

DEPARTMENT OF CORRECTIONS

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PRESS RELEASE

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DEPARTMENT DISAVOWS CONNECTION WITH ACOA ADVERTISEMENTS

JUNEAU – The Alaska Department of Corrections is not connected in any way to an advertisement on ‘prison overcrowding’ funded by the Alaska Correctional Officers Association (ACOA) which is currently airing on Alaska television stations.

“The department did not produce, fund, nor air this ad, which we believe to be extremely counterproductive to the Department’s positive recruitment campaign presently underway,” said Commissioner Marc Antrim.

“Staffing is a challenge – but we’re facing it head on with television ads in high rotation, ads in print and on theater screens,” the Commissioner added. “And we’ve also begun the process to complete a new, large prison in the Mat-Su. Since the beginning of this administration we’ve been working hard to alleviate this problem.

“Our recruitment campaign is having a positive effect in bringing in more applicants than ever before,” Antrim said. “Ironically, our positive officer recruitment campaign must now compete with a negative ACOA ad which portrays correctional facilities as an undesirable place to work.

“Recruitment is a challenge for public safety agencies nationwide,” Antrim said. “I have been asking the ACOA to join us in our recruitment campaign since it began. At best the ACOA ad’s message is confusing. At worst, it hinders officer recruitment and pushes prospective applicants AWAY from DOC. Why the ACOA would air such a message at this time is beyond my understanding.”