

CHAPTER 5
RECRUITMENT ADVERTISING
REVISED APRIL 2017
TABLE OF CONTENTS

<u>INTRODUCTION</u>	5-3
Equal Employment Opportunity Policy	5-3
Advertising.....	5-3
Selection Factors.....	5-3
<u>TYPES OF ADVERTISING</u>	5-4
Television	5-4
Radio	5-4
Print Advertising	5-5
Internet	5-6
Other Methods of Advertising	5-6

THIS PAGE INTENTIONALLY LEFT BLANK

CHAPTER 5

RECRUITMENT ADVERTISING

1. INTRODUCTION.

a. Equal Employment Opportunity Policy. Departmental Equal Employment Opportunity (EEO) policy and state and federal law prohibits recruiting on the basis of age, gender, or other protected classes. All EEO-related questions should be referred to the Department's Office of Equal Employment Opportunity.

b. Advertising. Effective advertising campaigns are critical in order to attract potential candidates who are interested in a career with the Department. It is the Department's goal to attract individuals with diverse backgrounds and to ensure recruitment efforts reflect the communities we serve.

c. Selection Factors. Types of advertising include television, radio, print, billboards, and Internet. When selecting an advertising medium, several important factors should be considered:

(1) Cost. The cost of advertising greatly influences which medium is used. Cost can be measured in many ways. The two most prominent ways to determine expenditures are cost per impression and cost per conversion.

(2) Demographics. Demographics are the statistical characteristics of human populations used especially to identify markets. Age limits are set in policy for cadets and explorers. To apply to become a Cadet, California Highway Patrol (CHP), you must be at least 20 years of age and not older than 35 years of age. To apply to become an explorer you must be at least 15 years of age and not older than 21 years of age. All advertising media can provide information on the ages of the audience they reach. Equal Employment Opportunity policy and law prohibits recruiting on the basis of gender, race, or other protected classes.

(3) Regional Audience. Where does the medium circulate? In Divisions with a large geographic area, numerous advertisements must be placed to reach their intended audience. Some Divisions have a more densely populated area where only a few strategically placed advertisements will reach their intended audience. If the medium being considered reaches only a small population within a specific region, and it does not reach the appropriate groups for recruitment, it may not be a cost-effective medium.

2. TYPES OF ADVERTISING.

a. Television. Television advertisement can potentially be the most expensive medium available. Television is a widely used medium since nearly every household has a television set. Used correctly, it can reach more people at one time than any other method of communication.

(1) One disadvantage with the use of television advertisements is, due to its wide audience range, it can generate numerous calls from unqualified cadet candidates. This illustrates the importance of proper research prior to using certain television stations.

(2) If television advertisement is feasible, research should be done on various stations to determine which stations might have the age demographics that would help the Department's recruitment efforts. Items that should be researched include:

(a) Production costs.

(b) Costs per advertisement.

(c) The date(s) and time of day the advertisements will be aired.

(d) Package deals.

(e) Audience demographics.

(3) Another consideration is the use of cable television. This format may have a smaller audience, but if the costs, air times, and demographics are favorable, it may be a good use of resources.

(4) Public service announcements (PSA) are also available to nonprofit agencies. The PSAs are usually produced at the station at no cost to the agency and are typically aired during off-peak watching hours. In some instances, a package deal can be made which would include both paid advertisements and PSAs. This would reduce the total cost per advertisement.

b. Radio.

(1) Radio is also an effective medium used to reach a large audience at one time. Radio advertisements usually air more frequently than television, which, theoretically, can reach more individuals. This medium also has a fairly narrow audience, which is based on the music or news/talk show format of the station. It can also be an expensive method of advertising, depending on how recruiters select to use this medium.

(2) In order to be truly effective, advertisements must run continuously and on more than one station. In order to produce positive results in radio advertising, two or three radio stations (with similar formats and demographics) are needed and frequent advertisements need to be aired. Radio advertisements provide positive recruitment results, but the cost of a radio campaign could be cost prohibitive.

(3) As with television, in order to utilize radio, research must be done on various stations and their demographics. Items to be considered are:

- (a) Production costs.
- (b) Costs per advertisement.
- (c) Times the advertisement would air.
- (d) Package deals.
- (e) Audience demographics.

(4) Depending on the station format, recruitment PSAs may be aired during prime time listening hours. Recruitment PSAs can be included in any package deal arrangement.

c. Print Advertising.

(1) Newspapers. Placing advertisements in local newspapers is a widely used method of advertising. Newspaper advertisements are easy to place, cost-effective, reach a large audience, and easily provide the job information necessary for interested individuals.

- (a) To reach the appropriate age demographic, research must be done on the various publications available within a Division to determine which publications have an acceptable circulation and desired audience.

(2) Magazines. Magazine advertisement can be an effective means of reaching potential candidates. Since magazines generally focus on narrow subject matters (e.g., sports, health, fashion, finances, entertainment, etc.), proper advertisement placement will enable the Department to reach a very specific audience. The cost of magazine advertising will vary. The circulation, distribution, format, number of advertisements run, and the size of the actual advertisement will ultimately determine the total cost. A drawback of magazine advertisement is that it is rarely regional. Most magazines can circulate throughout the state or sometimes even nationwide.

(3) Newsletters. Newsletters are similar to magazines in many respects. They deal with specific subject matters and usually have a much smaller circulation resulting in lower advertisement costs.

(4) Billboards. The use of billboards can be effective if placed in a good location. Billboards come in various forms. In addition to the large signs visible on highways or buildings, billboards can be seen on bus stop benches, buses, taxicabs, trolleys, and on other mass transit/high visibility vehicles or in other locations.

(a) The use of billboards can be very expensive. Depending on the number of advertisements and locations used, the costs of billboards may not be cost-effective. However, just a few strategically placed advertisements can make the billboards a successful venture.

(b) An alternative less costly or no charge option is the use of public service message billboards that some companies/agencies offer.

(5) Posters/Flyers. The use of posters and flyers can be very effective. Posters and flyers can be placed at schools, college campuses, military bases, or other locations in which potential candidates may be found. Posters and flyers may spark the interest of others who may have not considered a career in law enforcement.

NOTE: If resources within the Department are utilized, the cost of posters and flyers is negligible. The most difficult aspect of this method of advertising is the actual posting of the flyers at all of the preselected locations throughout the Division. For example, merely sending the flyers to schools, military bases, or other locations will not be sufficient. Most school administrators may not take the opportunity to post the materials. With permission from the appropriate administrator, recruiters should go out to each location and post the materials themselves. Another option is to establish contacts with the counselors or staff in the Criminal Law Departments of local colleges, so they will refer qualified students to the Department.

d. Internet. The Internet can be used as a broad-based recruiting tool to reach the Department's specific age demographic. The overall intent of Internet recruiting is to direct the candidate to the CHP Web site and, specifically, the CHP Careers section. Internet advertisements cost less than print advertisement and can reach candidates on a national level; even those individuals who are transitioning military applicants stationed overseas. One advantage to Internet advertising is that it can be tracked and measured.

e. Other Methods of Advertising. There are many other methods of advertising. Some are very creative and have the potential to be quite effective. Sound

judgment should be used when determining the feasibility of using alternate advertising methods.

THIS PAGE INTENTIONALLY LEFT BLANK