

Alaska Work Scene is a 15-minute job video shown in 220 rural Alaska villages

Each program ends with a "Job Tip," a one-minute clip covering interviewing techniques and hints about applying for jobs.

For Elizabeth Cook, the *Alaska Work Scene* project is an educational tool as well as a vehicle for supplying jobs. It provides information, allows people to make career choices on their own and thereby builds confidence.

"It educates people about the world of work," she says. "What do bookkeepers look like? What do they do? What kind of training do they need? How do you find that kind of job? Rural Alaska lacks that kind of information."

But it's up to the individual to pursue the job once he has that information. "We should stop leading people by the hand and let them make

"Some of them are coming from areas with no Job Service office," she said. "We're the only TV medium, so they must be coming from us."

Alaska Work Scene is a hightech employment call. It makes the employment office bulletin board accessible to 100,000 people in their homes.

The taped programs are flown to the Learn/Alaska network in Anchorage the same day they are produced. Each of the three shows produced each week is broadcast four times a week.

Alaska Work Scene grew out of an idea developed by former TCC Education and Employment Director Gale Vick. In 1983 Vick secured funding from the Alaska Legislature to start a program called Remote Dispatch. Her plan was to broadcast union hiring calls as well as Job Service and state government listings to rural areas.

She worked for cooperation among labor unions but found them unwilling to broadcast hiring information. The larger unions expressed fear of losing some control through government interference. *Alaska Work Scene* was first broadcast Sept. 4, 1984, and has continued to grow even without participation of the unions.

TCC produces *Alaska Work Scene* under a contract with the state Department of Labor. The contract runs out June 30, 1986, and further funding will be needed to continue the program. According to Elizabeth Cook, it is an important part of the labor department's goal of increasing employment of rural people.

It's a modern way of meeting the changing needs of Alaskans. In the past 15 years rural residents have learned a variety of new skills. They have shown increasing willingness to keep up with trends in the job market and work outside their home communities. For employers all over the state, rural residents are a valuable resource. *Alaska Work Scene* fills the needs of employers and the labor force as well.

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