



# EMPLOYER VIDEO REQUEST FORM

## Employer Release Form

I, the undersigned, hereby grant the Monterey County Workforce Development Board (MCWDB) the right to use the **Workforce Minute** 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 **Workforce Minute** video to help employers highlight their industry trends, operations and business needs. Our team will work hard to produce a video that showcases your organization and lasts between 30-45 seconds but does not exceed one (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 **Workforce Minute** 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 a Workforce Minute video together!**

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

## Business/Organization Information

\_\_\_\_\_  
Business or Organization Name/ Physical Address

\_\_\_\_\_  
Primary Contact Name

\_\_\_\_\_  
Phone Number of Primary Contact

\_\_\_\_\_  
Business or Organization Website Address

*\* The MCWDB provides these Workforce Minute 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.*

**Complete Page 2** ↓

**EMAIL THE COMPLETED FORM TO: LAURA  
KERSHNERL@Countyofmonterey.gov**

**QUESTIONS? CONTACT LAURA AT 831.796.3341 OR SUSAN AT 831.796.3379**

## Video Information

**Briefly tell us about your business:**

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**What makes your business special in your opinion? What is unique about it?**

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**What trends should our audience know about in your industry?**

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**What are currently your most pressing operational and business needs?**

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

\_\_\_\_\_

Name

\_\_\_\_\_

Phone Number

**For video presentation preferences, please make your selections below:**

I do not wish to appear in the video and prefer it be voiced by MCWDB 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 video.

**Please note:** The MCWDB will write and produce all Workforce Minutes videos for local businesses. Businesses understand that the Business Services team will only be utilizing a fraction of the interview for their Workforce Minute at that the entire spot will run no longer than one minute in total. MCWDB reserves the right to edit as well as determine the total number of videos to be produced and will maintain video quality control. Video production is limited by staff availability.

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KERSHNER AT [KERSHNERL@Countyofmonterey.gov](mailto:KERSHNERL@Countyofmonterey.gov)  
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Monterey County Works is an initiative of the Monterey County Workforce Development Board. Funded 100% with Workforce Innovation and Opportunity Act (WIOA) Federal Funds made available to the State of California Employment Development Department by the U.S. Department of Labor/Employment and Training Administration as the Grantor. This WIOA program or activity is an equal opportunity employer/program, and auxiliary aids and services are available upon request to individuals with disabilities. TTY/CRS: Dial 711.