

1997 Special Edition

CAREERS

Job seekers use pioneering diversity source

Minority candidates matched to careers

Career Magazine, a comprehensive Internet-based job search resource, has pioneered the Diversity Initiative — a useful resource for both job seekers and employers that addresses the many issues concerning diver-

sity in the workplace.

"The content and resources offered by the Diversity Initiative are cross cultural," says Wayne Anderson, National Sales Director.

"Job seekers will be able to

use our site to uncover information and opportunities not widely known.

In addition, employers are able to use the site to communicate their company's diversity programs and opportunities to minority candidates."

The "site within a site" contains a career forum, information on sponsoring companies, and columns and articles that are updated bi-weekly.

The site also includes contributions from advocacy groups such as Advancing Women, ASE Consultants, and Transition Partners.

Job seekers benefit from information about coping with a myriad of challenging work is-

sues, as well as personal issues which affect work performance.

"The site exists to help minority employees help themselves," comments Jason Knouse, editor of Career Magazine. "And there are many employer-sponsored opportunities that can't be found anywhere else."

For employers, the site offers articles that teach the techniques required to manage diversity in the workplace, as well as providing insight into the many issues concerning minorities, from their perspective.

"A company's greatest asset is its employees," adds Knouse.

"It's only fitting that we provide employers with a resource that helps them encourage better job performance, job satisfaction, and interpersonal effectiveness."

Career Magazine set out to make its Diversity Initiative the most comprehensive resource available for both job candidates and employers.

"I don't think there's a comparable resource to our Diversity Initiative," says Gary

Resnikoff, co-founder and president of National Career Search, parent company of Career Magazine.

"And we've made a company-wide commitment to remaining at the forefront of this issue," Resnikoff says.

Information about Career Magazine's Diversity Initiative can be found online at www.careermag.com/diversity.

Interested sponsors can also contact the company directly by calling 303-440-5110 or by email at sales@careermag.com.

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