

**Work Sharing Marketing Campaign,
Office of Unemployment Insurance, Department of Labor**
\$1.0 Million (P00H01.01)

Purpose: Recovery Now Funding

To develop and implement a work sharing unemployment insurance marketing campaign, the Office of Unemployment Insurance, Maryland Department of Labor, shall hire a professional marketing and communications firm.

Program Highlights and Plans to Allocate Remaining Balance:

- The Department of Labor has an existing contract with Maryland Public Television from a federal grant for Workshare marketing and advertising.

Programmatic and/or Implementation Issues:

- The Department of Labor is currently reviewing the criteria set forth in the bill to ensure that all criteria are met by our current contract with MPT.