

# Partnership between Citibank, Upper Manhattan Empowerment Zone and Broadway Video helps bring jobs to Harlem

**R**esidents in West Harlem will have the opportunity to learn and work in the video duplication business, thanks to a partnership between Citibank, Upper Manhattan Empowerment Zone and Broadway Video.

Approximately 20 entry-level jobs have been created to run the state-of-the-art duplication facility owned by Lorne Michaels, Emmy award-winning producer of "Saturday Night Live." The Upper Manhattan Empowerment Zone and Citibank provided an \$877,880 loan to finance this \$1.1 million project. The new 8,600-square-foot facility, located at 3280 Broadway at 132nd Street, opens for business March 27.

"We're very pleased that Citibank chose to work with us," said Mark Yates, Vice President of Broadway Video Duplication. "We hope this project can serve as a model for public and private partnerships."

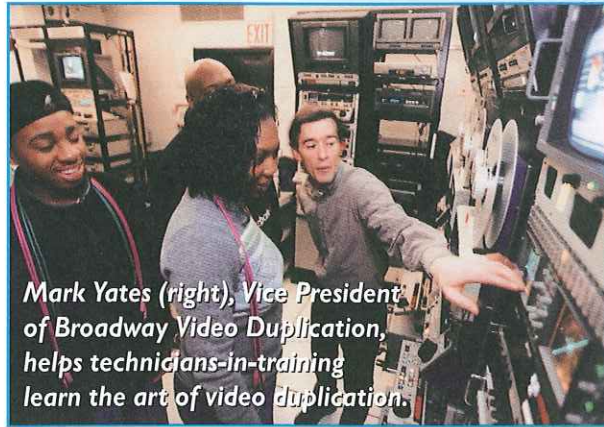
Some of Broadway Video Duplication's new employees come from a pool of graduates from the STRIVE/ASAP program, which teaches inner-city residents how to obtain and maintain a job. These technicians will be trained in all aspects of videotape duplication, closed-captioning, standards conversion and distribution. The positions offer a full benefits package, which will help enhance quality of life for new employees.

"Citibank's goal is to foster community development in the broadest sense — not only creating bricks and mortar, but also providing financing that stimulates the local economy, creates jobs and improves the quality of life for neighborhood residents," said Mary Cosgrove, Director of Citibank's Community Development Program. "We are proud to be a part of Broadway Video's expansion into Upper Manhattan."

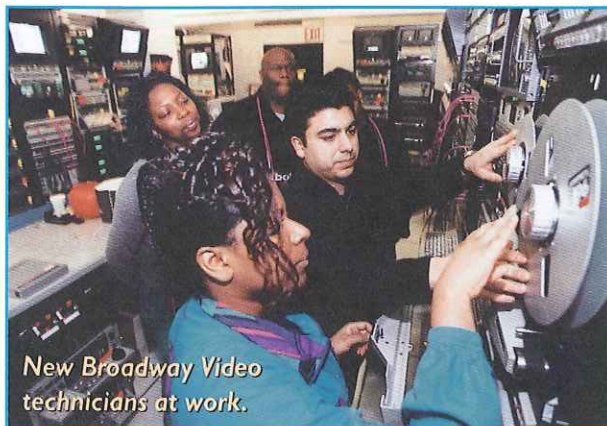
The Citibank Community

Development Program has provided billions of dollars in financing and investments to rejuvenate distressed neighborhoods throughout New York's metropolitan area for the past 25 years. Citibank works with community organizations, civic groups and government officials to provide resources and services in underserved neighborhoods.

The Empowerment Zone, a Clinton administration initiative, helps revitalize distressed communities by providing tax incentives and public funds as catalysts for private investments. The Upper Manhattan Empowerment Zone concentrates on rebuilding Central, East and West Harlem, Inglewood and Washington Heights. Broadway Video is one of its first major deals.



*Mark Yates (right), Vice President of Broadway Video Duplication, helps technicians-in-training learn the art of video duplication.*



*New Broadway Video technicians at work.*

