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Fired, laid off or closed down – they all spell unemployment. But now, frustrated job hunters can turn to Kathy Masera's free *California Job Journal* for assistance. Masera's detailed job listings guide the jobless to employment. With 336,390 copies distributed weekly to Northern California newsstands, to more than 100 colleges and universities, and as supplements to 18 local newspapers, the publication has become a household standard.

Masera, 39, says the *Journal* offers "jobs for middle-class America" in a variety of fields. Working from a 7,000-square-foot facility with 44 employees, Masera made about \$1.5 million last year and anticipates 1990 revenues of more than \$3 million.

Masera started *California Job Journal* from her home in 1982, while recovering from a skiing accident. It began as a semimonthly publication sold in local bookstores and had a circulation of about 500. With assistance from her husband, Clayton Babcock, a desktop publishing whiz and the executive editor of the magazine, the homebased operation ran smoothly.

But not until early 1987 did the *Journal's* advertising and circulation take off. In fact, the publication had to increase her staff and move to an outside office. By May 1989, advertising revenues were enough to sustain the *Journal*, so Masera decided to make it a free publication.

Masera calls upon her 14 years of experience in the personnel industry to locate the job openings. She not only finds the jobs, but presents them in a concise, descriptive format. She says, "We offer in-depth information, which gives us an advantage over the typical classified advertisement."