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Pivot makes TV news cool again

Lights! Camera! Take Action! There's a brand-new television network in town, but you won't see the standard fare of reality fodder and Hollywood gossip. This new network is **pivot**, and it's bringing big thinking to the small screen for the Millennial Generation. These often-coveted, smart, passionate, and—yes—hardworking 18-34 year olds now have a broadcast forum to call their own.

Founded in August by Participant Media (the production company behind thought-provoking films like *The Fifth Estate*, *Lincoln*, and *An Inconvenient Truth*), the pivot network targets more than 300 original hours to the Generation Y audience, as well as a diverse slate of both original and acquired programming, films, documentaries, and most notably, its flagship interactive news program, **TakePart Live**.

With a grassroots feel and smart hipster vibe, *TakePart Live*'s nightly news show takes an

intelligent, yet witty approach to the issues and causes important to this compassionate generation. Recent topics include race relations in America, smart phone addictions, and why we should care about the NSA's surveillance. During each show, viewers are encouraged to react in real-time via their social media vehicle of choice.

And now *TakePart Live* is making its own news: the hunt is on for its next **Associate Producer**. The new AP will pitch story ideas and work with *TakePart Live*'s Exec. Producer Jim Downs to create segments for the show, hosted by former HuffPost live's Jacob Soboroff and science guru Cara Santa Maria. Pivot teamed up with **Monster.com** as part of Monster's revolutionary Cool Jobs initiative to offer

this big-break opportunity, available only through Monster.

"We are looking forward to working with Monster in finding the perfect match for this job opening," said Craig Parks,



Pivot TV's Jacob Soboroff and Cara Santa Maria on the set of their news program "TakePart Live".



Pivot TV is partnering with Monster to find an Associate Producer for its news program "TakePart Live".

Pivot's SVP Digital and Live Programming. "Our associate producers are a critical part of the team, with a wide variety of responsibilities, from brainstorming segment concepts to booking interviews. The skillset we are looking for is as unique, dynamic and thought-provoking as the *TakePart Live* show itself, and we are excited to grow the team. Candidates for this position should be creative, organized, and thrive under the deadline pressure of live television."

Socially-conscious Millennials

who want to find better are surfing over to Monster to learn more about this newsworthy job and apply for their big chance to become pivot's next Associate Producer.

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— CRAIG PARKS, SVP, DIGITAL & LIVE PROGRAMMING

TakePart Live is pivot's calling card, inspiring viewers to think about their world and help accelerate social change. With an appeal like that, pivot could turn out to be the powerful medium that puts the *vision* back in television.

TO LEARN MORE VISIT: **MONSTER.COM/TAKEPART**