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**DE BLASIO ADMINISTRATION CALLS ON LOCAL EMPLOYERS TO HIRE NYC
INTERNS THIS SUMMER THROUGH PRO-BONO ADVERTISING CAMPAIGN**

*NYC launches expanded citywide advertising campaign to put young adults on path towards
career success and build a pipeline of talent for New York City employers*



NEW YORK—The Office of Strategic Partnerships marked the beginning of the 2018 summer intern hiring season by launching a campaign that encourages New York City employers to provide internships to young New Yorkers. This week kicks off a two-month citywide advertising campaign reminding employers that hiring high-achieving, diverse local students means “getting help and giving experience” that will prepare the future workforce for the jobs of tomorrow.

“New York City employers don’t have to look far for impressive talent – it’s right here in our backyard,” said **Mayor de Blasio**. “Our young people are extraordinary, and they are ready to seize upon opportunities to learn outside the classroom and succeed. I encourage all New York City businesses to hire a local intern. Your companies and our city will be better for it.”

“Our young people are our City’s most valuable resource and best investment,” said **First Lady Chirlane McCray, Chair of the Mayor’s Fund to Advance New York City**. “Through this campaign, we are expanding opportunities for all New York City students. Our young people

will get hands-on, real world experience from some of the brightest leaders in our City, from technology and media to finance and fashion. I applaud this work and encourage all business leaders to hire a NYC Intern!”

“Too many promising young New Yorkers are approaching adulthood without the necessary skills and exposure to the workplace that could put them on a path towards career success. At the same time, employers struggle to bring onboard a pool of diverse, local talent that they need more than ever to thrive. For the public and private sectors, this is a shared problem that requires a shared solution,” said **Gabrielle Fialkoff, Director of the Office of Strategic Partnerships**. “Through the Center for Youth Employment, we’re partnering with employers and the private sector to shape our future workforce. This summer, we urge employers to be part of the solution – increase internship experiences for New York students and prepare tomorrow’s workforce, today by hiring an NYC intern.”

The campaign was designed and donated by Young & Rubicam (Y&R) and will be featured prominently on Clear Channel Outdoor billboards, OUTFRONT Media digital and static billboards, LinkNYC kiosks courtesy of NYC Media, and in bus shelters across all five boroughs. It also features two 15-second public service announcements that will run across city broadcast channels and on Taxi TV, along with an accompanying radio PSA that will air on iHeartMedia NYC radio stations and on New York City’s on-hold messaging reel.

Mayor de Blasio has made increasing access to good jobs a key component of his commitment to equity and fairness. In 2015, the Administration created the Center for Youth Employment – a program of the Mayor’s Fund to Advance New York City – to deliver “more and better” employment opportunities to local youth. The advertising campaign is part of the Center’s mission to increase the number of opportunities available across all youth employment programs and to make sure each of those programs help young New Yorkers gain experience, add skills, and explore potential career paths.

To date, the Center is on target to meet its goal of providing 100,000 young New Yorkers with internships, mentorships and summer each year jobs by 2020, and can exceed this goal with participation from local employers.

“This is a win-win for New York City: young people are connected to hands-on internship opportunities more closely aligned with their career goals, and employers looking to fill their ranks are able to tap into our City’s diverse pool of talented teens and young adults. As a result of last year’s campaign, the number of employers participating in the Ladders for Leaders program more than quadrupled, and we look forward to building on that success this year,” said **DYCD Commissioner Bill Chong**.

“Opportunities abound in our city’s media and entertainment sectors, and we are pleased to once again support the Center for Youth Employment in its efforts to provide young New Yorkers with meaningful, paid summer work experience,” said **Media and Entertainment Commissioner Julie Menin**. “The Ladders for Leaders program is a testament to the power of public-private partnerships to enhance access and inclusion. I thank all of the employers who

have pledged to provide internships this summer, allowing students to build strong foundations for their future careers.”

"As a former principal, I know how important it is for students to have experiences that enable them to learn about the world beyond their classroom walls. Internship opportunities help our young people take full advantage of this great City and prepare them to succeed at the next stage of their lives. At the same time, our partners gain the intellect, energy, and worldview of our extraordinary students," said **Phil Weinberg, Deputy Chancellor for Teaching and Learning at the NYC Department of Education**.

“The Mayor’s Fund is once again thrilled to be supporting the promotion and growth of internship opportunities in New York,” said **Darren Bloch, Executive Director of the Mayor’s Fund to Advance NYC**. “Building the support of local employers is essential to helping us prepare our city’s workforce of today and tomorrow, and this campaign as an important step to making more companies aware of this great opportunity. We are thankful to our creative partner, Y&R, as well as all of the many companies who contributed their resources to make the campaign possible.”

“At the Center for Youth Employment, our mission is to ensure that every young New Yorker can go as far as their skills and ambitions take them—regardless of what neighborhood they come from or who their parents know,” said **David Fischer, executive director of the Center for Youth Employment**. “These young people aren’t asking for anything but a chance. Through this campaign, and the commitment of our employer partners, many more of them will get one.”

As a result of last year’s campaign – which focused on recruiting employers for Ladders for Leaders – 600 employers across a variety of sectors hired interns in 2017, increasing employer participation in that program from 130 in 2014. Building on that success, the 2018 campaign will recruit employers for both Ladders to Leaders and Career and Technical Education (CTE) Industry Scholars:

- [Ladders for Leaders](#): Launched in 2006, Ladders for Leaders is a nationally recognized program that operates through the NYC Department for Youth and Community Development (DYCD) and offers outstanding high school and college students the opportunity to participate in paid, professional summer internships with leading corporations, non-profit organizations, and government agencies in New York City.
- [CTE Industry Scholars](#): The CTE Industry Scholars Program operates through the NYC Department of Education (DOE) and provides work-based learning activities and internships for high school students in Career and Technical Education (CTE) programs. The program includes industry-specific internships and a variety of career activities – including career days, work readiness trainings, mock interviews, as well as employer site visits and tours. These internships and activities help CTE students apply their skills in authentic industry settings, gain real-world work experiences, and advance their college and career plans.

The Center for Youth Employment supports internships in priority sectors of the City's economy through "Industry Funds" that allow young adults to gain work experience and explore potential career paths. Industry Fund sectors include fashion and retail, business and professional services, hospitality and tourism, media and entertainment, healthcare, real estate, and technology. Each fund is seeded with a financial investment from the industry's largest players to support paid internships at smaller companies that do not have the resources to do so on their own.

Founded in 2016, paid interns were supported over the past two years in part by Industry Fund partners including: Astoria Energy, CBS Corporation, Citi Foundation, Cities for Financial Empowerment Fund (CFE Fund), the Council of Fashion Designers of America (CFDA), Discovery Communications, Deloitte, Guardian, Hearst, Industry City, JPMorgan Chase, Maimonides Medical Center, Marriott International, the Mayor's Office of Media and Entertainment (MOME), National Grid, Santander, the New York City Economic Development Corporation (NYCEDC), NYC & Company Foundation, Pearson, RBC Capital Markets, the Real Estate Board of New York (REBNY), Rudin Management Company, Time Warner, Lizzie and Jonathan Tisch and Tishman Speyer.

"Young people in our City are the future who will one day be calling the shots," said **Public Advocate Letitia James**. "By helping them get valuable experience and exposure through summer jobs and internships, we are helping ensure that everyone receives the same opportunities to succeed and that our City will be left in good hands. I applaud the Mayor's Office and its partners for this campaign and their confidence in our City's youth."

"I commend the City for encouraging employers to hire young people across New York City in internships this summer," said **Brooklyn Borough President Eric Adams**. "Brooklyn is a diverse place with many ambitious youth seeking to grow academically and professionally in their careers. Our employers are leading the way in innovating to meet the needs of a 21st century economic powerhouse, while offering opportunities across a range of sectors. This initiative will provide young Brooklynites with the tools for success in all their future endeavors."

"Having worked with at-risk high school students for much of my career, I know firsthand how important it is for young people to receive real-world, hands-on experience as they chart paths to their own careers," said **Council Member Debi Rose, Chair of the Committee on Youth Services**. "Providing an internship opportunity for a young New Yorker is an investment in their future and in the future of our city's workforce. I host interns in my own offices throughout the year, and I know them to be valuable resources for me and for my staff. I encourage all local businesses to check out opportunities to provide internships and help young New Yorkers prepare for their own future success."

"We are thrilled to work with Ladders for Leaders to create a campaign for the second year that we hope will encourage more companies throughout the city to participate and help young people seek out what they love to do and find their career paths. Y&R has also been a participant in the program for more than 10 years and the benefits for both the students and our employees are beyond measure," said **David Sable, Global CEO, Y&R**

“We believe in using our resources to inspire action in the thousands of neighborhoods where we operate our business, and, where our employees live and work. Summer jobs and internships are a key building block in the economic foundation for community success,” said **Jack Jessen, Regional President, Clear Channel Outdoor**. “We’re proud to join with the Mayor to promote, and offer, summer internship opportunities in New York.”

“As the largest out-of-home media company in New York City, OUTFRONT realizes that we have a responsibility to the community we serve to ensure we are creating opportunities for our city to continue the growth, success and global leadership we have experienced for centuries,” said **Jodi Senese, Chief Marketing Officer, OUTFRONT Media**. “We’re excited to join this initiative for a second year to support increased access to experience and employment opportunities for the rising population of smart young people in our city.”

"At iHeartMedia we have a long history of fostering the personal and professional development of young people and have placed many interns into successful full-time positions. Internships are an ideal opportunity to expose students to practical work experiences that will fuel excitement and empower them to set and achieve personal goals," said **Scott Hopeck, President, New York Region, iHeartMedia**.

“We are proud to continue our collaboration with the Cities for Financial Empowerment, Mayor de Blasio, First Lady McCray and the NYC Center for Youth Employment, to connect more young people in New York City with summer job opportunities,” said **Brandee McHale, President of the Citi Foundation**. “Over the past four years, we’ve worked together to [leverage the summer job experience](#) by adding financial education to the mix and helping shift youth attitudes about money management and long-term goals.”

“The Real Estate Board of New York is proud to once again support this successful program that gives students meaningful opportunities to gain valuable, career-building experience. We want to thank the Mayor’s Office of Strategic Partnerships and the participating members for helping interns to develop new skills, giving companies a chance to discover new potential, and working to increase diversity in the real estate industry,” said **John H. Banks, President of the Real Estate Board of New York**.

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