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MAYOR BLOOMBERG AND NYC MEDIA LAUNCH “JOB HUNT” – A NEW TELEVISION SERIES TO HELP NEW YORKERS NAVIGATE THE JOB MARKET

Weekly Series Offers Tips and Highlights On Free City Services Available to New York Jobseekers through Workforce1 Career Centers and NYC Business Solution Centers

Premieres Tonight on NYC life (Channel 25)

Mayor Michael R. Bloomberg, NYC Media President Katherine Oliver and Small Business Services Commissioner Robert W. Walsh today announced the premiere of “Job Hunt,” a new ten-part series airing Tuesdays at 9:00 PM on NYC life (Channel 25). The show offers expert advice about navigating the job market and highlights New Yorkers taking advantage of the City’s Workforce1 Career Centers and NYC Business Solution Centers. The announcement took place at the Brooklyn Workforce1 Career Center located at 9 Bond Street, one of the city’s 10 Workforce1 Career Centers. Each offers career counseling, job placement and job training. The Mayor was joined by Brooklyn Borough President Marty Markowitz, Council Member Stephen Levin, “Job Hunt” host Tory Johnson, *Daily News* Deputy Publisher and Editor-in-Chief Martin Dunn and several of the jobseekers who are highlighted on the show.

“In today’s market, looking for a job can be a daunting, sometimes overwhelming task – but there’s help out there, and we want all New Yorkers to know about it,” said Mayor Bloomberg. ‘Job Hunt’ will help more New Yorkers find out about the career resources and opportunities that are available to them, and it will offer tips on everything from interviewing to starting a small business. Even in the midst of the national recession, our Workforce 1 Career Centers had a record-breaking year in 2009: 25,000 job placements. Now, ‘Job Hunt’ will help us put even more New Yorkers back to work. This is reality TV that you can actually improve your real life.”

“Bravo to Mayor Bloomberg, NYC Media and everyone involved with ‘Job Hunt’ for giving hundreds of thousands of unemployed New Yorkers – and those forced to return to the workforce in their retirement years – practical advice on coping in this economic downturn and securing that next good job,” said Borough President Markowitz. “This will be especially helpful in Brooklyn, where our high unemployment rate is particularly troubling. There are still far too many in our borough and New York City for whom economic and employment opportunities are few and far between, and that’s why filling existing jobs – and creating new ones – must remain ‘job one.’”

(more)

“With the premiere of our new show ‘Job Hunt,’ NYC Media demonstrates again our mission of bringing useful information to all New Yorkers in an engaging way,” said Katherine Oliver, President of NYC Media, the official TV, radio and online network of the City of New York. “We created ‘Job Hunt’ to be a guide for getting hired, using all the resources the City has to offer.”

“I want to thank Mayor Bloomberg, Commissioner Oliver and NYC Media for helping us to get the word out about the many services the City offers to jobseekers,” said Small Business Services Commissioner Walsh. We want to make sure that more New Yorkers are connected to our Workforce1 Career Centers to help prepare them for this competitive job market.”

Each week on “Job Hunt,” a panel of experts and recruiters share tips on resume building, interview skills, and landing a new job. After the February 2 premiere – “You Just Lost Your Job, Now What?” – upcoming episodes will cover a wide range of topics, including advice for jobseekers over 40, college graduates, veterans and people with disabilities, among others.

“Job Hunt” taps into the wealth of resources offered through Small Business Services’ Workforce1 Career Centers located in all five boroughs where New Yorkers can find and prepare for employment with cost-free services including career counseling, advice on how to interview for a job, assistance creating resumes and cover letters, job placement services, career workshops, employer recruitment events and connection to occupational skills training. Last year, more than 25,000 New Yorkers were placed in jobs through the City’s Workforce1 Career Centers and more than 10,000 jobseekers received Individual Training Grants to upgrade their skills.

Working with businesses is an integral part of Small Business Services’ approach to workforce development. Since the beginning of this year, the City, through the Workforce1 Career Centers and NYC Business Solutions centers, has worked with more than 4,000 New York businesses to recruit candidates for job openings. NYC Business Solutions provides services that help business start, operate, and expand throughout the five boroughs, with account managers helping local businesses to recruit New Yorkers.

Among the jobseekers featured on “Job Hunt” are:

- Brenda Berkeley of The Bronx, who was retired, but due to the recession, decided to return to the workforce. After interviewing with H&R Block during a recruitment event at the Queens Workforce1 Career Center, she was offered a position as a tax associate.
- Colette Burnett of Brooklyn, who participated in FastTrac, a business-training program offered by the City and the Kauffman Foundation to help emerging entrepreneurs. In September 2009, she opened a fast food restaurant called Super Wings in Crown Heights, Brooklyn that serves several varieties of authentic Caribbean-style chicken wings.
- Charles Smith of Brooklyn, who was laid off after working 30 years in the IT field. He received an Individual Training Grant through the Queens Workforce1 Career Center for A+N+CCNA certification at Ace Computer Center and is currently working as an insurance salesman until he finds a job in his chosen field.

Each episode of “Job Hunt” also includes the *Daily News* ‘Hire Me’ segment. A video companion to the printed profile that appears each Monday in the *Daily News*, ‘Hire Me’ features

a different jobseeker who is eager to get back to work. At the announcement, *Daily News* deputy publisher and editor-in-chief Martin Dunn unveiled plans to hold a “Hire Me” Helpline on March 16 where jobseekers can call in and receive career advice from experts.

In another recurring feature on the show, jobseekers receive help from stylist Felix Mercado to learn the dos and don’ts of dressing for a job interview. Loehmann’s, a leading national, upscale off-price apparel retailer and headquartered in the Bronx, hosted several fashion makeovers as jobseekers find the perfect look for their interviews.

The show’s host, Tory Johnson, is the founder and CEO of Women for Hire, which produces recruiting events for women. Johnson also serves as the Workplace Contributor on ABC’s “Good Morning America,” where she discusses a wide range of job-related issues and challenges. Johnson’s fourth book on career development, *Will Work From Home: Earn Cash Without the Commute*, was published in 2008.

NYC Media, the official TV, radio and online network of the City of New York, informs, educates and entertains New Yorkers about the City’s diverse people and neighborhoods, government, services, attractions and activities. As a unique public media entity, NYC Media produces award winning content that is accountable, useful and compelling and serves as the quintessential source of information about New York City. Visit nyc.gov to learn more and to find out where to watch.

Where/when to watch ‘Job Hunt’

NYC life is broadcast on Channel 25 (Time Warner/Verizon FiOs/Direct TV/Comcast); Channel 22 (Cablevision); and Channel 25 over the air. Full episodes can also be viewed on the NYC Media Video on Demand player through nyc.gov after they air. “Job Hunt” airs Tuesdays at 9:00 PM on NYC life. Encore presentations will air Wednesdays at 3:00 AM, Thursdays at 5:00 AM, Fridays at noon, Sundays at 8:00 PM, and Mondays at 12:00 AM with a marathon airing on Saturdays beginning at 9:30 AM.

Episode Schedule

Feb 2: You Just Lost Your Job, Now What?

Feb 9: Why Would They Hire Me If They Can’t Find Me on Google? Using new technology to get a job.

Feb 16: The Three Dimensional Resume: It’s not just a piece of paper anymore.

Feb 23: Downsized but Not Down and Out: How to transfer your skills and reinvent yourself.

Mar 2: Home Alone and Out of Work: How to avoid depression when unemployment drags on.

Mar 9: Over 40 and Laid Off: How do you fit in now that the job market has totally changed?

Mar 16: Everyone Can Contribute to the Workforce: Jobs for people with special challenges.

Mar 23: Back Home and Unemployed: Jobs for Veterans

Mar 30: I’m Gen Y and I Want to Cry: My expensive college degree isn’t getting me my dream job.

April 6: Diversity in the Workplace: The unwritten rules to keep your job.

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