

Employer Video Release Form



Employer Release Form:

I, the undersigned, hereby grant Monterey County Workforce Development Board (MCWDB) the right to use the job hiring video and agree to the following terms and conditions.

You'll be pleased to know that for businesses located in Monterey County, the MCWDB is offering one complimentary hiring video to assist employers with their recruitment needs. Our team will work hard to produce a video that showcases your organization and lasts between 30-45 seconds but does not exceed 1 minute.*

To ensure a smooth, seamless process, we kindly request that you fill out this 2-page Video Information Form and allow us to work with you and your staff. The final recruitment video production can be utilized for various purposes such as job fairs, job postings, social media, and your business website. It will also be used for outreach and marketing purposes by the Monterey County Workforce Development Board.

By signing this form, you're certifying that you've read, understood, and agree to abide by our terms and conditions. Let's create an amazing recruitment video together!

Authorized signature

Date

Business / Organization Information

Business or Organization name | Physical address

Primary contact name

Phone # of primary contact

Did you fill out the Video Information Form (page 2)?

____ Yes

____ No

Business or Organization Website Address

* The MCWDB provides these hiring videos at no cost to your business. The value of the videos is between \$350.00-\$450.00. If you require additional videos, a fee of \$350.00 will need to be charged per video.

E-mail this completed form to:
Laura Kershner, kershnerL@co.monterey.ca.us
344 Salinas, Street, Suite 101
Salinas, CA 93901 | 831.796.3341

Video Information Form

Briefly tell us about your business: _____

Who from your business will be participating in your promo video? Provide the name and phone number of the individual.

Name

Phone number

What jobs are you hiring for and what is the rate of pay? (List up to 4 jobs.)

1

2

3

4

Job Title

Rate of Pay

If you have not already viewed the sample videos, click or scan the video links below:

Focused Video



Scan or Click Here



General Video



Scan or Click Here

For video presentation preferences please make your selections below:



Focused Video



General Video



I do not wish to appear in the video and prefer it be voiced by the Workforce staff



I want to briefly appear in the video, but I do not wish to do the voiceover



I want to both introduce my business and do the voiceover for the entire 30-45 second promotional video

PLEASE NOTE: The MCWDB will write and produce all hiring promos for local businesses. Businesses that choose to introduce and voice their own spots will receive their scripts at least 48 hours in advance of the video shoot and are encouraged to practice reading their scripts aloud, to learn vocal inflection, pacing and timing. Scripts will be between 30-45 seconds in length altogether and conclude with a voiceover with the MCWDB logo and phone number. MCWDB reserves the right to edit as well as determine the total # of videos to be produced and will maintain video quality control. Video production is limited by staff availability.



TDD/TTY # 831-753-6541 - This WIOA Title 1 financially assisted program or activity is an equal opportunity employee/program, and auxiliary aids and services are available upon request to individuals with disabilities.

Contact Laura 831.796.3341 | Jerry 831.755.5393 | Susan 831.796.3379
email: kershnerL@co.monterey.ca.us