



FOR IMMEDIATE RELEASE

**BRAND NEW PUBLIC TELEVISION SERIES "HELP WANTED" PREMIERES
JANUARY 2010**

WMHT and WCNY Deliver Tools for Tough Times

ALBANY AND SYRACUSE, NY, (December 29, 2009) – Public Television stations WMHT-Albany and WCNY-Syracuse shed light on the current economic crisis in New York State with the brand new series "Help Wanted," premiering January 6, 2010 (check your local PBS listings). The series gives New York citizens useful and trustworthy information in an accessible centralized manner regarding the factors affecting their family economic situation. Four elements of concern will be addressed in each episode: Employment Resources, Job Training, Consumer Protection, and Family Finances.

"'Help Wanted' is a perfect example of how public broadcasting can serve communities by assembling and deploying a great team of partners in the public and private sectors to help people meet the challenges of a fragile economy," said Robert Altman, President and Chief Executive Officer of WMHT.

Partnering closely with government and non-profit organizations, "Help Wanted" features a 26-episode television series, a web portal that serves as a vital tool for resources, and public outreach events to expand the reach of the project and the resources. WMHT's Dan Bazile is the host of the series with field reporting from WCNY's Liz Ayers. Together, WMHT and WCNY recruit guests from various backgrounds and give them real world advice for their real world situations from organizations that can truly help. The series invites viewers to follow 44 diverse individuals as they are connected to employment and financial resources and both WMHT and WCNY feature stories and spotlight guests within the communities of New York State.

"'Help Wanted' is a great tool for New York State residents to find the advice they need on job training and financial information," said Robert J. Daino, President and Chief Executive Officer of WCNY-TV/FM and Chair of The Association of Public Broadcasting Stations of New York. "Economic ups and downs are always expected, but now there is a great resource to use for free. The "Help Wanted" series, web portal, and outreach events are designed to offer accessible help."

More information on "Help Wanted" will be available at www.helpwantedinteractive.org on January 6, 2010.

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About “Help Wanted”

“Help Wanted” is proudly sponsored by Corporation for Public Broadcasting, Excelsior College, New York State Developmental Disabilities Planning Council, New York State Vocational and Educational Services for Individuals with Disabilities, and Walmart. Additional sponsors will be announced as confirmed. Media partners for “Help Wanted” include: Times Union - Albany, Syracuse Post-Standard, WNYT, and WSTM NBC3, WSTQ CW6, and WTVH CBS5. Community partners for “Help Wanted” include: Agencies of the State of New York, CNY Works and One Stop Shops, Consumer Credit Counseling Service of Central New York, East Regional Adult Education Network, PEACE, United Way of Central New York, United Way of Greater Capital Region, Hudson Valley Community College Workforce Development Institute, KS&R, NYS Library, Onondaga County Public Library, ARISE, and Pathfinder.

About WCNY

WCNY is a private, tax-exempt, nonprofit organization, and member-supported affiliate of the Public Broadcasting Service (PBS) founded in 1965. We serve a 19-county viewing and listening area, reaching more than 1.8 million viewers via on-air. WCNY broadcasts television programming on “Main Channel” 24.1 in Syracuse, WCNY2, and digital channels: Your TV 24.2, Cinema 24 – 24.3, and WCNY-HD – 24.4. All channels are carried by 33 cable carriers including Time Warner. WCNY is also the only station in our broadcast area that offers true HD 24-hours a day. WCNY-FM, the only classical music station in Central New York, is broadcast on WCNY-FM, 91.3 in Syracuse, WJNY-FM, 90.9 in Watertown, WUNY-FM, 89.5 in Utica, and is broadcast over the World Wide Web at www.wcnyc.org. Our visually impaired audience can access “Read-Out,” a radio reading service. WCNY offers educational videos online. We also produce original programming that inspires, educates, and entertains, and offer award-winning video production and media consulting services to the public.

About WMHT

A trusted community resource for over half a century, WMHT Educational Telecommunications uses the power of non-commercial public television, radio, the web and other media to enrich the lives of more than a half million households throughout eastern New York state and portions of western Vermont, Massachusetts and Connecticut. Television broadcast channels include WMHT-DT (17.1), WMHT-ThinkBright/Create (17.2) and WMHT-World (17.3). Radio stations operated by WMHT include WMHT-FM 89.1 & WRHV-FM 88.7 (classical) and WEXT 97.7 (alternative rock). WMHT also operates RISE, a radio reading service for the visually and print disabled. In addition, WMHT offers numerous community outreach and family learning initiatives that inspire, educate and entertain for a lifetime.

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