

Lights! Camera! Action! Students Compete in Video Production Contest

Teams representing ten school districts in Mercer and Lawrence Counties to produce videos of area manufacturers as part of Industry Needs You outreach campaign.

MERCER & LAWRENCE COUNTIES, PA – *date* – Teams of high school students from ten school districts in Lawrence and Mercer Counties are visiting area industries in preparation for production of videos as part of a video contest sponsored by the Advanced Materials and Diversified Manufacturing (AMDM) Industry Partners of West Central Job Partnership. The contest is part of the AMDM Industry Needs You campaign, designed to increase awareness of the opportunities that still exist for excellent careers in manufacturing.

Each team has been assigned to an area manufacturer and will produce a short video showcasing that company. The videos will be judged by a panel of local business leaders and the public, who can view the entries on the IndustryNeedsYou.com website. Prizes will be awarded for the first, second and third place teams, and are valued at \$1000, \$500 and \$250 respectively. Winners will be announced at the Business & Industry Career Fair on April 27th at the Scottish Rite Cathedral in New Castle.

The participants have been advised that the objective of the video is to create a career infomercial that markets to high school students. It's a video about manufacturing careers created by students for students.

According to Eric Karmecy, Assistant Director of Workforce Development at WCJP, industry remain a key economic employer in our area, yet faces a potential shortage of skilled workers. Many area young people, and their parents, have a misperception of what today's industrial sector is like, and what careers are available in that sector.

"This contest accomplishes several goals of the Industry Needs You campaign," he notes. "First, it provides valuable information about the area industries and, second, it allows the young people who produce these videos, to experience first-hand what life and work are like in the modern factory."

About Industry Needs You: Industry Needs You is an outreach effort by area manufacturers to high school students, parents, school guidance counselors and others to encourage interest in manufacturing careers. "Industry Needs You" is the message being communicated via IndustryNeedsYou.com, and supported by presentations, videos, advertising, posters and other public relations tools. The campaign is a workforce development project of the Industry Partnership of Lawrence and Mercer Counties, by the West Central Job Partnership of the Workforce Investment Board.

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