

## **Media Update**

In 2006, we explained to *NJ Building Contractor* readers the image problem our industry faces outside the parameters of this fine publication and in the larger realm of mass media. We detailed the cause and effect of negative editorial content, but more importantly, what to do about it. At the time, NJCCT was in the infancy of a consumer relations campaign with NJN. This was our first foray into the mainstream media. Since then, we have pushed forward with even more initiatives that continue to develop positive imaging for union carpenters and contractors.

This article serves as an update of where we have been since our last discussion.

### **NJN Consumer Relations Campaign**

NJCCT 30-second spots can be seen on NJN television. Whether you have cable, dish or antenna service you can view three different spots during the evening news at 6:00 pm, 7:30 pm or 11:00 pm. The spots also run Sunday Morning during *Eye on Washington* and *Reporters Roundtable*. The campaign runs through February 2008, and is viewable at [www.njcct.org](http://www.njcct.org). It is also available on DVD by request. In addition to our funded campaign, we have been included in several “earned” media broadcasts, such as *NJN Pledge Drives* and *Classroom Close Up*. Both of these program segments featured union carpenters and contractors positively in the media.

### **Caucus Education Network with Steve Adubato**

NJCCT contracted for two programs in 2007. The first was a *One-on-One* segment with Steve Adubato interviewing George Laufenberg, Administrator of the Union Carpenter Apprentice Training & Educational Fund. This piece showed video from the Carpenter Training Centers and discussed the Apprentice program. The program aired several times in July and is available on DVD. The second program was called *Inside Carpentry*. On this program, Mr. Adubato interviewed four union carpenters: an apprentice, a journeyman floorlayer, a foreman and a project manager. The broadcast also featured a taped segment from the ongoing construction of the Prudential Center in Newark. This program aired twice in October and is also available on DVD.

### **Rutgers University Football Campaign**

There is nothing more New Jersey right now than Rutgers Scarlet Knights football. With college football finally capturing the imagination of the New Jersey market, NJCCT has placed union carpenters and contractors in a position to take advantage of the fame. Pro-union construction radio commercials have aired during every Rutgers game. State-wide coverage on WOR710, WCTC 1450 and ESPN Radio 1450 has allowed listeners to hear a pre-game, in-game and post-game commercial touting the professionalism of union carpenters and contractors. This campaign will run through the 2009 season and is further supported by a stadium billboard and game day program advertising. You can listen to this campaign by logging on to [www.njcct.org](http://www.njcct.org).

These are just some of the efforts NJCCT has developed and delivered on behalf of union carpenters and contractors in New Jersey. Positioning the partnership of both groups and developing positive media opportunities is one of the important missions of NJCCT. Of course, none of this imaging campaign is possible without the hard work and dedication of union

carpenters and contractors working together. And, just in case you get called on to step in front of the camera to assist with our next media project, get ready for your close-up and don't forget to smile!