

# ON THE SPOT

WINTER 2006, ISSUE 1

[WWW.MEDIASTAFFINGNETWORK.COM](http://WWW.MEDIASTAFFINGNETWORK.COM)

## CELEBRATING 13 YEARS!

Media Staffing Network is celebrating its 13<sup>th</sup> birthday! Founded in 1993, we're continuing to offer the same great service on which we built our sterling reputation.

*"I'm greatly blessed! I love what we do, and we've established a community of truly exceptional clients. Nothing makes me feel better than bringing people together—participating in decisions that work well for both our employers and our candidates. It's very rewarding to know that we've helped."*

—Laurie Kahn, CEO of Media Staffing Network

## THE WORKFORCE MAKES ANOTHER CHANGE!

You may remember the late 90's when there weren't enough employees out there, and then we saw a huge shift (in the past few years) when there weren't enough jobs to go around. Forecasts show we'll soon enter into a huge *labor shortage* which will last for many years. Retiring baby boomers may affect you, and their sense of job loyalty will be lacking in following generations. Employers will need to make changes to attract, hire and retain quality staff. ***We can help you!***

## DO YOU KNOW HOW MUCH YOUR EMPLOYEE TURNOVER REALLY COSTS YOU?

Replacing employees can be a genuine bummer—there are many “hidden” costs associated with filling those vacant chairs! Here are some things to think about:

- When departing employees file for unemployment, it adversely impacts your bottom line! Your state assigns your assessment factor depending upon how many claims have been filed against you (and, as an employer, it's VERY difficult to win!). That higher rate will be applied to ALL of your future payrolls—for up to 3 years! It will undoubtedly make a major difference in your P&L, especially since many states have raised rates to cover the higher rate of claims filed in the last few years, when so many applicants were awarded unemployment benefits.

- Loss of Revenue associated with the activity of the departed employee

- Loss of Goodwill – how will other employees (and potential employees) react to your turnover? Is your company known as a good place to work? Think about your reputation.

**Before dismissing your “underperformers,” talk with Laurie Kahn. An expert at motivating—and rehabilitating—critical personnel, she'll save you money!**

### NEW JOB OPPORTUNITIES:

- General Manager—  
Pacific Northwest
- Market Manager—  
New York, NY
- Ad Solutions Manager—  
Chicago, IL
- Local Sales Manager—  
Midwest
- Business Manager—  
Midwest

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### READ WHAT OUR CANDIDATES SAY ABOUT MEDIA STAFFING NETWORK...

*"I want to thank you very much for everything you have done. Your enthusiasm and belief in me and my skills kept me hopeful that I would find a career that's right for me. Thanks to MSN it happened today. I can't tell you how delighted I am to have been selected for the position, and I can't wait to get started in this new chapter in my life!"*  
— Jeff S.

*"When I came to MSN, I knew very little concerning television or print media, and even less when it came to radio. I had ambition and a dream, but you gave me the direction I needed. Your training sessions included oral and written materials that provided extensive information. You provided me with the information (and coaching!) I needed on my quest for excellence in media. You've become my source for motivation when I most need it! I'm now working to fulfill and execute my life's dream!"* — Eric E., Sales Assistant

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### Andrew Got His Degree...and Two New Roommates!

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### WHAT DO HIRING MANAGERS LOOK FOR IN NEW HIRES?

- Not being afraid to ask questions
- Being able to work in a team environment
- Able to put in enough effort to complete projects/ deadlines in a timely manner
- Being responsible
- Knowing what they are expected to do
- To continue to learn and grow, take on more responsibility
- Initiative
- Attendance
- Ability to trust
- Team player
- Being well read

### NEW SERVICES FROM MEDIA STAFFING NETWORK:

- Free job postings for internships
- Updated website (new features)
- Individual and corporate career strategies

### CONTACT US:

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