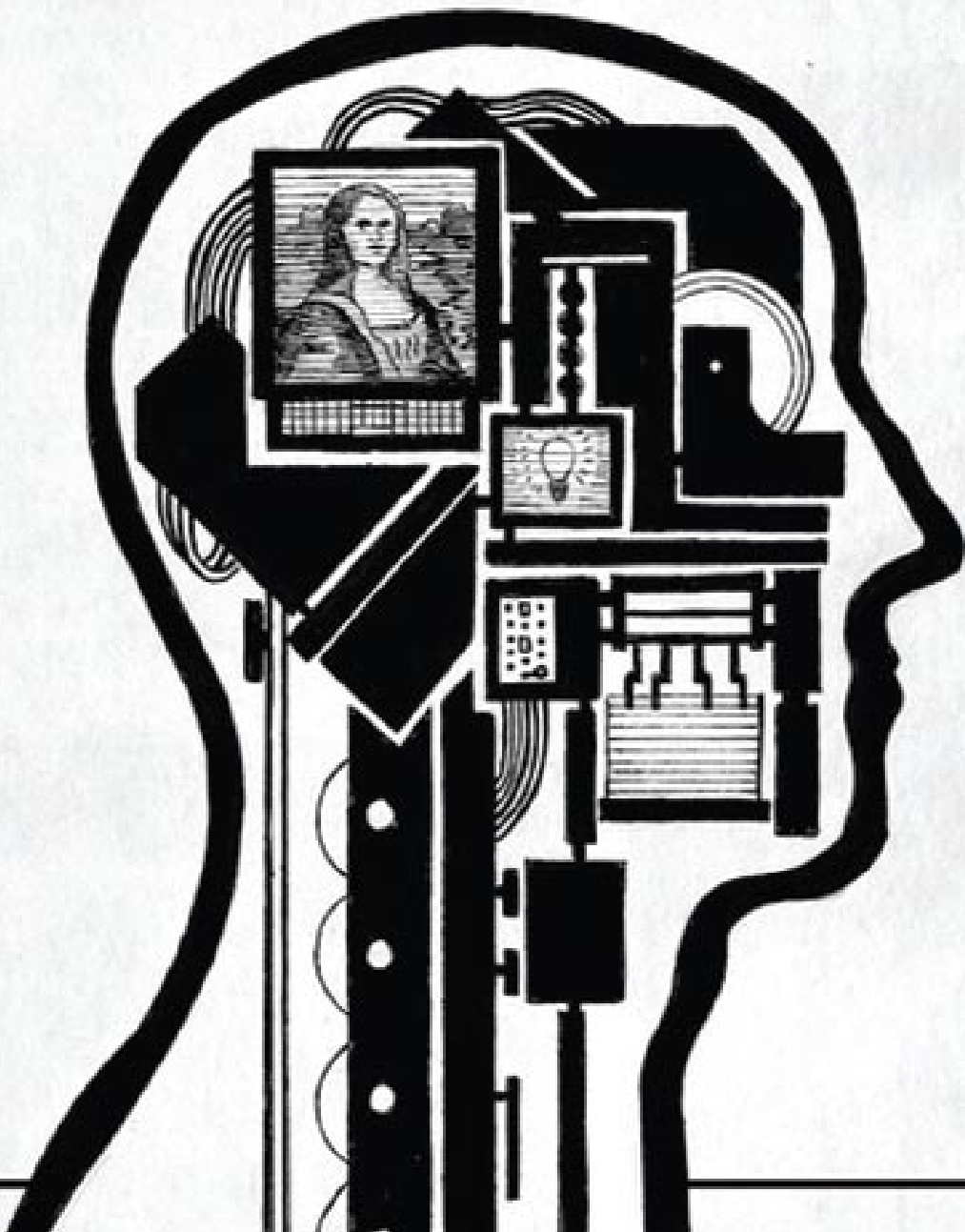


AWAKENING THE PRINTER THAT LIVES IN ALL OF US





26

**CREATIVE
IDEAS TO
HELP YOUR
COMPANY
FIND THE
EMPLOYEES
YOU NEED
IN TODAY'S
PRINT
MARKETS.**

Words from:

David J. Steinhardt

President and CEO of Idealliance

Question:

What do you consider the greatest challenge to be right now? Why?

I think the industry needs a **“Call to Action”** in one core area to ensure we have the next generation to take over the reins. We are in a **”Battle for Talent”** with other industries to attract and recruit our workforce, especially in areas such as database management, social media, and marketing that go well beyond what were once traditional printing industry careers. We’ve done a poor job of public relations about the advanced technology aspect of our industry —career areas that could attract more young people to the industry if they were more aware of the high tech work skills now needed in most print media companies.

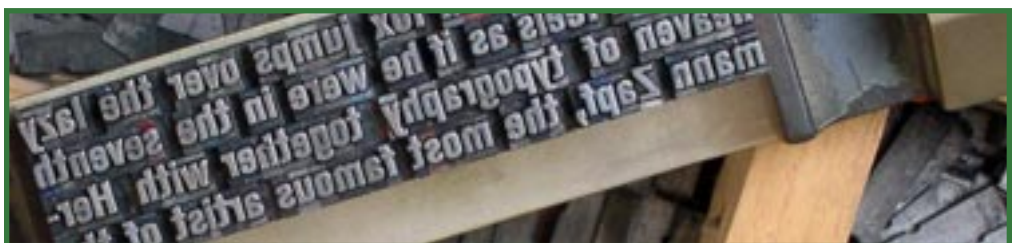
We are again at an incredible inflection point in our industry and our ability to attract young professionals who can be agile and innovative will determine our future.

-Printing News, August 2017



**Cincinnati State's
Graphic Communication**
students make some of the best
employees a print media company
could want. The problem is there are
too many jobs and not enough students,
so you are lucky if you get one.

-Debbie Simpson President of Multi Craft



AWAKENING THE PRINTER THAT LIVES IN ALL OF US

It might be hard to believe, but millions of people have been exposed to the print industry for generations. Our lives revolve around print and most people never really noticed it was there. The problem is, we call it different things.



Play: When you were a baby you probably had a set of wood blocks with relief letters and you got your first exposure to what wood type feels like as you moved your fingers across the surface.

Child Development: Later, probably in the third grade, you made prints on paper using sponges, stamps, even potatoes, with paint on a clean sheet of paper. In your first art class you learned about the primary colors and probably even the process colors, too (CMYK).

Art Class: If art was your thing, high school art class brought more opportunities to be a printmaker. Maybe you cut an image out of a wooden block to create a beautiful letterpress plate; hopefully you had the opportunity to screen print a t-shirt.

School Spirit: If you were more a sports buff, you represented your school with pride without banners, shirts and jerseys with school mascots and even your name. And the headlines in the newspapers lent to the hometown pride.

Where would life be without print? Obviously, there would be no books, magazines, and printed catalogs, and most of your clothing would be plain cloth, with no printed patterns.





No wallpaper, wrapping paper, cards, printed boxes or packaging; no printing in or outside your car; no labels or signs on anything. Life would be very simple and plain without printing. Not to mention that every new generation would have to reinvent the wheel because knowledge would not be mass-produced. When you think about it *“Life Revolves Around Print.”*

On the following pages you will find 21 suggestions on how you can make our world more knowledgeable about great career opportunities in print media.

Become part of our team to:
**Awaken the Printer
that Lives in All of Us.**





26

**CREATIVE
IDEAS TO
HELP YOUR
COMPANY
FIND THE
EMPLOYEES
YOU NEED
IN TODAY'S
PRINT
MARKETS.**



1

PRESENT A “PACKAGING DAY”

Invite sixth, seventh and eighth grader students to see why we are so excited about manufacturing labels, boxes, etc. Set up learning stations in your plant to show off the steps for manufacturing printed goods. Make sure you have cool printed gifts to give away to the students to take home to remember this event.

Have someone take photos to be able to use on your social media. Also, send the photos to the teacher so he/she can also use them on their social media.

Make sure you have materials that promote possible careers in print, as well as those showing the many opportunities in print. Include a list of colleges to attend where there are programs that teach the skills and knowledge needed for our industry.

2

SPONSOR A CITYWIDE OPEN HOUSE

Coordinate a date with your company and other local printers to sponsor a citywide open house. Call it a Flexo Day or a classic Wayzgoose to peak interest and tie it to generations of printing. Using your local media, invite the community to come in and see what we are all about. Use the ideas in Tip number 1 during your open house. Make this a yearly event for maximum impact.



3

HELP YOUR HR DEPARTMENT TO PROMOTE CAREERS IN PRINT

When you receive under-qualified applicants to a job posting, encourage the applicants to get more training in print technology at a local college or online as preparation for a better job in the future. Create a handout to email or give to the applicants that will lead to future print media training for them.





4

START A HIGH SCHOOL AMBASSADOR PROGRAM

If you are serious about building an ongoing recruiting program with a local high school and are willing to invest a least 4 hours a month for 6 years, then the Ambassador Program is for you.

Pick a high school in your community—perhaps a technical school or one that serves a working class community—and build a relationship with a high school teacher. Then offer to give a lecture on the printing industry or give them a tour of your facility.

Contact us for a list of suggestions for things to do each month.



5

INVITE THE ART COMMUNITY TO JOIN YOU

Create an event where you bring the art community into your operation to see how their art printed and see how they can find a fulfilling career in print media. Art feeds the soul of a visual artist, but a job in print will feed their stomach.

Avoid giving scholarships to art students. In our experience, this will do nothing to increase the number of willing workers in your plant.

6

HOME SCHOOL PROGRAMS

Do not overlook home-schooled students. They can be some of the best workers out there. There is probably an association in your community that you can connect with to expose them to print media.



7

CREATE A PRINT MEDIA MAILING CAMPAIGN

Create a mailing list of high school teachers in your area and send out a die-cut calendar each month, or create your own holiday cards (perhaps a Thanksgiving card, then a Christmas card, etc.) to mail to them each month. Find out the teacher's birthday and send a card. Be intentional to send them something each month. We have samples of cards if you need them.

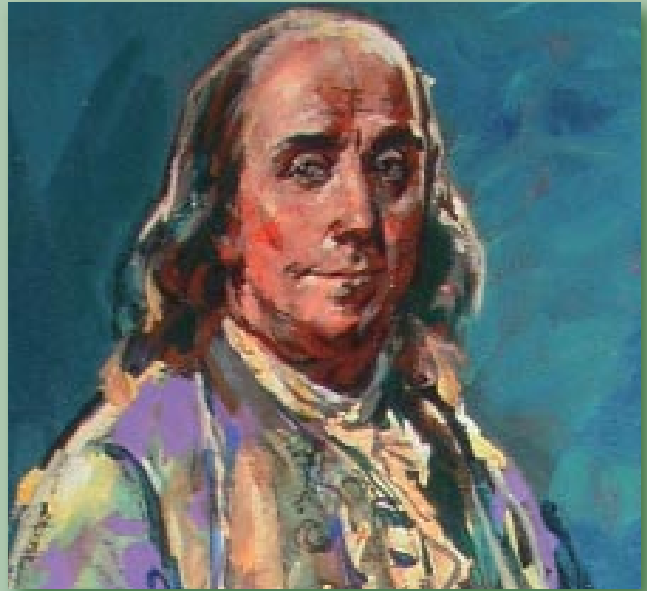


Would there have been Pilgrims at Thanksgiving without the help of a printing press?

8

CELEBRATE BIRTHDAYS

Observe Ben Franklin's birthday or Gutenberg's birthday each year. Have an event that just makes people aware of the strength of the printing industry. Make sure someone takes photos to use on your social media. Once again, use your local media to invite the community to come in and see what you are all about.

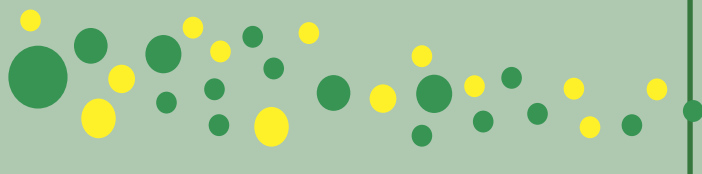


9

SPONSOR A 5K TO PROMOTE PRINTING, COUPLED WITH A WORTHY CAUSE



This would be a bigger commitment, but starting small for the first year and building each year can push you toward success and more exposure. Research other 5K events and copy all the things that you like. Tie in a charitable organization to increase media exposure. At the event, show off the advantages of print media, like printing the runners numbers, gift bags, banners, T-shirts and anything else that promotes print! This event will also create a very positive feeling for your company in your community.





10

WORK WITH YOUR LOCAL PRINT MEDIA COMMUNITIES TO CREATE A BILLBOARD CAMPAIGN

Several print media companies working together to create a billboard campaign in several locations can create a powerful awareness of print media in your community. Most billboard companies offer a 30 or 60 days billboard placement contract. Be sure to add a website so people can learn all the advantages of working in our industry and at your company.

11

USE LOCAL MEDIA TO YOUR ADVANTAGE

Have your marketing department create media kits and write news releases to send to the local and city newspapers in your area on a monthly basis. Put the success of print in the minds of the people in your community.

12

EMPLOY BULLET JOURNALS

Create a bullet journal, or an artist's scratchpad. Include lots of cool facts and figures about careers in art and print. Make sure you add materials about the strength of the printing industry. Also, contact art teachers in your area for input about the content of the bullet journal.

If you succeed in getting art teachers to buy into using these journals in their classroom, you've taken one more step to putting our industry on a student's radar for possible career choices.

If you'd like, you can reprint our Art & Print Bullet Journal. Contact us for a free download.



13

GET INVOLVED WITH A COLLEGES THAT TEACH PRINTING

Like you would do for a high school, build a relationship with a local printing college in your area. Contact us for a list of college.



14

CREATE A 30 SECOND TV COMMERCIAL

Why not advertise your company and our industry on TV, or a video clip on YouTube. Videos are powerful tools to use in making people aware of our industry.

Video topics could include:

- How the CMYK color process works
- Different types of presses in your shop
- How a product goes from design to print
- The day-in-the-life of a printer

15

TALK UP PRINT TO YOUR FAMILY MEMBERS, FRIENDS, AND ACQUAINTANCES



Becoming passionate ambassadors for our industry is really the best advertising! During the holidays, talk to your nieces and nephews, encouraging them to think about print as a career choice. Carry with you, at all times, a small card to promote the printing industry and give it to people you meet throughout your day: to anyone who needs a good career or a career change.

16

WRITE A PLAY OR A TV SERIES.

The fastest way to put print as a career choice in the public consciousness is to have a modern-day drama or comedy that takes place in a print media company.





17

CREATE A NEW PRINTING PROGRAM

In the 70s and the 80s, over half the high schools across the country had a printing program that taught print media. Today, it's a lucky break if there are one or two programs in your city. A positive way to reverse this unfortunate trend is to rebuild printing programs in your local high schools.

To make an easy sell to the school, consider using our in-depth curriculum as is, or edited to suit the school's needs. Consider asking experienced employees to participate in classes; and sponsor the equipment (including ink-jet printers, or screen-printing equipment) and supplies to the school.

Find a high school you want to work with and talk to the principal about putting in a program to teach wide-format printing, printing on textiles, or screen printing. These three areas of print are of particular interest to high schools because they can use the printed products in their schools.

18

OFFER A SUMMER JOB PROGRAM

Work with local high schools and colleges to create a summer job program. Most high school students want a summer job; make this more than just a job. Have an orientation program on how to advance in your company, a folder full of facts and figures on the strengths of the industry, and give them a company T-shirt. Put them to work in meaningful ways that allow them to learn "on the job." You could be grooming your next great employee.



19

ARTIST-TARGETED NEWSPAPER & MAGAZINE

Start advertising in an artist-targeted newspapers, magazines and journals in your area. You probably have a newspaper in your community dedicated to the art community. Start creating clever ads, or use the ones we have made, to promote our industry. This is an excellent space to promote any events you're sponsoring or providing printed materials for; and job openings and opportunities.



20

SPONSOR A PAPER AIRPLANE CONTEST

Like the 5K race, this will take planning; however, it can be a great community builder for your business. Get your local paper supplier involved with this event. Make it fun for everyone.



21

HONOR A LOCAL TEACHER

Find a teacher in your community who is teaching print media and honor them with a plaque at one of your local printing events. Honoring a teacher is a great time to promote our industry through social media and the local news.



22

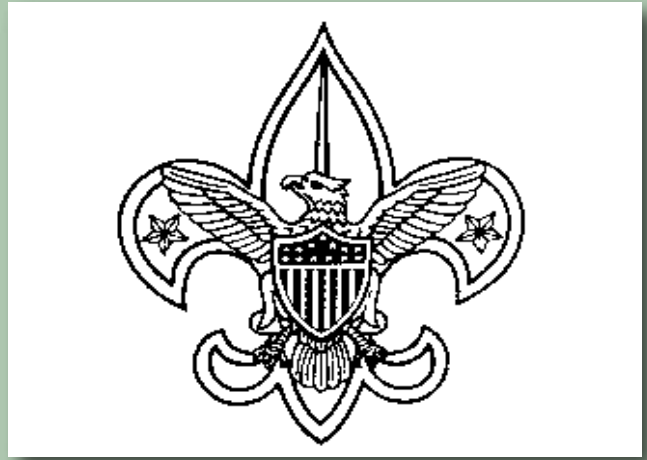
CREATE A LETTERPRESS MUSEUM



We officially open our museum to the public on November 18, 2017. Since that time we have had over 700 people visit the museum. It came to me on the second tour, as everyone was so excited about what they were seeing, that this was a golden opportunity to talk about the future of the printing media industry. Things like Augmented Reality, Printing Electronics, Large-Format Printing, and Variable Data Printing. Soon we will have a brochure at the museum to hand out to visitors when they leave talking about the future of print and where to go for training and also possible jobs in the industry.

23

SPONSOR A GIRL OR BOY SCOUT MERIT BADGE PROGRAM



Partnering with either the Boy Scouts or the Girl Scouts is a great way to expose the future generation to career opportunities in print. Both organizations have merit badges or programs that fit perfectly with our industry. This does require a time commitment but will benefit your company in the future. Hopefully you have someone on your staff that really believes in scouting and this is a great opportunity for them to follow their passion of scouting and print.

24

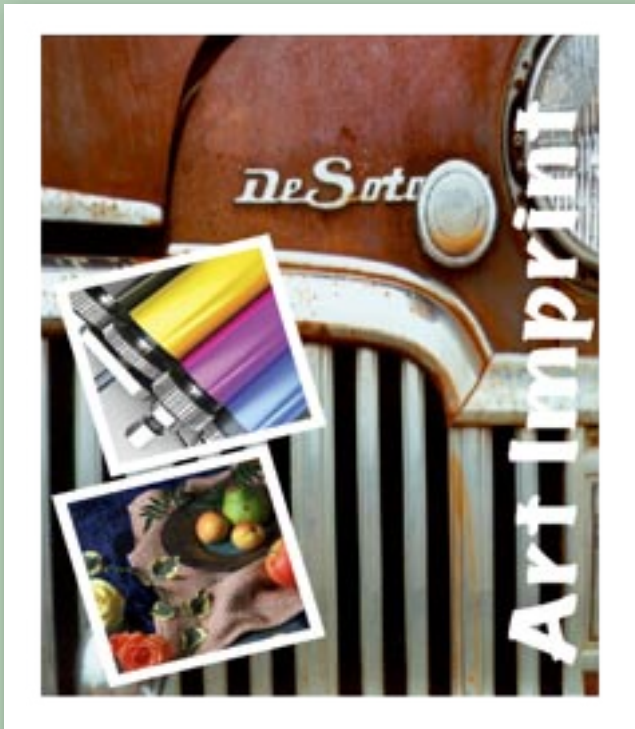
CREATE A SECOND CHANCE PROGRAM

For larger companies struggling to fill key positions, a Second-Chance Program could prove to be a first-rate solution. The Second Chance solution is designed to keep recovering addicts, many of whom have done time behind bars, sober and productive. The approach has dramatic benefits for these hires, their families and communities, while helping businesses solve an increasingly thorny problem—in times of full employment, how do you find and keep good workers?



25

CREATE A MAGAZINE TO RECONIZE HIGH SCHOOL ARTISTS OR PRINT STUDENTS.



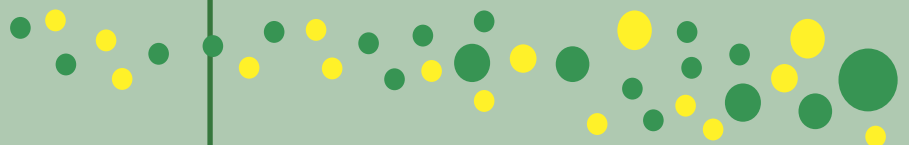
Working with either a local art college or a local high school art program feature some of the creations that the students have created in a 16-page booklet. This booklet or magazine can be produced three or four times a year. You will highlight the student's achievements and at the same time have stories about career opportunities for artists in print media. Everyone loves to see his or her work in print. This booklet could be mailed to all the high schools in your area, which will create excitement for art and print. You should have in the booklets a person or company to contact for job opportunities in our industry.



26

A COMPANY APPRENTICESHIP PROGRAM

As the need for fresh talent continues to be paramount for driving the printing industry forward, It's time to think seriously about creating a company Apprenticeship Program. The program provides high school juniors and seniors with the opportunity to gain real-life experience and universal skills in advanced print manufacturing, by enabling them to shadow subject matter experts in various departments during a one- to two-year period. This last suggestion require a huge time commitment with lots of paperwork that will need to be recorded for record of your students progress. However, it could just very well be the best suggestion of all.



Idea of the Day:

With the jobless rates at an all-time low, employers need to go above and beyond to find top talent. “I recommend casting your net as wide as you can, using as many avenues available to you when searching for those superstar employees,”

“If a candidate proved to be unsuitable for a particular role but showed some promise, keep the channel of communication open with them as there might be a more fitting job down the line.”

“And so it is to the printing press — to the recorder of man’s deeds, the keeper of his conscience, the courier of his news — that we look for strength and assistance, confident that with your help man will be what he was born to be: free and independent.”

—John F. Kennedy (1917-1963), 35th U.S. President

Of all the inventions; of all discoveries in science and art; of all the great results in the wonderful progress of mechanical energy and skill; the printer is the only product of civilization necessary to the existence of free man.

- Charles Dickens (1812 -1870)





**MORE THAN JUST A BUILDING.
THIS MUSEUM GIVES HOPE TO THE
PEOPLE OF PRICE HILL.**

Our Purpose is Multifold:

- To preserve the history of printing and make people aware of the career opportunities in print media.
- To create an environment for artists to make handmade paper and print letterpress items.
- To break the cycle of addiction by providing training, jobs, and dignity to women of Price Hill.

The museum facility is powered by BLOC Ministry and serves as a multi functional space that will be used to train, to create, and to showcase historical artifacts as well as to preserve history. The museum is about providing jobs to women, giving them a safe space to learn life skills that will be useful in other jobs. It is our hope that being able to provide for themselves will bring a sense of dignity and help them break the cycle of addiction.

2307 West 8th Street • Cincinnati, OH 45204
513 - 914 - 5722

Our Facebook page, Instagram page and Tik Tok Page: **cintitypeprint**

Our website: www.CincinnatiTypePrintMuseum.org

Email: gary.walton@onebloc.org