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Workforce Recruitment and Retention Project's "Direct Support Professional Recruitment Video" Wins National Aegis Award

Newark, Delaware – The Center for Disabilities Studies has won a 2005 Aegis Award for a video produced for the Workforce Recruitment and Retention Project.

The Aegis Awards are the video industry's premier competition for peer recognition of outstanding video productions and non-network promotions. The recruitment video was recognized for its outstanding production quality in the category of "Promotional/Sales" by a distinguished panel of judges representing industry professionals from around the country.

The Workforce Recruitment and Retention Project's video highlights the Direct Support Profession by providing a realistic snapshot into a career of working with people with disabilities. By depicting the challenges and rewards of the field within a framework of the personal values which guide the direct support professional's life, viewers are given the unique opportunity to understand, "to connect", and determine whether the direct support profession is the career for them.

In keeping with the project's values based approach, the recruitment video presents the direct support profession as a career. The video is intended to increase the professional status of the direct support professional and highlight the value of the work they do to support individuals with disabilities.

The video was produced by Mark Snow with assistance from individuals with disabilities and direct support professionals. The video plays a key, integral part of the WR&R project. The recruitment videos are disseminated throughout the state of Delaware and are available for purchase.

For more information on the video call Renee Settles-Bean at the Center for Disabilities Studies at (302) 831-3073.
