

## DISCOVERY EN ESPAÑOL ANNOUNCES “DESCUBRE TU TALENTO”, A NATIONAL CAMPAIGN TO HIGHLIGHT AND PROMOTE JOB SKILLS FOR U.S. HISPANICS

AT&T Chicago and Secretary of Labor Hilda L. Solis help Launch Campaign at the Paul Simon Chicago Job Corps Center

Chicago, IL- June 7, 2012. – Discovery en Español today announced a collaboration with AT&T Chicago on “DESCUBRE TU TALENTO” (Discover Your Skills), a multimedia public affairs campaign designed to raise awareness of career opportunities within the U.S. Hispanic community and provide the necessary resources to obtain marketable job skills and expertise. In a speech to students at the Paul Simon Chicago Jobs Corps Center, U.S. Secretary of Labor Hilda L. Solis expressed her support for “DESCUBRE TU TALENTO” and its goals.

“The Department of Labor was proud to collaborate with Discovery last year in providing access to easy-to-use career information through the “Discover Your Skills” initiative, and I’m excited Discovery en Español has chosen to focus additional efforts within the Hispanic community. As the fastest growing ethnic group in the country Hispanic’s progress in this recovery is critical to the nation as a whole,” said Solis. “In addition, we know that all of our training programs – especially Job Corps – work best when they are woven into the fabric of the local business community, so I am thrilled to see AT&T stepping up to get involved with Job Corps here in Chicago.

“Discover your Skills” is a campaign launched in May of 2011 by Discovery Communications that addresses the growing gap between the needs of employers and the skills of America’s workforce. It has leveraged Discovery’s resources to highlight career opportunities in skilled trades, and expressed the importance of training workers to fill critical jobs in manufacturing, health care, energy, technology, construction and other industries.

Discovery en Español’s “DESCUBRE TU TALENTO” is a customized version of this corporate initiative specifically targeting U.S. Hispanics. The program will provide Spanish-speakers with tips about workforce preparation, including resume writing and interview basics, and consolidate useful links to resources that provide access to education and training, including job search engines and research on a wide variety of career paths. Discovery en Español will make this invaluable information available on-air featuring network personalities who will issue a call to action and encourage Hispanics to learn about career opportunities online at a fully dedicated Spanish website [www.tudiscovery.com/descubretutalento](http://www.tudiscovery.com/descubretutalento), through social media via [www.facebook.com/discoveryenespanol](http://www.facebook.com/discoveryenespanol) and by rolling out grassroots initiative throughout the country.

“There are thousands of jobs just waiting to be filled by people with the right skills,” said Bilal Joa Silar, Vice President and Channel Director, Discovery en Español. “Discovery en Español viewers are already part of a unique segment of the population that has a great motivation to learn and is looking for ways to increase their capabilities and knowledge that lead to success. They want more out of life, and we are honored to have the opportunity to acknowledge their potential by providing them with the resources that can help them to pursue their goals.”

AT&T is committed to providing career opportunities to Hispanics, veterans, and other designated groups of qualified applicants. As part of the “DESCUBRE TU TALENTO” outreach in Chicago, AT&T will assist Discovery en Español in the following ways:

- \* Volunteers with AT&T’s Hispanic employee resource group, HACEMOS<<https://ebiznet.att.com/hacemos/index.cfm?page=home>> will mentor applicants at the Chicago Job Corps site on a monthly basis.
- \* Volunteers with the AT&T Career4Vets<<http://careers4vets.att.jobs/>> job search program and AT&T Veterans Employee Resource Group will mentor and advise veterans seeking career opportunities with AT&T.
- \* AT&T will encourage other employees to volunteer in the community through an internal volunteerism portal which matches employees with appropriate opportunities.
- \* AT&T Pioneers<[http://www.attpioneervolunteers.org/\\_HomeRegion/HomeRegion.html](http://www.attpioneervolunteers.org/_HomeRegion/HomeRegion.html)> will enlist their volunteers to mentor and assist applicants.

“HACEMOS is committed to supporting the community, and we are proud to be part of this great initiative with AT&T, Discovery en Español and the Secretary of Labor's Office,” said Ramiro Nava, AT&T HACEMOS Regional President. “We look forward to the future of this imperative collaboration.”

“DESCUBRE TU TALENTO” is a long-term commitment for the network and it will continue to add additional elements to further its mission of raising awareness of career opportunities and the importance of connecting job seekers with the training necessary to fill critical positions. For more information, please log onto [www.tudiscovery.com](http://www.tudiscovery.com)<<http://www.tudiscovery.com>>/[descubretutalento](http://www.tudiscovery.com/descubretutalento) or [www.facebook.com/discoveryenespanol](http://www.facebook.com/discoveryenespanol)<<http://www.facebook.com/discoveryenespanol>>.

#### About Discovery en Español

Discovery en Español is the Spanish-language voice of Discovery. It is the premier network dedicated to offering the finest in quality programming in the areas of science and technology, world culture and history, nature and wildlife as well as real-life drama. The network creates an indelibly enriching experience by collecting the best of what Discovery’s networks have to offer in combination with its own original Spanish-language content. Created by the world’s most trusted media brand, Discovery en Español translates not just the words but the feeling of Discovery, educating and engaging audiences nationwide with fascinating glimpses into the incredible world they inhabit. For more information, visit [www.tudiscovery.com](http://www.tudiscovery.com)<<http://www.tudiscovery.com>>.

#### About Job Corps

Job Corps is a no-cost education and vocational training program administered by the US Department of Labor<<http://www.jobcorps.gov/exitDisclaimer.aspx?redirect=http://www.dol.gov/>> that helps young people ages 16 through 24 improve the quality of their lives through vocational and academic training. Funded by Congress, Job Corps has been training young adults for meaningful careers since 1964. Job Corps is committed to offering all students a safe, drug-free environment where they can take advantage of the resources provided. Job Corps’ mission is to attract eligible young people, teach them the skills they need to become employable and independent, and place them in meaningful jobs or further education.