

STATE OF MAINE
DEPARTMENT OF PERSONNEL

September 4, 1980

PERSONNEL MEMORANDUM 15-80

TO: All Agency/Department Heads/Personnel Officers
SUBJECT: Recruiting Advertisements

This memorandum supersedes Personnel Memorandum 12-80 issued June 26, 1980.

Effective immediately the Department of Personnel will advertise in the weekend edition of the BANGOR DAILY NEWS and the MAINE SUNDAY TELEGRAM according to the attached schedule. This advertising provides a combined circulation of 190,000 and a very cost effective line rate (BDN .56¢ and MST .815¢). The advertisements must be in the Personnel Office prior to close of business on Tuesday to ensure placement in the weekend editions.

Combining all recruiting for classified or unclassified positions into a single bold advertisement is effective as a recruiting method and is actually less expensive to the user. (Personnel pays the cost of the heading and all EEO information).

Personnel will pay the cost of one line classification advertisements providing the class is not restricted to a single agency. For classes that are found in only one agency and for block advertisements, the agency will be billed at the appropriate line rate.

All advertisements for classified (competitive or non-competitive) or unclassified positions must be approved in advance by this office (see Attachment B).

Personnel will approve advertisements in other Maine papers, journals, or other nationwide publications and provide the coordination needed in relation to publication dates and closing dates of classes.

Agencies desiring to place advertisements in media other than the MAINE SUNDAY TELEGRAM and the weekend edition of the BANGOR DAILY NEWS should expect to bear the full cost of these ads.

The Personnel Department reserves the right to edit all advertising copy to ensure cost effectiveness, reader impact, and compliance with merit principals and EEO guidelines.

JADINE R. O'BRIEN
COMMISSIONER

Attachments

MAY BE REPRODUCED LOCALLY TO MEET DISTRIBUTION NEEDS

ATTACHMENT A

The following is the schedule for recruiting advertising for the balance of 1980.

	<u>MAINE SUNDAY TELEGRAM</u>	<u>BANGOR DAILY NEWS</u>
September	14	13 - 14
September	28	27 - 28
October	12	11 - 12
October	26	25 - 26
November	9	8 - 9
November	23	22 - 23
December	14	13 - 14
December	28	27 - 28

REQUEST FOR ADVERTISING

ATTACHMENT B

Note: This form must be received by the Dept. of Personnel 4 days prior to run date.

Requesting Agency	Appropriation Number	Activity Number	Type of Appointment Classified _____ Non-Competitive _____ Unclassified _____	
Title of Classification	Class Code	Location of Vacancy	Starting pay (per week)	Closing Date for Applications
Special Conditions: (Licensing, Travel, Shiftwork, etc.)			Number of Vacancies _____	
Type of Notice Wanted: Job Bank Entry _____ Single Line Ad _____ Block Narrative Ad _____		Medium for Ad: Maine Sunday Telegram _____ Weekend Bangor Daily News _____ Other (list below) _____ _____ _____ _____		
Typical Duties: (for non-competitive and unclassified only)				
Minimum Qualifications and Special Skills or Experience: (for non-competitive and unclassified only)				
Remarks: (include address for applications for non-competitive & unclassified)				
Submitted by: (Signature)	Title	Telephone	Date	
FOR DEPARTMENT OF PERSONNEL USE ONLY				