

# JumpStart New Media

New skills, new opportunity, launching a new career in **New Media**

**JumpStart New Media** is a three-month educational program now being offered to individuals leaving jobs in traditional media firms to apply their knowledge, skills, and abilities in opportunities in the new media sector. One of Mayor Bloomberg's initiatives to boost the New York City economy, **JumpStart New Media** delivers a program that helps participants develop new skills, explore project opportunities in New York's entrepreneurial firms, and in many cases create new career paths and opportunities

**JumpStart New Media** includes:

- A 5-day intensive boot camp (**1-5 February 2010**) to re-orient talent from traditional media firms to succeed in new media companies. Participants will learn through presentations, simulations, and dialog about New York's new media economy and the expectations of its firms. They will assess personal working styles, strengths, and weaknesses, aiming to deliver value in a new context.
- An 8-10 week **action-learning project** in a new media firm. Some projects may turn into continuing assignments.
- Regular mentoring, coaching, and networking to support participants during the project period.
- 2-day wrap-up session on completing a successful transition.

Past participants note: *"This was fun and I feel that my mindset has been transformed"* and *"Quality of the modules was excellent; it was a comprehensive program."*

**JumpStart New Media** will help you examine how you can retool your skills in a new media environment and see if this world is for you. **JumpStart New Media** will also hold regular opportunities for network expansion, and we'll focus on tips for effective networking. **JumpStart New Media** is sponsored by the NYC Economic Development Corporation and The Levin Institute, and it's all at no cost to you.

**Curriculum topics:**

- Identify and articulate personal value propositions
- Innovation and transformation of NYC media industry: patterns and opportunities
- Financing and growing new media businesses in NYC
- Getting it done: bridging the knowing/doing gap during times of uncertainty and disruption

**Interested? Sign up for our informational session on Wednesday 6 January from 6-8pm. [RSVP by going to <http://www.onlinersvpbest.com>. Enter Event ID: 2507.] Applications are due 15 January 2010. Participants of the program must be residents of New York City.**

**Visit our web-site:** [www.levininstitute.org/jumpstartnewmedia](http://www.levininstitute.org/jumpstartnewmedia).

**JumpStart NYC** was initiated by the NYC Economic Development Corporation to help keep New York's talent working. **JumpStart NYC** is a program of The Levin Institute ([www.levininstitute.org](http://www.levininstitute.org)) – an innovative new branch of the State University of New York in midtown Manhattan. Click [here](#) for an on-line application. For information on the NYC Economic Development Corporation, visit [www.nycedc.com](http://www.nycedc.com).

Sponsored by:

**The LEVIN Institute**  
The State University of New York



NEW YORK CITY. MAKE IT HERE.