**MEMO**

TO: Robert Benson, Executive Director

FROM: Maria Simmons, Publicist

DATE: January 5

SUBJECT: Survey Results

The Greater Baltimore Job Fair continues to grow as shown in the chart below. The table lists our major participants.

I have analyzed the responses from the job fair participants’ survey. If you recall, we asked employers and job seekers how they learned about the job fair. Please note participants could select multiple items. Here is a summary of the survey results.

|  |  |
| --- | --- |
| **Company** | **Industry** |
| Bernhardt Homes | Construction |
| Zelph Learning | Education |
| Eastfield Corporation | Engineering |
| Warrington Investments | Finance |
| Towne Markets | Grocery |
| Musto Enterprises | Manufacturing |
| Bernitski Brothers | Pharmaceutical |
| Biser Consulting | Technology |
| Jenkins Wireless | Telecommunications |
| Baltimore Communications | Telecommunications |

Based on the results of the survey, I reviewed the cost of each type of advertising and have some recommendations for this year’s publicity. Because our annual job fair is only five months away, I would like to discuss our publicity strategy as soon as possible. The attached PowerPoint presentation summarizes my recommendations. After our discussion, I will revise the presentation to share with the entire public relations staff.



Please let me know when it is convenient for you to meet.

 