

# TMASF Connects *Interviews...*

*A New Feature for the 2022 Program Year*

APRIL 2022

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## INTRODUCTION

TMASF Connects is launching Interviews..., a new feature for the 2022 Program year. It pairs our traditional content featuring factsheets and written resources with video interviews with local industry experts to create a cohesive informational campaign.

TMASF Connects has begun a series of video interviews on a number of topics of interest to commuters and workforce participants. All videos will be accessible from our website and via direct links through email campaigns. Please see below for an overview of the series and topics launching soon!

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## VIDEO SERIES

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### PHISHING WITH MICHAEL: 5 VIDEOS

**RELEASED MARCH 2022**

In this video series, local jobseeker Michael D. goes in-depth on his own experiences with suspicious employers and potential job phishing scams. It features factsheets on avoiding pitfalls while job hunting. This 5-part series includes:

- Introduction
- Phishing Experience 1
- Phishing Experience 2
- Conclusion
- Q&A Follow-Up

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### CYBERSECURITY WITH CENTARUS: 4 VIDEOS

***To Be Released  
Est. April - May 2022***

In this video series, TMASF Connects staff interviews Dale Roberts, founder of Centarus, an IT service provider and TMASF Connects partner. Best practices for cybersecurity are highlighted, on topics relevant to keeping your digital presence and sensitive information safe in today's online environment. This series begins with 4 videos on the following topics:

- Introduction to Cybersecurity
- Suspicious Calls, Emails, and Messages
- Managing Passwords
- The Risks of Wireless

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### COMMUTING WITH BART: 6 VIDEOS

***To Be Released  
Est. April - June 2022***

In this video series, TMASF Connects staff interviews Alicia Trost, BART's Chief Communications Officer, and Sequoia Taylor, BART Transit Ambassador, on BART's current cleaning and safety procedures. New initiatives BART is undertaking to improve the commuter experience and welcome them back to the system will also be discussed. This 6-part series includes interviews on the following topics:

- Sanitation
- Air Quality
- Reporting Issues
- Safety
- Passenger Experience
- Ambassador Program