



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

Wednesday, October 28, 2009

***** MEDIA ADVISORY *****

**MAYOR'S OFFICE OF ADULT EDUCATION TO ANNOUNCE
PARTNERSHIP WITH CHINESE COMMUNITY LEADERS
TO HELP CHINESE NEW YORKERS LEARN ENGLISH**

Mayor's Office of Adult Education Executive Director Anthony Tassi will join Chinese community leaders to announce a new partnership to help Chinese community members learn English using the new TV show, *We Are New York*. The TV show helps immigrants learn English through true-to-life stories of everyday life in New York. Viewers also learn how to access essential City services in education and health care, among others.

Leading Chinese community organizations will hold free screenings of the TV show for community residents and make English language DVDs and study guides available free-of-charge. See: www.nyc.gov/LearnEnglish.

WHAT: Press briefing with City officials and Chinatown community leaders on new partnership to help Chinatown residents learn English using "*We Are New York*" TV show

WHO:

- Anthony Tassi, Executive Director, Mayor's Office of Adult Education
- Justin Yu, President, Chinese Consolidated Benevolent Association
- Cao O, Executive Director, Asian American Federation
- Lana Cheung, Education Director, Local 23-25, United Workers
- Alice Mong, Executive Director, Museum of Chinese in America
- Ken English, Director of Literacy Programs, New York Public Library

WHEN: Friday, October 30, 2009
2:00 pm to 3:30 pm

WHERE: Chinese Consolidated Benevolent Association
62 Mott Street
Chinatown, Manhattan
Subway: 6, N, R to Canal Street

CONTACT FOR MEDIA: (212) 788-9561
Anthony Tassi, Executive Director, Mayor's Office of Adult Education

Learn English on TV with our stories



WE ARE NEW YORK
A NEW TV SHOW

SUPPORTERS

include:

- Asian American Federation
- Chinatown Manpower Project
- Chinese-American Planning Council
- Chinese Consolidated Benevolent Association
- Greater Chinatown Community Association
- Hamilton-Madison House
- Indochina Sino-American Community Center
- Museum of Chinese in America
- Local 23-25 Workers United
- New York Public Library
- P.S. 130 Parents Association

WE ARE NEW YORK

A NEW TV SHOW

Mayor's Office of Adult Education Partnership with the Chinese Community

- We Are New York is a new way to learn English on TV. The 9-episode TV series helps immigrants improve their English while learning more about City services.
- Each episode shows immigrants living in New York City and helps viewers learn about important issues from everyday life like, banking and finances, going to the doctor, talking to your child's teacher in school. We Are New York shows how New Yorkers can work together to solve problems and create better lives for themselves.
- Over the next 3 weeks, local community organizations will host free screenings that are open to the public. The Chinese community can come watch the show and practice their English. There are 8 screenings scheduled at 7 different locations.
- The upcoming community screenings will show the episode "Welcome Parents" to focus on the parent-teacher conferences that are taking place in November. These screenings can help parents to prepare for these important conferences.
- The New York Public Library will provide a set of free English language study books to all attendees of these community screenings. These study books are full color materials created by The City University of New York.

For more information visit www.nyc.gov/LearnEnglish

Learn English on TV with our stories



WE ARE NEW YORK A NEW TV SHOW

We Are New York is a half-hour weekly TV show that is intended to help immigrants improve their English skills and access vital City services. Launched in June 2009, the show airs every weekend, starting on Fridays at 10:00pm on Channel 74 with encore presentations, including on Saturdays and Sundays on Channel 25 (22 on Cablevision).

The show can make a difference in people's lives. Each episode has a different story of immigrants living in New York City. They show how New Yorkers can work together to solve problems and create better lives for themselves. The stories capture the spirit of people who have come from all over the world to make the Big Apple their home.

We Are New York is intended to help people learn English that will be useful to them. Each week, a new story will show people speaking English in important and realistic situations, like going to the doctor or talking with a child's teacher.

The characters speak the English of everyday life. But, they speak a little slower than the average English-language television show. The show also has subtitles in English, helping people to understand and learn the language.

We Are New York was created by the Mayor's Office of Adult Education and the City University of New York, Office of Academic Affairs.

A new way to learn English on TV!

www.nyc.gov/LearnEnglish

WE ARE NEW YORK

A NEW TV SHOW

UPCOMING EPISODES

Watch the show every weekend on:

Channel 74

Fridays at 10:00pm
Sundays at 1:00pm

Channel 25 & Cablevision 22

Saturdays at 4:00 pm
Sundays at 7:30am

Love and Money

Next Airing: Friday, October 30, 10:00 pm (Channel 74)

It's their first date. Jorge thinks Sophie is rich. Sophie thinks Jorge is rich. But neither is! With the help of their friends and co-workers, they learn the truth about love and money in this romantic comedy about financial empowerment, saving money and banking in the Big Apple.

Starring Ken Maharaj, Arturo Castro, Eileen Hannah, Kate Pak, Vashty Mompoin, Samia Akudo. **Directed by** Darren Methlie.

Asthma: The Soap Opera

Next Airing: Friday, November 6, 10:00 pm (Channel 74)

Mario – the star of a groovy 70s soap opera – storms off the set. The script says his baby has asthma, but Mario doesn't know what to do to help. The director soothes his ruffled feathers: "The story is not about asthma – it's a love story." Mario demands changes to the script so he can be the hero father he was meant to be. A campy comedic melodrama – on and off the set.

Starring Bones Rodriguez, Ellen Karis, Corrine Wu, David Pendelton, Juliana Feliz, Tomas Matos, Nina Sanchez, Harlin Kearsley, Masha (Mariya) Borovikova.
Directed by Marc Lesser.

Stop Domestic Violence

Next Airing: Friday, November 13, 10:00 pm (Channel 74)

Erica's husband is abusing her. She has no papers. Who can help her? Where can she go? A multi-ethnic theater group puts on a play about a difficult subject that affects people of every walk of life. Together, the actors discover surprising twists and turns to the story as they find the answers.

Starring Gerri Igarashi, Kenneth Maharaj, Carrington Vilmont, Shirly Roeca, Blake Young-Fountain, Verania Kenton, Katori Hall. **Directed by** Paul Epstein.

Welcome, Parents:

Next Airing: Friday, November 20, 10:00 pm (Channel 74)

"Why did we come to this country?" Carmen asks her husband as their daughter struggles with reading. "For her education." An inspiring story about Carmen, Fatima and other parents who take charge and become leaders in their children's school.

Starring Jennica Carmona, Naz Homa, Angel Clemente, Daoude Heidami, Nora Cole, Vincent D'Arbouze, Jen Yip. **Directed by** Luis Argueta.

WE ARE NEW YORK

A NEW TV SHOW

Stay in School

Next Airing: Friday, November 27, 10:00 pm (Channel 74)

High school in New York doesn't make any sense to Mexican newcomer Diego, who wants to get a job and send money home. When Uncle Juan learns Diego has dropped out, he gets busy helping the teenager figure things out. It is Diego's decision to make. What will he do?

Starring Jennica Carmona, Angel Clemente, Alexander Flores, Cliff Samara.

Directed by Luis Argueta.

New Life Café

Next Airing: Friday, December 4, 10:00 pm (Channel 74)

Rosa is about to open a Dominican café. But when her lab tests come back and the doctor tells her the bad news, her dreams are over. Or are they? A heart-warming drama about family, friendship, and coming to terms with diabetes.

Starring Irma Estelle LaGuerre, Moises Acevedo, Karen Contreras, Nancy Eng, Alberto Vazquez. **Directed by** Jose Luis Orbezo.

The Hospital

Next Airing: Friday, December 11, 10:00 pm (Channel 74)

Can art heal the sick? A nurse encourages a patient to start drawing again. The patient has a dramatic recovery and inspires the hospital workers to make their own art. It turns out, many of the workers are artists. Clayton in housekeeping is an abstract painter. Halina in food services is a photographer. But, an art gallery in a hospital?

Starring Taifa Harris, Debra Kay Anderson, Michael R. Rosete, Joseph Rodriguez, Sejal Shah, Marielouise Guinier, Jay Aubrey Jones, Alice Liu, Antonia Rey. **Directed by** Luis Argueta.

No Smoking

Next Airing: Friday, December 18, 10:00 pm (Channel 74)

Sasha, the champion Winter Swimmer of Brighton Beach, has to make a choice - quit cigarettes or miss this year's big Winter Swim. With the help of his wife, his best friend, his doctor and 311, the champion learns that quitting smoking may be the greatest, but hardest won, victory of them all.

Starring Sandor Tecszy, Mahadeo Shrivaj, Tamir, Chantal Jean-Pierre, Angus Hepburn, Nimo Gandhi, Vladmir Bibic. **Directed by** Luis Argueta.

The Wedding

Next Airing: Friday, December 25, 10:00 pm (Channel 74)

The band is lost. The photographer is sick. The dress is too big. The wedding is tomorrow! A group of plucky New Yorkers each gets their big break to work at the wedding. Can they pull it off in time?

Starring Karen Sours-Jenkins, Ruth Zhang, Vincent D'Abrouze, Larissa Polonsky, Miguel Govea, Xavier Cano, Nelson Pena, Julio Neira, Obaid Kadwani, Vedant Gokhale, Vivian Chu, Scott Sowers. **Directed by** Katja Esson.