

CULTURAL AWARENESS TOPIC OF PR MEETING

■(OKLAHOMA CITY) Cultural awareness is the topic of the March meeting of the Oklahoma City Chapter of the Public Relations Society of America (PRSA).

The meeting is slated for 11:30 a.m., Wednesday, March 20 at Applewoods Restaurant near Reno and Meridian in Oklahoma City.

The program will focus on increasing public relations professionals' multicultural awareness.

"A panel of speakers from different cultural backgrounds will participate in a question-and-answer session concerning their work in communications," said Kevan Goff-Parker, chair of PRSA's Multicultural Committee.

Confirmed to speak are:

—Carla Hinton, staff writer covering multicultural issues for *The Daily Oklahoman*;

—Vinh Tran, administrator of support services for the Oklahoma City Public Schools;

—Ann Dee Lee, marketing communications specialist with the state Commerce Department;

—Sherry Kast, communications director of United National Indian Tribal Youth;

—Jack Karhll, physically challenged customer service supervisor for the American Red Cross Tissue Services; and

—Peter A. Villarreal, external communications specialist, and Susan Harkness, advertising coordinator, from OG&E Electric Services' corporate communications department.

Cost for the meeting, which includes lunch, is \$10 for PRSA members and students while the cost is \$13 for nonmembers. The public is invited.

FROM: OKLA. CITY CHAPTER, PUBLIC RELATIONS SOCIETY OF AMERICA

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JOB FAIR PROVIDES 'VISIBILITY' FOR PROJECT 1000

■(OKLAHOMA CITY) Making Project 1000 happen is a little like painting a picture on new canvas: it has to be made visible before it can be understood and appreciated, says Oklahoma Corporation Commissioner Ed Apple.

Project 1000 is a public and private partnership to create more jobs in Oklahoma for Oklahoma college graduates by getting 1,000 Oklahoma companies to hire at least one more Oklahoma college graduate this year than they planned to hire.

To help create visibility, understanding and appreciation, Apple, who is chairing Project 1000 at the request of Gov. Frank Keating, is seeking Oklahoma business firms and college seniors to participate in a job fair on April 9 at the State Capitol Building. The goal is to bring together at least 250 business organizations and as many as possible graduating seniors who would like to put their job skills to work in Oklahoma.

A new company locating in Oklahoma that would create 1,000 jobs would draw immediate attention while creating 1,000 more in-state jobs for Oklahoma college graduates one at a time would go almost unnoticed, but it would have about the same economic impact in terms of salaries paid, goods and services purchased and taxes collected," explained Apple.

Apple emphasized that Project 1000 is not a Corporation Commission function, nor funded with state money.

The job fair on April 9 is being organized and managed by college placement directors from several state universities, and all state colleges and some private schools are providing job fair information to interested students through their career placement offices.

The state Department of Commerce, the Oklahoma Employment Security Commission and the Regents for Higher Education are participating in Project 1000 in their areas of occupational and career development expertise, and the state Chamber of Commerce, the United Federation of Independent Businesses and many other community organizations are also assisting, Apple said.

Oklahoma companies interested in participating in the job fair can get more information by

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