



# VALUE OF JOBS NEWS

**FOR IMMEDIATE RELEASE**

April 23, 2012

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**Value of Jobs Coalition launches advertising campaign to inform public**

*Campaign focuses on economic health,  
connection between private-sector jobs and public-sector services*

PORTLAND, Ore. – Today, the Portland Business Alliance, in partnership with the Value of Jobs Coalition, released two television spots as the first component of a public education campaign that focuses on the region's economic health and the connection between private-sector jobs and public-sector services. The first of the two spots focuses on the region's current economic climate and the second one communicates the connection between private-sector jobs and quality public services. The spots can be seen [here](#).

"Since we began the Value of Jobs campaign a year and a half ago, the goal has been to reach a broader audience about what business and private-sector jobs mean to the overall community," said J.E. Isaac, chair of the Portland Business Alliance board of directors. "We started with economic data and moved to outreach with elected officials and candidates for office. With these ads we hope to reach even more people."

The spots feature a number of Portland-area workers from Brooks Staffing, Cascade Web Development, Ferguson Wellman, Friends of the Children, Gunderson, Hoffman Construction, Portland General Electric and Sterling Bank.

The television and digital ads will run on KGW and on KGW.com throughout the summer. A Spanish version will begin next week on Estrella. Print and digital ads in The Oregonian/Oregonlive will soon follow. The campaign is also reaching Portland-area residents through social media and other outreach.

"The research that we've done over the years has shown us that job creation and economic development are not always top of mind, but other issues such as schools, public safety and parks are. We hope this advertising campaign can help make the connection that our region's quality of life begins with good, private-sector jobs," said Isaac.

To learn more about the Value of Jobs campaign, visit [www.valueofjobs.com](http://www.valueofjobs.com).

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***The Value of Jobs Coalition***

The Value of Jobs Coalition is based on the premise that in order to have a prosperous, healthy Portland region with a good quality of life, we need more private-sector jobs. The coalition began with an economic study in the fall of 2010, which uncovered troubling economic data about the Portland-metro region. A number of other studies have followed that highlight the region's economic opportunities and challenges. Find out more at: [www.valueofjobs.com](http://www.valueofjobs.com).

***The Portland Business Alliance***

*The Portland Business Alliance is Greater Portland's Chamber of Commerce. With nearly 1,200 members, we strive to promote and foster an environment in the Portland region that attracts, supports and retains private sector jobs, spurs economic vitality and enables quality educational opportunities for the region's residents. Learn more at [www.portlandalliance.com](http://www.portlandalliance.com).*