

# NEWS RELEASE

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**Contact:** David Grealish  
(916) 925-0800 x314

FOR IMMEDIATE RELEASE

## **Employment Newspaper Bucks Media Trend, Celebrates 25<sup>th</sup> Anniversary**

SACRAMENTO, CA — As the newspaper industry continues to respond to a rising tide of red ink with mergers and layoffs, *California Job Journal* — the nation’s first employment newspaper — is celebrating the 25<sup>th</sup> anniversary of its first edition.

Since the inaugural issue hit newsstands in the early days of 1983, *California Job Journal* has published more than 1100 weekly editions. It is the employment resource of choice for more than 280,000 jobseekers a month throughout Northern California, including the capital region and Bay Area.

“Classified advertising — and recruitment advertising in particular — has long been a robust revenue stream for news dailies,” said Kathy Masera, the Job Journal’s founder and publisher. “But this sector has been in freefall since the proliferation of Web-based services like Craigslist and Yahoo/Hotjobs. We’ve been fortunate to have remained relatively stable, which I see as a testament to the Job Journal’s popularity and effectiveness.”

Masera was recently named Business Woman of the Year by the National Association of Women Business Owners and she was appointed by Gov. Arnold Schwarzenegger to a seat on the State Rehabilitation Council in recognition of her longtime commitment to hiring, and urging others to hire, workers with disabilities.

“By ignoring the conventional wisdom of the newspaper industry, we’ve built a culture that quickly implements promising ideas, which has allowed our company to stay competitive despite limited resources,” she said.

Many of Masera’s early print innovations have been copied by employment advertising websites and other publications across the country. One of her original concepts — revolutionary 25 years ago — was to charge advertisers by the job instead of by the line, bucking the traditional classified advertising model, and encouraging employers to provide extensive information on their openings.

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