

The Fresno Bee, July 6, 1991, Business Section, page 1
By Laura Holson

Journal focuses on jobs

- A new regional tabloid advertises more than 15 categories of jobs.

Job seekers in the San Joaquin Valley now have one more tool to help them find work.

The California Job Journal, a Sacramento-based weekly tabloid, made its debut last week in street corner news racks and job placement offices. The free publication lists jobs available in various parts of the state.

It is the first time the tabloid is being widely distributed in the Valley and completes the publisher's 135-city distribution plan.

"It seems like it is easy to find jobs on a local level or nationally, but nothing in between," said Kathy Masera, publisher of the journal. "I've always wanted to develop on a regional level, and the Valley is the last area to launch.

The publication is distributed in San Francisco and the Bay area, the Sacramento region and the San Joaquin Valley. It contains mostly job listings, with a few work-related articles.

The journal advertises more than 15 categories of jobs, including accounting, data processing, manufacturing and secretarial positions. Advertisers pay \$78 per week for a 20-line ad. Subscriptions are \$99 a year.

Kay Randolph, a recruiter for the city of Merced, said the journal has been

helpful in attracting applicants for technical positions, although no one has been hired yet for the advertised jobs.

Her department spends \$2,000 a year to advertise in the journal.

"It's a good way to get people in touch with us," said Randolph.

The journal was started by Masera nine years ago in Sacramento.

Because it circulates regionally, Carl Wooten, owner of Century 21 Preferred Property in Fresno, said he has received applications from job seekers from as far away as Sacramento and the Bay area.

The response has not been overwhelming; 10 people answered his ads in the past month. To date, he has not hired anyone through the ads.

Edward Lane, administrator for the California State Employment Development Department, advises job seekers to use the journal as part of a job search, not by itself.

He said that many of the jobs listed in the Journal can also be found in local newspapers, which compete with the tabloid for advertising dollars.

The paper can be found in job and college placement offices in Visalia, Clovis, Fresno, Madera, Merced, Sanger, Selma and Tulare.