

Title: Job hunting tips for re-entering the work force	Submitted: 12.5.14
Writer/Editor: Aoki/Aoki	Revised: 12.9.14

VIDEO	AUDIO
Montage of photos with Tristan Zoo, birthday party, beach	(VO) This was my life as a stay at home mom.
Lori typing at computer	(VO) And this is my life now.
Lori on cam	(SOT) If I had only known then what I know now....maybe it wouldn't have taken me a year to find a job. I failed to realize job hunting has changed dramatically in the past five years since I took a break from my career to start a family. To learn what I could have done to find a job sooner, I spoke with three experts in employment --
FX: crop Jessica, Heather, Jenny	(VO) -- the keeper of Portland's hottest job board, a recruiter at a highly respected job placement agency and an experienced job coach.
FX: slide full screen graphic - Lesson #1 - Step back to leap forward	(VO) Here are some of the lessons they shared. Sometimes you have to take a step back to take a leap forward.
B roll Jessica at computer Cut to screen shot of Macs List website	(VO) Jessica Williams runs the highly popular local job board Macs List. It's the place to go to find communications, PR and nonprofit jobs in the Portland market.
Jessica at work station sequence	(VO) Williams took a two year break from the work force, then changed careers. She advises to carefully plan, build your network of contacts and be prepared to make sacrifices along the way.
FX: page wipe SOT - Jessica Fx - Jessica Williams/Prichard Communications	(SOT) <i>I don't think you should be punished for leaving the workforce by any means. But like anyone who leaves the workforce you might have to start out at a lower level than you were previously.</i>

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FX: slide Lesson #2 - Be present on Linked In and social media	Linked In and social media are important components to any job search. It's a way companies search, screen and learn more about candidates before actually meeting them.
FX: Page wipe to Jenny Foss at computer FX: Dissolve to JobJenny.com website	(VO) After years of working as a recruiter, Jenny Foss founded a job coaching company, JobJenny.com. She often works with women like me -- moms who want to return to work after taking a break to raise kids.
SOT - Jenny Fx -Jenny Foss/JobJenny.com founder	(SOT) <i>You don't know what you want to do next. You're not sure you want to work full time, you know your resume hasn't been touched in 3, 5, 10 years. You don't really understand Linked In because it's evolved in the past handful of years in a big way.</i>
Montage of Linked In gfx, website FX: Dip to white	(VO) Foss helps candidates on a number of fronts -- from creating and refreshing resumes to building LinkedIn profiles.
FX: page wipe Heather Gordon	(NAT SOT) "I'm going to send you an email"
boly:welch reception area	(VO) Heather Gordon is a recruiter with staffing agency boly:welch in Portland. She works with candidates of all ages -- those who are local and people moving to the area. In fact 40% of her clients don't live in Portland.
SOT: Heather FX - Heather Gordon/boly:welch recruiter	(SOT) <i>There are a lot of organizations that use us that never advertise their positions. Which means that candidates who are looking could be really fantastic but they'll never know about that opportunity because they don't know the company is looking.</i>
Dissolve to AH website application	(VO) If you don't use a staffing agency but choose apply through a company's website, know that large corporations use scanning software to identify keywords in resumes to weed out unqualified candidates.

