



## Employer HelpCast Takes to the Airwaves

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LOS ANGELES – Helene Wasserman, a partner with the national labor and employment law firm Ford & Harrison LLP and architect of the website Employer Helpcast, appeared on *The Wright Place*, a California based regionally broadcast television show reaching four million viewers. The episode featuring Wasserman will air periodically throughout the month of February on Pasadena Channel 56 and can be found online at [www.employerhelpcast.com](http://www.employerhelpcast.com).

Since its inception eight months ago, Wasserman's podcasts have been downloaded nearly 7,000 times with more than 400 downloads in February thus far. From the *Los Angeles Business Journal* to the *Bloomberg Law Reports*, Wasserman's success has received growing media attention. She is fast becoming known as one of the preeminent labor and employment law experts in California.

"Through these podcasts, Helene thoughtfully walks us through critical areas of labor law and management practices which impact virtually every business. The breadth and depth of information covered is extensive and of great importance to human resources professionals and managers at all levels," said Irene Koehler, Principal of First Thing Tomorrow Human Resource Consultants.

"Helene skillfully covers the law and its practical implications in a comfortable conversational way without losing her audience in the 'legalese' often found in other legal presentations," Koehler said.

The Wright Place TV Show is hosted by Dr. Letitia Wright and features interviews with business experts and entrepreneurs. It is the only program of its kind geared towards women in business. The program first aired in 2000 and reaches over four million viewers each week.