



THE SIGNATURE AGENCY®
ADVERTISING & PUBLIC RELATIONS

RADIO COPY

1/6/98 - 2:27 PM

CLIENT: Philip Morris U.S.A.
LENGTH: :60
PRODUCT: Burley USA™
SPOT ID: "Start H-2A Process Now" (Kentucky)
RUN DATES: 1/12-16/98



(Jingle Open/:11 sing)

BURLEY GROWERS WHO PLAN TO APPLY FOR SEASONAL WORKERS THROUGH THE FEDERAL H-2A PROGRAM THIS YEAR SHOULD START THE PROCESS NOW, ACCORDING TO KENTUCKY LABOR OFFICIALS, BECAUSE PROCESSING THE PAPERWORK WILL TAKE AT LEAST TWO MONTHS - AND MAYBE MORE. OFFICIALS POINT OUT THAT GROWERS WHO HAVE HAD POSITIVE RESULTS USING H-2A LABOR HAVE AT LEAST THREE THINGS IN COMMON: THEY'RE PREPARED TO COVER CASH OUTLAYS FOR COSTS SUCH AS WORKERS' COMPENSATION INSURANCE, LONG-DISTANCE TRANSPORTATION, AND BROKERAGE FEES. THEY'VE READ THE EMPLOYER INFORMATION BOOKLET AND HOUSING GUIDELINES VERY CAREFULLY. AND THEY GO THROUGH A BROKER. KENTUCKY GROWERS WITH QUESTIONS ABOUT THE H-2A PROGRAM SHOULD CONTACT THE DEPARTMENT FOR EMPLOYMENT SERVICES AT 1-502-564-7456.

(Jingle Close/:08 sing)

Tag (fast read):

THIS MESSAGE IS BROUGHT TO YOU BY BURLEY U.S.A., A COOPERATIVE INFORMATION SERVICE, SPONSORED BY PHILIP MORRIS U.S.A.



Final Production Note:

Agency requests a cassette dub to be sent to agency on completion of production.

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