Reading Background

Hiring America. (2016, November 18) Why should you hire veterans? [Video file]. Retrieved from https://www.youtube.com/watch?v=LFp8KMgHR0E. This video sets the tone for the SLP assignment.

Legal Information Institute (n.d.) Affirmative action. Retrieved from https://www.law.cornell.edu/wex/affirmative\_action

James, G. (2010). How to write a press release, with examples. Retrieved from https://www.cbsnews.com/news/how-to-write-a-press-release-with-examples/

You work as VP of Human Resources for a private-sector employer in an industry that has historically attracted only civilian males (for example, earth-moving equipment, steel making, etc.). Because of your organization’s great success in recruiting women and also military veterans, you want to write a press release as free publicity for your organization’s efforts.

Use 3 sources, Prepare 3-pages on Importance of (a) hiring both genders and also of (b) hiring military veterans about:

1. Importance of (a) hiring both genders and also of (b) hiring military veterans.
2. How your private-sector organization has overcome the difficulty of hiring women to jobs in an industry that historically has attracted only men
3. Explain your best practices in targeted recruitment efforts in (a) hiring women and (b) military vets.
4. Bring in industry statistics from the academic resources to enhance and deepen your information.
5. Bring in at least two other companies by name, preferably in the same industry as your spotlighted company:
a. A company that has been successful in hiring women in positions previously held by men.
b. A different company that has a strong practice of hiring military veterans.