

CAREERTOWN

The Virtual Career Fair Destination!

PRESENTS

The 2013 -2014

The National HBCU Virtual Career Fair Series

(Kickoff career fair dates 9a February 4th through 4p February 11th 2014
On-Site Career Fair @ Central State University 10a – 3p February 4th, 2014)

A PROMOTIONAL PARTNERSHIP WITH THE TOM JOYNER MORNING SHOW



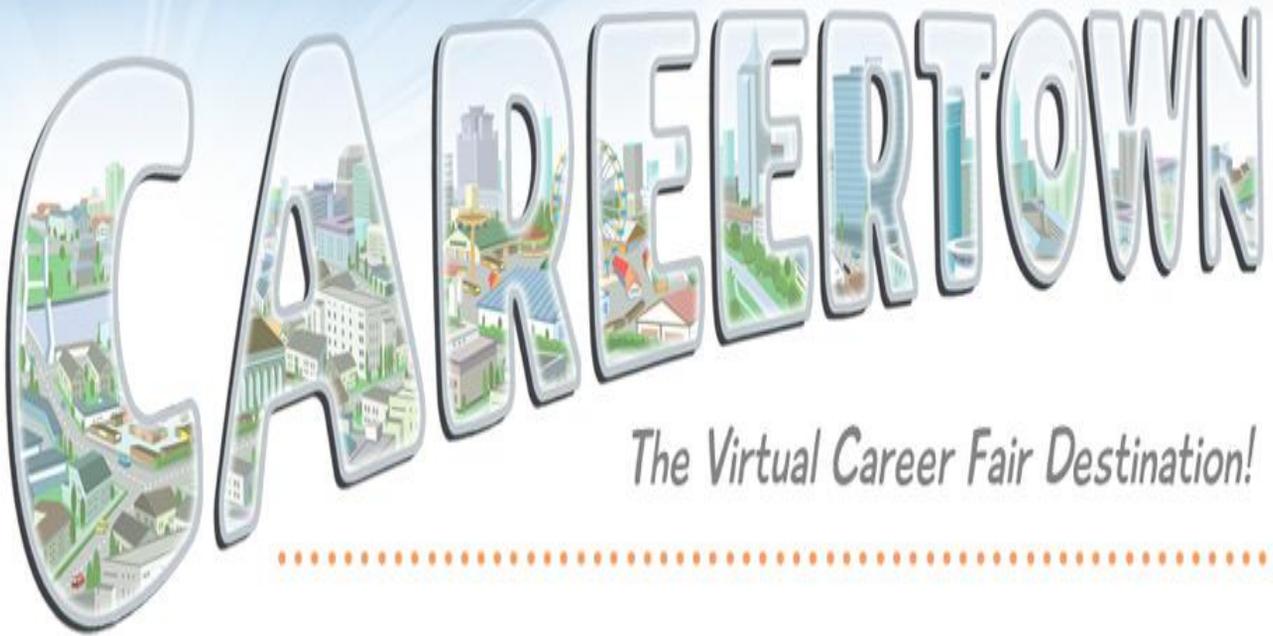
blAck
americaweb.com



CHAMPIONS OF
Diversity

www.CareerTown.net





Who we are:

Career Town is a **recruitment advertising, marketing and events promotion company** that also **publishes proprietary online recruitment and virtual events applications.**

Career Town is a **3 year old Columbus Ohio based company** venture funded through **Jumpstart Cleveland**, www.jumpstartinc.org one of the largest technology venture capital funding organizations within the State of Ohio.

Career Town is a **minority supplier** who is in the process of completing its minority supplier certification with the National Minority Supplier Development Council (NMSDC).

CAREERTOWN

The Virtual Career Fair Destination!



Who we are:

Our clients include over 150 Universities, Fortune 1000 corporations, government agencies, media and non-profit organizations.

Our client list includes The State Of Ohio's OhioMeansJobs.com career network, Ohio State University, Time Warner Cable, Wal-Mart, NAACP, Progressive Insurance to name a few.

CAREERTOWN

About

Career Town is in the business of helping employment professionals connect with qualified employment candidates and successfully fill openings through virtual career event presentations.

Our Virtual Job Fairs provide a low cost, high-impact means of reaching individuals in targeted geographic markets across North America using the latest in web technology and personal one-on-one interaction.



Connecting
Employers & Job Seekers
through Live Online Events.



CAREERTOWN

Promoted on the Tom Joyner Morning Show!

The destination to Connect with & Hire the Best Diverse Talent On-Line!



The National HBCU Virtual Career Fair Series

1st Career Event Live Chat
Dates 9a February 4th
through 4p February 7th,
2014

STUDENTS, RECENT GRADS & ALUMNI

REGISTER NOW!

RECRUIT TOP DIVERSE TALENT AT OUR NATIONALLY PROMOTED HBCU VIRTUAL CAREER FAIR SERIES

Career Town Network has engaged Reach Media and the Tom Joyner Morning Show as a promotional partner to create the largest diversity virtual career fair event in the United States reaching an audience of 8 Million and 105 Historically Black Colleges & Universities. The National HBCU Virtual Career Fair Series provides recruiters the latest in social networking communication and technological tools to connect, communicate in real-time and pre-screen thousands of diverse students and alumni *on-line* throughout United States making your workforce diversity recruiting process as productive and time effective as possible!

So whether you're looking to hire candidates in finance, investment banking, marketing, technology, media, nonprofit, consulting and more, you will find all the best talent on-line this ground breaking diversity recruitment event.

To register your organization or for more information please contact Dave Douglass @ sales@careertown.net or call 614-571-1076. [CLICK HERE TO REGISTER](#)





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HBCU STUDENT & ALUMNI VIRTUAL CAREER FAIR SERIES SUMMARY

VIRTUAL CAREER FAIR EVENT & SALES SUPPORT DETAILS:

- 1st V-Fair Event Date/Time: From 9AM February 4th through 4PM February 7th, 2014
- Host Site: www.CareerTown.net - Career Town Network application design team will develop a customized virtual career fair system specifically for the National HBCU Student & Alumni Virtual Career Fair events. Job seekers will be able to go to www.blackamericaweb.com and click into a HBCU Virtual Career Fair logo or banner that will connect them directly into the HBCU Virtual Career Fair event which will be live 24 hours each day of the event allowing job seekers to create job seekers profiles enter in customized employer exhibitor booths and text/video chat and instant message directly with recruiters in real-time.
- Online webinars for job seekers will also be presented within the virtual career fair event system on various career advice and search topics.
- # of projected employer online exhibitors: 150-200
- The Career Town Network virtual career event system can support virtually unlimited simultaneous online job seekers as well as multiple simultaneous virtual career fair events. Projected job seeker attendance: >10,000 job seekers to login and attend the virtual career fair event each day.
- Marketing & promotion of the National HBCU Student and Alumni Virtual Career Fair Event will be promoted through a series of national radio promotional spots and presentations on the Tom Joyner Morning Show and their associated web portal, BlackAmericaWeb.com. The event will also be extensively promoted directly to Tom Joyner's well known network of HBCU's as well as directly through the the Career Center's of all 105 HBCU's Nationwide. **The campaign week of September 30th, 2013 and will continue throughout the entire year of 2014.**





The Career Town HBCU Virtual Career Fair Network:

Alabama A & M University
Alabama State University
Albany State University
Alcorn State University
Allen University
American Baptist College
Arkansas Baptist College
Benedict College
Bennett College for Women
Bethune-Cookman University
Bishop State Community College
Bluefield State College
Bowie State University
Central State University
Cheyney University of Pennsylvania
Claflin University
Clark Atlanta University
Clinton Junior College
Coahoma Community College
Concordia College-Selma
Coppin State University
Delaware State University
Denmark Technical College
Dillard University
Edward Waters College
Elizabeth City State University
Fayetteville State University
Fisk University
Florida Agricultural and Mechanical University
Florida Memorial University
Fort Valley State University
Gadsden State Community College
Grambling State University
H Councill Trenholm State Technical College
Hampton University
Harris-Stowe State University
Hinds Community College-Utica
Howard University
Huston-Tillotson University
Interdenominational Theological Center
J F Drake State Technical College
Jackson State University
Jarvis Christian College
Johnson C Smith University
Kentucky State University
Lane College
Langston University
Lawson State Community College-
Birmingham Campus
Le Moyne-Owen College
Lincoln University
Lincoln University of Pennsylvania
Livingstone College
Meharry Medical College
Miles College
Mississippi Valley State University
Morehouse College
Morehouse School of Medicine
Morgan State University
Morris College

CAREERTOWN

Like 454k
Follow 114k followers
+1 408



Google Custom Search
Monday, October 21

Home News Entertainment Tom Joyner TV TJMS Life & Style Photos Blogs Dating More

On the Radio D.L. Hughley | James Fortune | Rickey Smiley | Russ Parr | Yolanda Adams

Attention HBCU Students, Recent Grads, Alumni and Anyone Who Needs a J.O.B.!
Register Now For The Career Town National HBCU Virtual Career Fair **February 4th - 7th, 2014**



[Click Here to Register](#)

Home

Career Town

Share 1 Like 2 Tweet Email Share 1



Connecting Employers & Job Seekers through Online Events



...presents the National HBCU Virtual Career Fair Series

KICKOFF BLACK HISTORY V-FAIR
Starts: February 3rd, 2014 at 9am EST
Ends: February 7th, 2014 at 4pm EST

Career Town Network has engaged Reach Media and the Tom Joyner Morning Show as a promotional partner to create the largest diversity virtual career fair event in the United States reaching an audience of 8 Million listeners and 105 Historically Black Colleges & Universities.

The National HBCU Virtual Career Fair Series provides recruiters the latest in social networking communication and technological tools to connect, communicate in real-time and pre-screen thousands of diverse students and alumni on-line throughout the United States. Additionally, for [Job seekers](#), you now have the opportunity to connect with Major Employers across the country effortlessly- just log in from your computer or mobile device!

Plus...for employers, this will make your workforce diversity recruiting process as productive and time effective as possible!

So whether you're looking to hire a candidate or find a job in finance, investment banking, marketing, technology, media, nonprofit, consulting and more, you can do it all at this ground breaking diversity recruitment event!

Employers

Recruit Top Diverse Talent

Projected 10,000 + [job seekers](#) each day.

[Register Today>>](#)

For more information contact sales@careertown.net

Job Seekers

Students, Recent Grads, Alumni

Projected 150-200 employer exhibitors

[Register Today>>](#)

Go to www.careertown.net for more information

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The Career Town HBCU Virtual Career Fair Network:

St. Philip's College
Stillman College
Talladega College
Tennessee State University
Texas College
Texas Southern University
Tougaloo College
Tuskegee University
University of Arkansas at Pine Bluff
University of Maryland Eastern Shore
University of the District of Columbia
University of the Virgin Islands
University of the Virgin Islands-Kingshill
Virginia State University
Virginia Union University
Virginia University of Lynchburg
Voorhees College
West Virginia State University
Wilberforce University
Wiley College
Winston-Salem State University
Xavier University of Louisiana



The Tom Joyner Foundation was founded in 1998 as the brain child of nationally syndicated radio personality, Tom Joyner. The mission has continued of supporting Historically Black Colleges and Universities (HBCUs) with scholarship, endowment, and capacity building enhancements.

The Foundation has provided the support to every HBCU in its 13 year history to help sustain, and preserve the legacies of these valuable institutions. Through fundraising and donor development initiatives, \$65 million has been raised to support more than 29,000 students attending HBCUs. Additionally, the Foundation has recommended internships, matching [grants](#) support, and career development to deserving students.

Corporate partnerships have resulted in the development of [programs](#) to support HBCUs and their students. These programs include:

- Teacher Quality – Assisting education majors and public school teachers to earn their needed certifications while teaching in urban and rural public schools;
- Hercules Scholars – targeted to support outstanding young men with a strong academic and community service background;
- First Generation College Students Scholarship – through this program, the first in a family to [attend college](#) would realize that goal through corporate support;
- Scholar of Honor – funded from the Tom Joyner Foundation to support veterans who had served in the Gulf War; and
- Single Parent Scholarship Support – made possible over the years by partnerships with three corporations.

These mentions are just a small number of the numerous partners which have fostered during 13 years of successfully supporting HBCUs. However, the most important product – students attending these great institutions, have realized the benefits of these partnerships and the vision of the Tom Joyner Foundation.

In the face of new challenges facing not only HBCUs, but our nation's entire educational system, the Tom Joyner Foundation has expanded its core mission to not only support HBCUs and their students, but to also support the communities that strengthen our schools.

CAREERTOWN

RADIO | INTERNET | EVENT MARKETING | SOCIAL MEDIA

EVERY WEEK HE REACHES
8 MILLION
AFRICAN-AMERICANS

More Than Any Other Person in Live Entertainment

the
TOM JOYNER
morning show

MONDAY-FRIDAY | 6:00-10:00 am EST

Be relevant, interactive and direct reaching the responsive African-American consumer base delivered by Tom Joyner

Reach of over **8 MILLION**

1 IN 4 African-Americans

Over **100 STATIONS**

Events/initiatives that attract
OVER 16,000 Attendees



REACH
MEDIA

REACH

IMPACT

RESULTS

New York 646-616-9723 • Washington DC 301-429-4648 • Atlanta 404-832-7282
Chicago 312-924-1347 • Detroit 313-259-4032 • Dallas 972-789-1058 • Los Angeles 310-849-8675

CAREERTOWN

the TOM JOYNER morning show

Tom Joyner is influential, inspirational and dynamic. His four-hour drive-time radio show offers a daily dose of information, entertainment and empowerment to 1 in 4 African-Americans on over 100 stations. As urban radio's #1 morning show host, Joyner is a true community leader with an extensive radio reach, complemented by an internet presence on BlackAmericaWeb.com and signature consumer events held annually.

CONNECTING WITH LISTENERS

Tom's down-to-earth personality attracts an intensely dedicated and responsive audience of listeners. With effortless camaraderie and a feel good style, his popular co-hosts have created the same kind of bond with the show's passionate fans.

- **Sybil Wilkes** – Relating to listeners and delivering facts and information with positivity
- **J. Anthony Brown** – Making us laugh while Tom helps us understand what's really going on

A Who's Who list of contributors, artists, experts, business and civic leaders are also heavily featured. Roland Martin, Jacques Reid, Huggy Lowdown, Kevin Frazier, Dominique, Jeff Johnson, Reverend Al Sharpton, D.L. Hughley, Stephanie Robinson and Melody Hobson engage the audience by exclusively connecting them with the people they want to hear from.

SHOW FEATURES

- **Real Fathers, Real Men** – Recognition of men taking charge in their community and family.
- **Thursday Morning Moms** – Recognition of mothers and women impacting their family and community.
- **Celebrity Snitch/Huggy Lowdown** – Humor to the "unbelievable" as it relates to celebrities.
- **What in the Weekend with Nikki Woods** – An exclusive perspective on personal and family entertainment.
- **Little Known Black History Facts** – Celebrating Black culture and the intriguing stories that go with it.
- **BlackAmericaWeb.com Headlines** – Daily news reports of stories relevant to the community with more on the website.
- **Steve Silk Hurley** – A smooth Old School/New School mix by a master DJ that's relevant to the day's show topic.
- **Christmas Wish** – Tom grants support to listeners financially or with a connection to people making a difference in the community.
- **Get Well Wednesdays** – Specialists field relevant medical questions that support Tom's focus on wellness and awareness.

EXCLUSIVE EVENTS



Celebrating the Black Family with theme parks, live concerts and fun in Orlando every Labor Day weekend attracting 16,000 attendees.



Adult-friendly cruise with music, unique activities and LIVE entertainment benefiting HBCUs.



DIGITAL ENGAGEMENT

Like us on

facebook



Follow us on

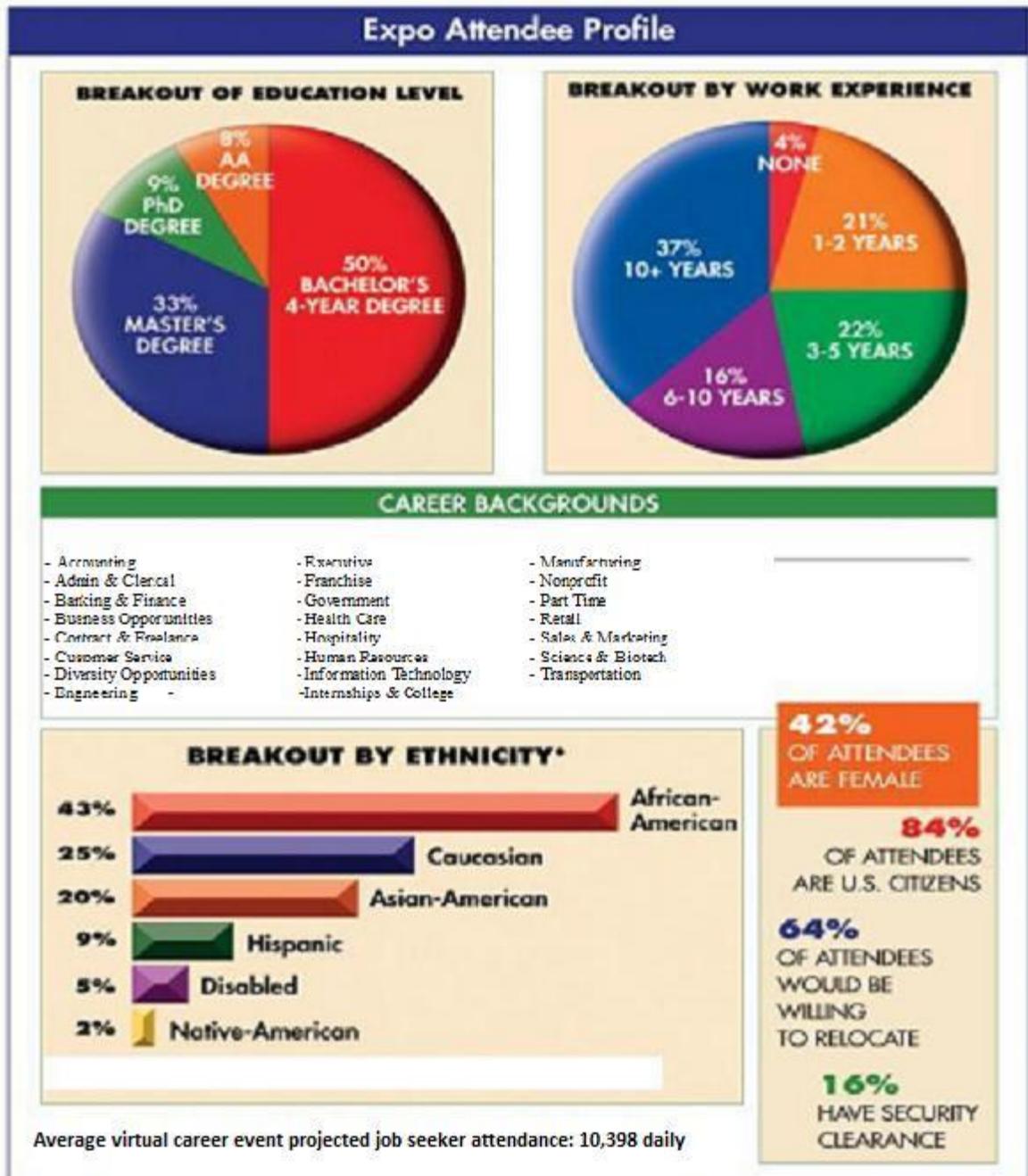
twitter



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CAREER TOWN AVERAGE VIRTUAL COLLEGE DIVERSITY CAREER EXPO ATTENDEE STATISTICS*

*DATA COMPILED FROM THE CAREER TOWN NETWORK'S CHAMPIONS OF DIVERSITY/OHIOMEANSJOBS.COM VIRTUAL CAREER FAIR SERIES OF 12 VIRTUAL CAREER FAIR EVENTS FROM 2011-2013



NATIONAL HBCU VIRTUAL CAREER FAIR EVENT CALENDAR:

- **BLACK HISTORY MONTH CELEBRATION V-FAIR**

On-Line:

9AM February 4th – 4PM February 7th, 2014

On-Site: Central State University

10a – 3p

February 4th, 2014



- **SPRING V-FAIR**

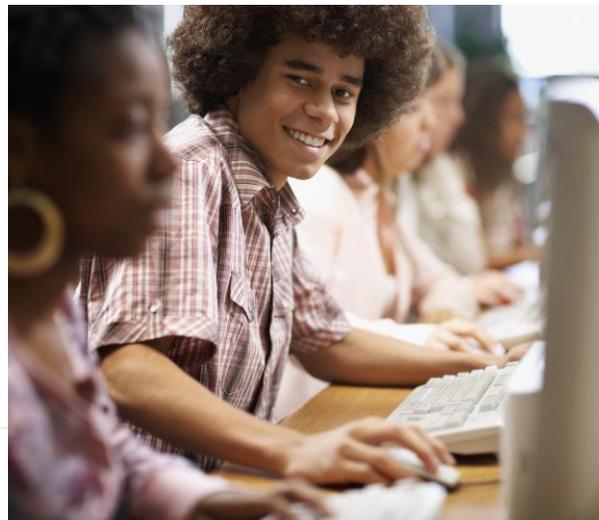
9AM April 28th – 4PM May 2nd, 2014

On-Site to be announced

- **SUMMER V-FAIR**

9AM July 14th – 4PM July 18th, 2014

On-Site to be announced.



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HBCU STUDENT & ALUMNI VIRTUAL CAREER FAIR SERIES SUMMARY



Exhibitor & Sponsorship Packages

On-Line Exhibitor Booth \$2,500

One(1) virtual exhibitor booth in one (1) industry category @ The National HBCU Virtual Career Fair Event @ www.CareerTown.Net- This includes a customized online chat enabled exhibitor booth with, company profile logo, unlimited job postings, links to company site and/or internal job board and banner advertising. Virtual Exhibitor Booth will be available for online chat interviews for twenty-four (24) hours a day each day throughout the entire event five (5) day virtual career event. Access to detailed profiles of job seeker attendees including resumes and video cover letters. Full page advertisement in the *Career Town Employer Guide Online Magazine* distributed to all virtual career fair attendees.

Sponsorship Package \$10,000

and additional twenty-seven days (27) thereafter. One (1) customized exclusive e-blasts to registered TJMS/ Three (3) virtual exhibitor booths in three (3) industry categories @ The National HBCU Virtual Career Fair Event @ www.CareerTown.Net- This includes a customized online chat enabled exhibitor booth with, company profile logo, unlimited job postings, links to company site and/or internal job board and banner advertising that will run throughout the entire virtual career fair event exhibitor areas. Skype video conference functionality with job seekers. You company's Private Virtual Exhibitor Booth will be available for online chat interviews for twenty-four (24) hours a day each day throughout the entire five (5) day virtual career event and for National HBCU Virtual Career Fair Job Seekers during the five (5) day virtual career fair event and three (3) exclusive e-blasts that can be scheduled anytime within twenty-seven (27) days after the after the scheduled on-site & on-line career fair event. Full page advertisement in the *Career Town Employer Guide Online Magazine* distributed to all virtual career fair attendees.

Brand inclusion on :60 & :30 radio spot promotions and On-air mentions on TJMS. Rotating Banner advertising and sponsorship logo placement on www.blackamericaweb.net.

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EXHIBITOR/SPONSORSHIP FAX BACK FORM – FAX BACK TO 614-340-7220

PLEASE SELECT

Employer/Recruiter Sponsorship Package \$10,000 ____ (On-Site & On-Line)

Virtual Exhibitor Booth \$2,500 ____ (On-Site & On-Line) (*includes full page ad in Career Town Magazine)

Winter 2/4 – 2/7, 2014 ____

Spring 4/28 – 5/2, 2014 ____

Summer 7/14 – 7/18, 2014 ____

**Career Town Magazine: *Full Page:\$2,500 ____ Half Page: \$1,300 ____ Quarter Page \$800 ____

**For print and online distribution as well as dimensions and mechanical specifications info of Career Town Magazine go to www.CareerTown.net , contact sales@CareerTown.net or your Career Town Network Sales Representative.



COMPLETE ALL INFORMATION AND – FAX BACK TO 614-340-7220

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone # _____

Fax # _____

Contact Person _____

E-Mail _____

Payment Method:

Name on Credit Card _____

E-Mail Address of Credit Cardholder _____

Billing Address of Credit Cardholder _____

Visa # _____ / Exp Date: ____ / ____ Sec. Code on back of card _____

Mastercard # _____ /Exp Date: ____ / ____ Sec. Code on back of card _____

Discover Card# _____ /Exp Date: ____ / ____ Sec. Code on back of card _____

Invoice – Billing Address (address on credit card) _____

A/P Contact Person & Phone # _____

Authorized Client/Subscriber Signature _____ *

Career Town Network Sales Representative _____

*See Career Town Client/Subscriber Terms of Service @ www.careertown.net



FAX BACK TO 614-340-7220 OR EMAIL COMPLETED FORM TO
SALES@CAREERTOWN.NET



Contacts:

DAVE DOUGLASS

Career Town Network LLC

DAVE@CAREERTOWN.NET

614-571-1076

Nicole Sebree

REACH Media, Inc.

[\(313\) 259-4032](tel:(313)259-4032) office

How It Works

Recruiting just got easier. Career Town's virtual career fair event platform allows recruiters and job seekers to interact in real-time.

Employers

STEP 1: [Create a Career Town Account](#)

STEP 2: Register for a Career Town Virtual Career Fair Event



Before the Event

Customize Your Event Booth:

- Select a booth style
- Personalize your booth with your logo
- Add documents, links, photo
- Post the jobs you are recruiting for



During the Event

Interact with Job Seekers in Real-Time:

- See job seekers at your booth
- See which job seekers are qualified matches for your job openings
- Chat with job seekers in real time



After the Event

Reporting:

- Detailed reporting about the job seekers who attended the event and visited your booth

Job Seekers

STEP 1: [Create a Career Town Account](#)

STEP 2: Register for a Career Town Virtual Career Fair Event



Before the Event

Update Your Profile:

- Your profile will be used to match you with prospective employers and job openings
- Add your skills, education, resume and more



During the Event

Interact with Recruiters in Real-Time:

- Visit employer booths
- See which employers have jobs in which you are a qualified match
- Chat with recruiters in real time