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JOB SEEKERS IN NEW ENGLAND TACKLE UNEMPLOYMENT WITH CREATIVITY **Lights, Camera, Get A Job**

Some New Englanders have approached their personal challenge of unemployment in an innovative way by producing a television show with an emphasis on reducing unemployment. The New England Job Show has already captured national and international attention.

“The New England Job Show” is a television show about job seeking produced by people who are currently looking for work. The half-hour show, which is produced at the Chelmsford TeleMedia Studios (<http://www.chelmsfordtv.org/>) in Massachusetts, is the product of a group of people who didn't even know each other a few weeks ago.

Brought together by the same common bond, unemployment, the people involved in producing, editing and filming the show met while attending local networking meetings in Massachusetts. They decided to work together to produce the show even though none of them had much experience in TV production. What they lacked in resources or experience, they made up with heart, determination and vision.

Following the initial meeting, they decided to create a series of TV shows to help people get back to work. Each show comprised of four segments, the feature topic, elevator speech showcase, the Street Report and Landings.

Opening with a feature topic segment includes a discussion with experts on an important subject relevant to job seekers. Some of the topics planned include the psychological impact of losing your job, getting your financing in order, dressing for success, interviewing, resumes and much more.

The next section features unemployed individuals who will be giving “30-second elevator speeches” on the show. An elevator speech, the equivalent of a commercial, is given by a job seeker about their experience and goals. The objective is that local employers will be watching the show and consider them as potential employees. The crew plans to give as much exposure to these speeches as possible. Ideas include publishing them on “YouTube” and on the show's blog. <http://www.thejobshow.blogspot.com/> The other two sections will be “on the street interviews” about various subjects and the show concludes with the very upbeat segment featuring someone who landed a job.

Although the Show, which is sponsored by the Merrimack Valley Rotary Club, is produced and initially televised in Chelmsford, the crew's visions go much further than that mid-sized Massachusetts town. They aim to have the show air in as many towns as possible throughout New England. To do so, they are setting up a network of people throughout the region, town by town, who will bring the show to their local stations.

It is a grass-roots approach created by a group of people who bring to the project all types of personalities and skills. They have one characteristic in common, belief that they can have a positive impact on the job situation and the economy. Considering the excitement the show has created to-date, their belief just might come true.

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