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GOVERNOR'S JOB MATCHING CAMPAIGN  
Reagan Brown, Chairman

December 1976

### AMARILLO-AREA JOB MATCHING FAIR "IMPRESSIVE" SUCCESS

"It was the most impressive thing I've ever seen," Jim Harwell, executive director of the Texas Industrial Commission, said of the Job Matching Fair held December 11 in Amarillo.

"We had to open the doors 30 minutes early to handle the crowd," he said. "They came from all walks of life, and the employers were very impressed with the quality of the job-seekers."

Preliminary tallies immediately following the fair indicate an estimated 500 persons were offered jobs on the spot. More than 1,100 job-seekers from all over Texas and as far away as Oregon turned out for the six-hour event to interview with more than 90 employers who set up personnel booths at the Amarillo College's Women's Gym.

Brooks Carroll of the Amarillo Texas Employment Commission Office which is handling the tabulation said more than 50 percent of the interviewees were offered jobs on the spot and many others were asked to come back for a second interview.

The Job Matching Fair was the first in a series to be conducted across the state through phase two of Governor Dolph Briscoe's TEXAS FIRST campaign, a program designed to stimulate economic development in the state.

Harwell said Amarillo was selected for

the first Fair due to its low unemployment rate of 3.2 percent.

"That's where the jobs are," he said. "People really wanting to work will relocate if necessary. In fact, we know that people came from as far away as California, Oregon, Oklahoma, Colorado and Kansas."

Reagan Brown, chairman of the TEXAS FIRST program, said more than 250 of the applicants were CETA-eligible, meaning they most likely were receiving some form of financial assistance.

"We believe many of these people will now become taxpayers rather than tax receivers," he said. (Continued next page)



PERSONNEL REPRESENTATIVES and job-seekers crowded the gym floor all day.



Brown added that the interviewer for a major international construction company was impressed with the quality of the people he interviewed.

"This particular company doesn't plan to even move into the Panhandle until next June, but they believe they will be able to offer most of those interviewed jobs at that time."

Brown said the success of the initial job fair was due in large part to the work of people in the Amarillo area. News coverage included editorials in the Amarillo News and Globe-Times and on a local radio station. Public service announcements were broadcast by most of the radio and television stations, and the television stations also ran slides of the TEXAS FIRST emblem reminding people to attend the job fair.

Posters were distributed throughout a 21-county area in the Panhandle through the Texas Panhandle Community Action Corporation's neighborhood centers, reaching many disadvantaged people seriously looking for permanent employment.

The Amarillo Chamber of Commerce led the drive to encourage participation in the fair among area employers, and worked with all other participating groups to coordinate the fair.

Other leaders were the chambers of



TEC SERVED as personnel interviewers for companies needing only a few employes.

commerce in Dimmitt, Hereford, Spearman, Pampa and Perryton; the local Texas Employment Commission; Texas Association of Business; Amarillo College and the Panhandle Regional Planning Commission.

The Amarillo Board of City Development attracted many job-seekers to the fair through advertisements placed in newspapers in five states.

"One of the most striking facts proven by this job fair is the ability of state government to work with private enterprise to promote economic well-being," Brown said.

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PHOTOGRAPHS courtesy of Ralph Leone, Visuals Unlimited, Amarillo, Texas, and the Amarillo Chamber of Commerce.

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JOBS WERE listed for applicants to determine which ones were best for them.