collaborative signing. **[Insert Business Name]** recruits and hires qualified workers with disabilities because of the contributions they bring to the company.

[Official's Title & Name] encourages individuals, employers and organizations from throughout Northeast Wisconsin to join **[Insert Him/Her]** in recognizing the talents and contributions that people with disabilities bring to the workforce. Wisconsin can lead the way ... creating successful partnerships that benefits businesses and workers.

About NEW Partnerships for Employment

NEW Partnerships for Employment is a coalition of stakeholders (individuals, employers and organizations) who seek to build and support sustainable partnerships focused on improving community employment opportunities of people with disabilities. Contact NEW Partnerships for Employment for additional information.

NEW Partnerships for Employment – Member Contact Information:

[Name]

[Organization/Business Name – if applicable]

Phone: **[Phone Number]**

Email: **[Email Address]**

###

Press Release Materials – P.R. – General Information Article



For Immediate Release

[Insert Date]

**ATTRACTING AND RETAINING
SKILLED WORKERS IN NORTHEAST WISCONSIN**

[Insert City, State (Press) Month Day, Year] -- In a time of tough fiscal choices business leaders are seeking creative solutions for attracting and retaining skilled workers. In seeking creative solutions some business leaders have discovered a pool of talented employees ... people with disabilities.

- There are over **41 million** Americans (1 in 7 people) that reported having disabilities in the United States (U.S. Census Bureau, American Community Survey, 2007).
 - **403,114** working age (16-64) Wisconsin residents reported having disabilities (U.S. Census Bureau, American Community Survey, 2007).
 - **42.1%** of working age (16-64) Wisconsin residents that reported having disabilities are employed (U.S. Census Bureau, American Community Survey, 2007).
 - **79.9%** of working age (16-64) Wisconsin residents that reported NOT having disabilities are employed (U.S. Census Bureau, American Community Survey, 2007).
- The labor pool of potential employees with disabilities remains largely untapped!

The contributions that people with disabilities bring to the workforce are clearly documented:

- Industry reports consistently rate workers with disabilities as average or above average in performance, attendance, and safety (Unger, 2002).
- More than 900 managers who participated in a Harris Poll had this to say about their employees with disabilities:

-more-

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

- **88%** of top managers gave employees with disabilities an “excellent” (24%) or “good” (64%) rating on job performance. They said employees with disabilities work as hard as or harder than those who do not have a disability (Allen, 1994).
- **39%** of line managers rated employees with disabilities as better on attendance and punctuality than employees without disabilities, and **40%** rated them about the same (Allen, 1994).
- A 2002 survey of 255 supervisors of employees with disabilities yielded very similar results. The survey revealed that supervisors are satisfied with the overall work performance and productivity of workers with disabilities and that workers with disabilities perform as well as or better than their co-workers without disabilities (Unger, 2002).
- People with disabilities (whether the disability is congenital or acquired) must develop other strengths, traits, and qualities, such as perseverance, problem solving, goal setting, and determination, that make them valuable and marketable in the workplace (Sheehy, U.S. Department of Education).

Recruiting and hiring qualified candidates with disabilities can help employers maintain their competitive advantage and add value to their company. Recruiting people with disabilities will expand a company’s pool of qualified candidates, increasing their ability to attract and retain skilled workers.

Wisconsin can lead the way ... creating successful partnerships that benefits businesses and workers.

About NEW Partnerships for Employment

NEW Partnerships for Employment is a coalition of stakeholders (individuals, employers and organizations) who seek to build and support sustainable partnerships focused on improving community employment opportunities of people with disabilities.

Contact NEW Partnerships for Employment for additional information.

Member Contact Information:

[Name]

[Organization/Business Name – if applicable]

Phone: **[Phone Number]**

Email: **[Email Address]**

###

Appendix E: Resources - National Campaign Project Materials

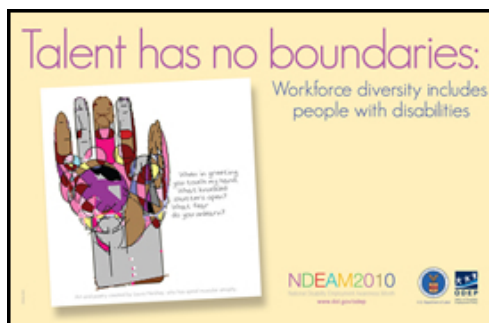
National Disability Employment Awareness Month (NDEAM)

In 1988, in an effort to educate the American public about issues related to disability and employment, Congress designated each October as National Disability Employment Awareness Month (NDEAM). The Office of Disability Employment Policy has the lead in planning NDEAM activities and materials to increase the public’s awareness of the contributions and skills of American workers with disabilities (US Department of Labor, Office of Disability Employment Policy, NDEAM, 2009).

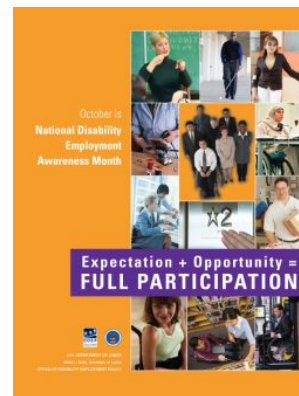
NDEAM Poster

The Department of Labor’s Office of Disability Employment Policy produces and makes available a National Disability Awareness Month (NDEAM) Poster. A new theme for National Disability Employment Awareness Month is illustrated on the poster each year. New posters typically become available for ordering in late September. Please refer to the U.S. Department of Labor’s Office of Disability Employment Policy website for ordering information (US Department of Labor, Office of Disability Employment Policy, NDEAM, 2009 Poster).

**2010
NDEAM Poster**



**2009
NDEAM Poster**



Visit: <http://www.dol.gov/odep/pubs/ndeam2010poster.htm>

To receive updated information from the Department of Labor’s Office of Disability Employment Policy, go to their [home page](#) and enter your email address in the “E-mail Updates” subscription box at the top of the page.

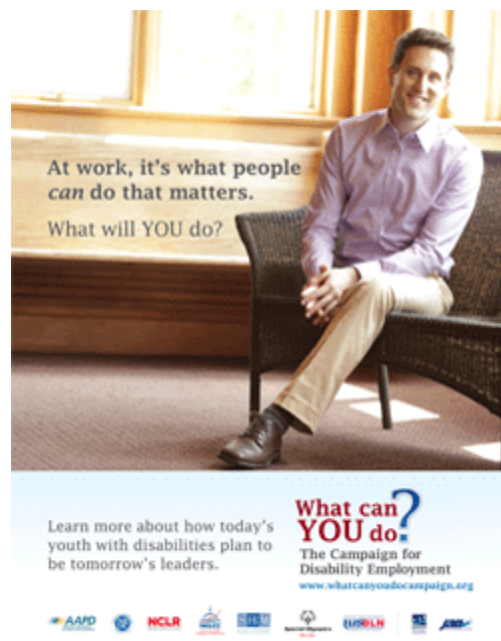
Resources - National Campaign Project Materials

What can YOU do? The Campaign for Disability Employment

The Campaign for Disability Employment is a collaborative effort to promote positive employment outcomes of people with disabilities by encouraging employers and others to recognize the value and talent they bring to the workplace. The Campaign is funded by the U.S. Department of Labor’s Office of Disability Employment Policy (What can YOU do, About the Campaign).

Visit: <http://www.whatcanyoudocampaign.org/>

“What can YOU do?” Poster Series



Visit: <http://www.whatcanyoudocampaign.org/blog/index.php/what-can-you-do-posters/>

“I Can” PSA Video

“In support of the ‘What can YOU do?’ outreach effort, The Campaign for Disability Employment produced the ‘I Can’ public service announcement (PSA). The ‘What can YOU do?’ Campaign encourages the sharing of the PSA video and ‘would like to see it distributed as widely as possible.’”

Visit: <http://www.whatcanyoudocampaign.org/blog/index.php/video>

Resources - National Campaign Project Materials

“Think Beyond the Label”

Launched February 1, 2010

“Think Beyond the Label” is a campaign that emphasizes the smart business strategy of recruiting and hiring people with disabilities. It emphasizes the importance of a diverse workforce and gives employers access to resources and direct links to employees. The campaign uses lighthearted humor to drive home the fact that all of us are given labels of some sort. The message communicated is that despite our differences we all bring strengths to the table (Think Beyond the Label, About Us).

Visit: <http://www.thinkbeyondthelabel.com/>

Print & Digital Ads

Print ads will appear in publications like *Fast Company*, *HR Magazine, Inc.*, *Time*, *The Wall Street Journal* and *The Week*. CNN.com, ESPN.com and WSJ.com are examples of websites that are scheduled to run digital ads (Elliott, 2010).

Commercial

The “Think Beyond the Label” campaign includes a television commercial. The ad features Alana Wallace, an actress, dancer and disability advocate who uses a wheelchair as a result of childhood polio. In the commercial, she points out her colleagues who “you could label as ‘different’” (Elliott, 2010).

The commercial will air during Sunday morning news programs on ABC, CBS, and NBC and on cable channels like BBC America, CNN, ESPN and HLN (Elliott, 2010).

Commercial Posted on YouTube

Visit: <http://www.youtube.com/watch?v=iLpwWUKm6KA>

Appendix F: Planning & Tracking Materials – *Instructions*

Table Host / Project Coordinator
Instructions for Planning Sheets

1. Briefly share your role as a table host / project coordinator –
 - Assist in facilitating the discussion and planning for the public awareness campaign project for the group.
 - Assist in coordinating the project – follow-up with group, just to see how things are going.
2. Right Pocket - Remove all Planning and Tracking Sheets.
3. Left Pocket - Remove list of community leaders that signed proclamations last year. Community leaders that signed proclamations last year should be contacted again this year.
4. Carbon paper has been provided so that duplicate copies of each page of Planning Sheets can be given to the table host / project coordinator. Participants will need to reuse single sheet of carbon paper.
5. Please have participants write their name on all four pages of the Planning Sheets. Make sure that carbon paper is inserted between sheets so name transfers to duplicate page.
6. Participants place a checkmark next to each activity that they plan to complete. Planned activity – for each activity, the person completing the Planning Sheet should specify who they plan to contact. This information will assist in eliminating duplication.
7. After completed, participants give carbon copies of Planning Sheets to their table host / project coordinator.
8. Table hosts / project coordinators will compile the information for the group. A list of planned activities will be sent to participants next week.
9. Participants list all completed activities on the Project Tracking Sheet.

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*



Name: _____

**Public Awareness Campaign Project
Project Planning Sheet**

**Place a Checkmark next to all activities you will complete.
Fill in the Name/Location information (who you plan to contact).**

✓	Date	Activity	Suggestions/Ideas	Names/Locations (who you plan to contact)
<input type="checkbox"/>	June or July – Send letter and make phone call to schedule dates for	Proclamation Signings Schedule dates of signings to be just before or on October 1st	Mayor County Executive Village Administrator President, Chamber of Commerce Superintendent of School District * Be sure that leaders that signed proclamations last year, are contacted again this year.	
<input type="checkbox"/>	August or Early September – Make phone calls to schedule dates for	Presentations Schedule dates for presentations for the Month of October	Presentations are a great opportunity to educate student groups/classes, civic groups, board/council members, business groups, etc. regarding the contributions that people with disabilities bring to the workforce. Seize the Opportunity!	

Please coordinate contacts (share information with everyone that is part of your Action Committee) to avoid duplication of efforts.

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

√	Date	Activity	Suggestions/Ideas	Names/Locations (who you plan to contact)
<input type="checkbox"/>	August or Early September – Make phone calls to arrange for	Bus and/or Billboard Postings Schedule postings to occur during the Month of October	* “Think Beyond the Label” and/or National Disability Employment Awareness Month (NDEAM) artwork may be able to be used for outlets (postings on the sides of buses and/or billboards). Authorization from organization would need to be requested after a coalition member has secured donation/funding to cover all costs associated with the media – cost of space, production (designing or modifying artwork), printing of paper, and posting.	
<input type="checkbox"/>	August or Early September – Make calls and submit for	Newsletter Publications (General Article) Publication of article written by coalition members in September or October issue	Agency newsletter, Job Center Employer Bulletin, Chamber Newsletter, WI association/advocacy organization newsletters, etc.	
<input type="checkbox"/>	August or Early September – Make phone calls and submit information for	Website Postings (General Article) Arrange for article written by coalition members to be posted on website in September and/or October	Agency website, WI association/advocacy organization websites, etc.	

Please coordinate contacts (share information with everyone that is part of your Action Committee) to avoid duplication of efforts.

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

√	Date	Activity	Suggestions/Ideas	Names/Locations (who you plan to contact)
<input type="checkbox"/>	August or Early September – Send email to order	National Disability Employment Awareness Month Posters to disseminate in your area	Website link to order free posters: http://www.dol.gov/odep/programs/ndeam.htm	
<input type="checkbox"/>	August or Early September – Make phone calls to arrange for	Live Radio Broadcasts	Broadcasts focused on increasing awareness regarding the benefits of recruiting and hiring candidates with disabilities.	
<input type="checkbox"/>		Other:		
<input type="checkbox"/>		Other:		
<input type="checkbox"/>		Other:		

Please coordinate contacts (share information with everyone that is part of your Action Committee) to avoid duplication of efforts.



Name: _____

Public Awareness Campaign Project

Project Tracking Sheet

Date	Activity	Name/Location	Results

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Date	Activity	Name/Location	Results

Please send completed forms by **November 3rd to:**

Thank You!

Planning & Tracking Materials – *Sample Tracking Sheet*

NEW Partnerships for Employment

Public Awareness Campaign Project

Project Tracking Sheet – Completed Sample

Date	Activity	Name/Location	Results
10/1	Proclamation Signed	Mayor [First and Last Name] [City]	10/1 – Mayor signed proclamation - Copy of signed proclamation included w/ report Information sent to Mayor – - Cover letter & standardized proclamation - Article - “Attracting & Retaining Skilled Workers in NE WI”
10/1	Press Release Proclamation	[Name of Newspaper] [City]	10/1 – Press release published - signing of proclamation by Mayor [First and Last Name] - Copy of newspaper article included w/ report Information sent to newspaper – - Press Release – Signing of Proclamation - Copy of signed proclamation
10/1	Press Release “Attracting & Retaining Skilled Workers in NE WI”	[Name of Newspaper] [City]	10/1 – Press release published – “Attracting & Retaining Skilled Workers in NE WI” - Copy of newspaper article included w/ report Information sent to newspaper – - Press Release – “Attracting & Retaining Skilled Workers in NE WI”
10/1	Buses	[Name of City] City Transit [City]	Displayed – “October is WI Disability Employment Awareness Month” on city buses from October 1st – 31st. Information sent to city transit company – - Article - “Attracting & Retaining Skilled Workers in NE WI”
10/1	TV	[Name of Company] [City]	TV station aired proclamation signing or program focused on the benefits of recruiting and hiring people with disabilities. - Copy of recorded program included w/ report Information sent to TV station – - Article – “Attracting & Retaining Skilled Workers in NE WI”

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

10/1	Billboard Posting	[Name of Company] [Location of Billboard] [City]	Displayed – “October is WI Disability Employment Awareness Month” on billboard from October 1st – 5th. Information disseminated – - Article – “Attracting & Retaining Skilled Workers in NE WI”
10/1	Newsletter Publication	[Name of Newsletter] [Company/Organization] [City]	10/1 – Article published - Copy of newsletter article is included w/ report Information sent to company/organization – - Article – “Attracting & Retaining Skilled Workers in NE WI”
10/15	Radio	[Name of Program] [Name of Station] [City]	Half-hour live radio show that focused on the benefits of recruiting and hiring people with disabilities Information sent to radio station – - Article - “Attracting & Retaining Skilled Workers in NE WI”
10/17	Presentation	[Name of Group] [Name of Organization, if applicable] [City]	Information shared during presentation – - Presentation Handout - “Attracting & Retaining Skilled Workers in NE WI” - Showed Video – PSA featuring employer/employee testimonials
10/23	Website Posting	[Name of Website] [Name of Organization, if applicable] [City]	10/23 - Article posted - Copy of website posting included w/ report Information posted on website - - Article – “Attracting & Retaining Skilled Workers in NE WI”
10/1	NDEAM Poster Dissemination	[Name of Company] [City]	10/1 – Poster displayed in main lobby Information given to company - - Article – “Attracting & Retaining Skilled Workers in NE WI”

Appendix G: Media Outlets - Contact Information

Northeast Wisconsin Billboard Companies	
Name	Collins Outdoor Advertising
Address	325 N. 3 rd Street, La Crosse, WI 54601-3268
Phone	608-784-8200 or 800-658-9095
Fax	608-782-1944
Email	info@collinsoutdoor.com
Website	www.collinsoutdoor.com
Name	Jag Outdoor Advertising, Inc.
Address	1508 Sunset Avenue, Algoma, WI 54201
Phone	920-487-3443
Fax	920-487-7280
Email	http://www.jagoutdoor.com/contact_us.asp
Website	www.jagoutdoor.com
Name	Jones Sign Company, Inc.
Address	1711 Scheuring Road, De Pere, WI 54115
Phone	920-494-6740 or 800-536-7446
Contact	http://www.jonessign.com/contacts_staff.php
Website	www.jonessign.com
Name	Lamar Advertising Co.
Address	2809 South 5 th Court, Milwaukee, WI 53207-1458
Phone	414-257-3999
Website	www.lamar.com
Name	NextMedia Group, Inc.
Address	PO Box 5846, De Pere, WI 54115-5846
Phone	920-347-3490
Fax	920-347-3491
Email	dsnyder@nextmediagroup.com
Website	www.nextmediagroup.com
Name	Ten Pas Sign Co., Inc.
Address	W2312 Wilson Lima Rd., Oostburg, WI 53070
Phone	920-564-2290

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Northeast Wisconsin Journals/Magazines	
Chamber	Green Bay Area Chamber of Commerce
Name	Bay Business Journal
Phone	920-593-3423
Contact	Lori Kay Lodes (editor)
Email	llodes@titletown.org
Chamber	Fox Cities Chamber of Commerce & Industry
Name	Fox Cities Chamber Business
Phone	920-734-7101
Fax	920-734-7161
Contact	Kathy Voigt
Email	kvoigt@foxcitieschamber.com
Name	Insight on Business
Phone	920-882-0491
Fax	920-882-0509
Contact	General News, People News, Business News, or Events
Email	edit@insightonbusiness.com
Contact	Margaret LeBrun (Executive Editor) – Letters to the Editor or Story Ideas
Email	mlebrun@insightonbusiness.com
Website	http://www.insightonbusiness.com/
Name	Marketplace Magazine
Phone	920-982-2511
Fax	920-982-7672
Contact	Steve Prestegard (Editor)
Email	sprestegard@jcpgroup.com
Website	http://www.marketplacemagazine.com/
Name	NEW North B2B
Phone	920-237-0254
Contact	Sean Fitzgerald (Publisher)
Email	sean@newnorthb2b.com
Website	http://www.newnorthb2b.com/
Name	The Business News
Phone	920-884-6397
Fax	920-884-6172
Email	info@thebusinessnews.com
Website	http://www.thebusinessnews.com/new/index.htm

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Northeast Wisconsin Journals/Magazines	
Name	Corporate Report Wisconsin
Phone	608-767-8000
Fax	608-767-5444
Contact	Laurie Arendt (Editor)
Email	crweditor@crwmag.com
Website	http://crwmag.com/

Northeast Wisconsin Newspapers	
County	Brown County
Name	Green Bay Press Gazette
Address	435 E. Walnut Street Green Bay, WI 54305
Phone	920-431-8400 or 800-510-5353
Fax	920-431-8379
Contact	Green Bay Press Gazette Newsroom
Email	businessnews@greenbaypressgazette.com (general article)
Email	metro@greenbaypressgazette.com (signing of proclamation)
	Do not submit via website link & no need to address to editor or cover letter
Name	De Pere Journal
Address	126 South Broadway De Pere, WI 54115
Phone	920-336-4221
Fax	920-336-1646
Contact	Todd McMahon (Editor)
Email	editor@deperejournal.com or tcmahon@deperejournal.com
County	Calumet County
Name	Chilton Times Journal
Address	19 E. Main Street Chilton, WI 53014
Phone	920-849-4551
Fax	920-849-4651
Contact	Mark Ignatowski (Editor)
Email	chilontimesjournal@charter.net
County	Calumet/Manitowoc County
Name	The Brillion News
	Weekly publication – articles are due Mondays at noon
Address	425 W. Ryan Street, Brillion, WI 54110
Phone	920-756-2222
Fax	920-756-2701
Contact	Chris Havel
Email	editor@thebrillionnews.com

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Northeast Wisconsin Newspapers	
County	Door County
Name	Door County Advocate
Address	233 North 3 rd Avenue Sturgeon Bay, WI 54235
Phone	920-743-3321
Contact	Patti Rasmussen (Editor)
Email	advocate@doorcountyadvocate.com
County	Florence County
Name	The Florence Mining News
Address	PO Box 79 Florence, WI 54121
Phone	715-528-3276 or 715-696-3400 or 800-339-9080
Fax	715-528-5976
Contact	David Black
Email	David.black@wildriversnews.com
County	Fond du Lac County
Name	Campbellsport News
Address	101 N. Fond du Lac Avenue, Campbellsport, WI 53010
Phone	920-533-8338
Fax	920-533-5579
Contact	Andrea Hansen Abler
Email	cnnews@charterinternet.com
Name	The Fond du Lac Reporter
Address	33 W. Second Street Fond du Lac, WI 54935
Phone	920-922-4600
Fax	920-922-5388
Contact	Peggy Breister
Email	pbreister@fdlreporter.com
County	Kewaunee County
Name	Kewaunee County News
Address	602 3 rd Street Algoma, WI
Phone	920-487-2222
Fax	920-487-3194
Contact	Patti Rasmussen (Editor)
Email	editorial@gokewauneecounty.com
County	Manitowoc County
Name	Herald Times Reporter
Address	902 Franklin Street Manitowoc, WI 54220
Phone	920-684-4433 or 800-783-7323
Fax	920-684-4416
Contact	Russ Budzisz (Editor)
Email	htrnews@htrnews.com

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Northeast Wisconsin Newspapers	
Name	Tri-County News and iwantthenews.com
Phone	920-894-2828
Fax	920-894-2161
Submit	http://www.iwantthenews.com/
Name	Valders Journal
Address	204 N. Liberty Street, Valders, WI 54245
Phone	920-775-4431
Fax	920-775-4474
Contact	Brian Thomsen (Editor)
Email	vjournal@lakefield.net
County	Marinette County
Name	Eagle Herald (daily)
Address	PO Box 77 Marinette, WI 54143
Phone	715-735-6611 or 800-777-0345
Fax	715-735-0229
Contact	Terri Lescelius (Editor)
Email	news@eagleherald.com
Name	Peshtigo Times
Address	841 Maple Street Peshtigo, WI 54157
Phone	715-582-4541
Fax	715-582-4662
Contact	Mary Ann Gardon (Editor)
Email	news@peshtigotimes.com
County	Menominee/Shawano County
Name	Shawano Leader
Address	1464 E. Green Bay Street Shawano, WI 54166
Phone	715-526-2121 or 800-236-2105
Fax	715-524-3941
Contact	Kent Tempus (Editor)
Email	news@shawanoleader.com or ktempus@shawanoleader.com
County	Oconto County
Name	Oconto County Reporter
Address	648 Brazeau Avenue Oconto, WI 54153
Phone	920-834-4242
Fax	920-834-4878
Contact	Bill Borneman (Editor)
Email	editorial@goocontocounty.com
	Send article via fax

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Northeast Wisconsin Newspapers	
County	Outagamie County
Name	Post-Crescent
Address	306 W. Washington Street Appleton, WI 54911
Phone	920-993-1000 or 800-236-6397
Fax	920-993-7150
Contact	Larry Avila (Editor)
Email	lavila@postcrescent.com (general article)
Contact	Sarah Snyder (Editor)
Email	pcnews@postcrescent.com (signing of proclamation)
Name	Times Press
Address	PO Box 128, Seymour, WI 54165
Phone	920-833-2517
Fax	920-833-2454
Name	Times-Villager
Address	1900 Crooks Avenue Kaukauna, WI 54130
Phone	920-759-2000
Fax	920-759-7344
Contact	Brian Roebke (Editor)
Email	broebke@timesvillager.com
County	Shawano/Menominee County
Name	Shawano Leader
Address	1464 E. Green Bay Street Shawano, WI 54166
Phone	715-526-2121 or 800-236-2105
Fax	715-524-3941
Contact	Kent Tempus (Editor)
Email	news@shawanoleader.com or ktempus@shawanoleader.com
County	Sheboygan County
Name	The Plymouth Review
Address	PO Box 317, Plymouth, WI 53073
Phone	920-893-6411
Fax	920-893-5505
Email	reply@plymouth-review.com
Name	Sheboygan Press
Address	632 Center Avenue Sheboygan, WI 53081
Phone	920-457-7711 or 800-686-3900
Fax	920-457-0178
Contact	Bob Petrie (Editor)
Email	bpetrie@sheboyganpress.com

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Northeast Wisconsin Newspapers	
Name	The Falls News
Address	PO Box 468, Sheboygan Falls, WI 53085
Phone	920-893-6411
Fax	920-893-5505
Contact	Jeff Pederson (Editor)
Email	fallsnews@excel.net
County	Winnebago County
Name	Omro Herald
Address	154 E. Main Street, Omro, WI 54963
Phone	920-685-2707
Name	Oshkosh Northwestern
Address	224 State Street Oshkosh, WI 54901
Phone	920-235-7700 or 800-924-6168
Fax	920-235-5606
Contact	Karl Ebert and Erin Wasinger (Editors)
Email	oshkoshnews@thenorthwestern.com or kebert@thenorthwestern.com
Name	The Winneconne News
Address	PO Box 370, Winneconne, WI 54986
Phone	920-582-4541 or 800-545-5026
Fax	920-582-4417 or 800-545-5027
Contact	Becky LaDue (Editor)
Email	winneconnenews@rogerspublishing.com or beckyladue@rogerspublishing.com

Northeast Wisconsin News/Talk Radio Stations	
County	Brown County
Name	WTAQ 1360 AM Radio (news/talk)
Address	PO Box 23333, Green Bay, WI 54305
Phone	920-435-3771
Fax	920-321-2300
Name	WHID 88.1 FM Radio (public, news/talk) Green Bay, WI
Address	Audience Services, Wisconsin Public Radio, 821 University Ave., Madison, WI 53706
Phone	800-747-7444
Email	listener@wpr.org
Website	www.wpr.org

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Northeast Wisconsin News/Talk Radio Stations	
County	Door County
Name	WHDI 91.9 FM Radio (public, news/talk)
Address	Sister Bay, WI
County	Fond du Lac County
Name	KFIZ – 1450 AM Radio (news/talk/sports)
Address	254 Winnebago Drive, Fond du Lac, WI 54935
Phone	920-921-1071
Fax	920-921-0757
Contact	Wade Bates (Programming)
Email	info@kfiz.com or wbates@mdogmedia.com
Website	www.kfiz.com
Name	WRPN 1600 AM Radio (news/talk/sports)
Address	112 Watson Street, Ripon, WI 54971
Phone	920-748-5111 or 888-478-9776
Fax	920-748-5530
Email	wrpn@wrpnam.com
Website	www.wrpnam.com
County	Manitowoc County
Name	WCUB AM 980
Address	1915 Mirro Drive, PO Box 1990, Manitowoc, WI
Phone	920-683-6800
Name	WGBW 1590 AM Radio (oldies, talk)
Address	1414 16 th Street, Two Rivers, WI 54241-3031
Phone	920-794-1800
Name	WOMT 1240 AM Radio (news/talk/ac)
Address	PO Box 1385, Manitowoc, WI 5422-1385
Phone	920-682-0351
Fax	920-682-1008
County	Marinette County
Name	WMAM 570 AM Radio (talk)
Phone	715-735-6631
County	Outagamie County
Name	WHBY – 1150 AM Radio (news/talk/sports)
Address	2800 E. College Avenue, Appleton, WI 54915
Phone	920-734-9226
Fax	920-739-0494
Contact	Dave Edwards (Program Director/Morning Show Host)
Website	www.whby.com

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Northeast Wisconsin News/Talk Radio Stations	
County	Shawano County
Name	WTCH 960 AM, WJMQ 92.3 FM and WOWN B99.3 Radio
Address	1456 E. Green Bay Street, Shawano, WI 54166
Phone	715-524-2194 or 800-236-9824
Email	resultsbroadcasting@gmail.com
County	Sheboygan County
Name	WHBL 1330 AM Radio (news/talk/sports)
Address	Sheboygan, WI
Phone	920-458-2107
Website	www.whbl.com
Name	WJUB/WSTM
Address	PO Box 259, Plymouth, WI 53073-0259
Phone	920-893-2661 or 800-246-WJUB
Fax	920-892-2706
Email	snoordyk@jmiradio.org
Name	WSHS 91.7 FM Radio (public, news/talk, college, Sheboygan School District)
Address	Sheboygan, WI
County	Winnebago County
Name	WOCT-LP 101.9 FM Radio (community)
Address	Oshkosh, WI
Name	WOSH 1490 AM Radio (news/talk)
Address	Oshkosh, WI
Name	WRST 90.3 FM Radio (public, news/talk, Univ.-WI)
Address	Madison, WI

Northeast Wisconsin Television Stations	
Name	WBAY-TV
Address	115 S Jefferson St., Green Bay, WI 54301
Phone	920-432-3331
Fax	920-432-1190 (News Releases)
Contact	Tom McCarey, News Director
Email	wbay@wbay.com
Website	http://www.wbay.com/
Name	WLUK-TV
Address	787 Lombardi Avenue, Green Bay, WI 54304
Mail	PO Box 19011, Green Bay, WI 54307-9011
Phone	920-494-8711
Fax	920-494-9109 (News Fax)
Email	FOX11News@wluk.com
Website	http://www.fox11online.com/

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Northeast Wisconsin Television Stations	
Name	WFRV-TV/WJMN-TV
Address	1181 E. Mason Street
Mail	PO Box 19055, Green Bay, WI 54307-9055
Phone	920-437-5411
Fax	920-437-5769 (Newsroom Fax)
Website	http://www.wfrv.com/
Name	WGBA-TV- Main Office – Green Bay
Address	1391 North Road
City/State /Zip	Green Bay, WI 54313
Phone	920-494-2626 or 800-800-6619
Fax	920-494-9550
Email	youask@nbc26.com
Website	http://www.nbc26.com/
Name	WGBA-TV- Fox Cities Office
Address	100 W. College Avenue
City/State /Zip	Appleton, WI 54911
Phone	920-830-2628
Fax	920-494-9550

**For Additional Information on Supporting, Sponsoring,
Collaborating and/or Participating in the Coalition Visit:**

<http://sites.google.com/site/newp4employment/>

NEW Partnerships for Employment – 2010 Project Participants

Contact information for organizations/businesses involved in the development of the Toolkit and/or Members of the 2010 Steering, Project, Supporting, and/or Action Committees.

Arc – Winnebago County Disability Association, Inc.

115 Washington Avenue, Suite A

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Phone: 920-236-9230

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Email: lea@arcwinnebago.com

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Cerebral Palsy of Mideast Wisconsin

36 Broad Street, Suite 120

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Oshkosh, WI 54903-1241

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Aging & Disability Resource Center of Brown County

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Badger Office City

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Contact: Terry Cloutier

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NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Cooperative Educational Service

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Cooperative Educational Service

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Manitowoc County Aging & Disability Resource Center

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judyrank@co.manitowoc.wi.us
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N.E.W. Curative Rehabilitation, Inc.

2900 Curry Lane
Green Bay, WI 54311
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Title: President
Email: jbloor@newcurative.org
Website: www.newcurative.org

Northeast Wisconsin Technical College

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Green Bay, WI 54307
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Website: www.nwtc.edu

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Options for Independent Living

555 Country Club Road
PO Box 11967
Green Bay, WI 54307-1967

Phone: 920-490-0500

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Email: tomd@optionsil.org

Website: www.optionsil.com

**Shawano County Department of
Community Programs**

Lakeland Industries

504 Lakeland Road
Shawano, WI 54166

Phone: 715-526-5547

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Shawano School District

220 County Road B
Shawano, WI 54166

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Website: www.ssd.k12.wi.us

Todd Steven & Associates, Inc.

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**Vocational Rehabilitation – College of
Menominee Nation**

PO Box 1179

Keshena, WI 54135

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**Wisconsin Department of Health
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Website: <http://dhs.wisconsin.gov/>

**Wisconsin Department of Health
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Pathways to Independence Projects

Northeastern Regional Office

Wisconsin Job Center
701 Cherry Street

Green Bay, WI 54301

Phone: 920-360-3168

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Website: <http://dhs.wi.gov/wipathways/>

NEW Partnerships for Employment – 2009 Project Participants

Contact information for organizations/businesses involved in the development of the Toolkit and/or Members of the 2009 Steering, Project, Supporting, and/or Action Committees.

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Aging & Disability Resource Center of Brown County

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**Appleton Area School District/
Valley Packaging Industries, Inc.**

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Website: <http://www.aasd.k12.wi.us/>
<http://www.vpind.com>

Badger Office City

4716 Expo Drive
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Contact: Tom Kriedeman
Title: President
Contact: Terry Cloutier
Title: Vice-President
Email: tom@badgerofficecity.com
terry@badgerofficecity.com
Website: www.badgerofficecity.com

Clarity Care; *Customized Employment Solutions*

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Website: www.claritycare.org

Cooperative Educational Service Agency (CESA) # 7

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Phone: 920-492-5960
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Email: frennmal@cesa7.k12.wi.us
Website: www.cesa7.k12.wi.us

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

Division of Vocational Rehabilitation

Wisconsin Job Center
701 Cherry Street
Green Bay, WI 54301
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Director
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Easter Seals Wisconsin

101 Nob Hill Road, Suite 301
Madison, WI 53713
Phone: 608-277-8288
Contact: Julie Jensen
Title: Self Employment Service
Specialist
Email: jjensen@wi.easterseals.com
Website:
<http://www.eastersealswisconsin.com/>

Fox Valley Workforce Development Board

1401 McMahon Drive
Neenah, WI 54956
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Contact: Alex Annoye
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Website:
<http://www.foxvalleywork.org/>

Holiday House of Manitowoc County, Inc.

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Manitowoc, WI 54221-0579
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Manitowoc County Aging & Disability Resource Center

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judyrank@co.manitowoc.wi.us
Website: www.manitowocadrc.org

N.E.W. Curative Rehabilitation, Inc.

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Phone: 920-468-1161
Contact: John Bloor
Title: President
Email: jbloor@newcurative.org
Website: www.newcurative.org

Northeast Wisconsin Technical College

2740 West Mason Street
PO Box 19042
Green Bay, WI 54307
Phone: 920-498-5447
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Title: Dean, Student Services
Email: bridgett.golman@nwtc.edu
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Options for Independent Living

555 Country Club Road
PO Box 11967
Green Bay, WI 54307-1967
Phone: 920-490-0500
Contact: Tom Diedrick
Title: Executive Director
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Website: www.optionsil.com

NEW Partnerships for Employment – *Public Awareness Campaign Project Toolkit*

**Shawano County Department of
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Lakeland Industries**
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220 County Road B
Shawano, WI 54166
Phone: 715-526-2175 ext. 1106
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Psychologist
Email: kamkeblj@ssd.k12.wi.us
Website: www.ssd.k12.wi.us

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Website: www.toddsteven.com

**Wisconsin Department of Health
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200 North Jefferson Street, Suite 411
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Email:
christopher.craggs@wisconsin.gov
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**Wisconsin Department of Health
Services/Pathways to Independence
Projects
Northeastern Regional Office**
Wisconsin Job Center
701 Cherry Street
Green Bay, WI 54301
Phone: 920-360-3168
Contact: Darci Vickman
Title: Pathways (NE WI) Regional
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Email: darci.vickman@wisconsin.gov
Website: <http://dhs.wi.gov/wipathways/>

**Wisconsin Department of Workforce
Development -
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701 Cherry Street
Green Bay, WI 54301
Phone: 920-448-5268
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Website: <http://dwd.wisconsin.gov/oea>

References

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