

# THE EARLY SHOW

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**Anchors Tracy Smith and Harry Smith**  
**Reporter Susan McGinnis**

## **Sittercity.com helps match up parents with baby sitters**

### **TRACY SMITH, co-host:**

But first, parents know that it's tough to find reliable baby sitters. Now parents and sitters are using high-tech tools to find each other. As CBS News correspondent Susan McGinnis reports, new businesses are eager to use dating methods to help both sides hook up.

### **Unidentified Man:**

Here we go. Hurry, date!

### **SUSAN MCGINNIS reporting:**

Single people today can be quite inventive when they're looking for love. For some, five-minute dates can mean meeting 20 people in one night. Once you find that love, maybe marriage, fast forward some more and you'll find parents now looking for love of a different kind.

### **GENEVIEVE THIERS (Founder of Sittercity.com):**

It's basically like a speed date, but for parents and baby sitters.

All right, parents, you're going to move to your left.

### **McGINNIS:**

This is speed-sitting. Conceived by Genevieve Thiers, founder of Sittercity.com.

### **THIERS:**

Well, I personally met my fiancée on match.com. If you can find the love of your life online, you can certainly find a baby sitter online.

**McGINNIS:**

Sittercity holds events that match up parents with baby sitters for quick chats.

Do you think you're going to find the love her life here today?

**SUSAN LEOPOLD (Speed-Sitter Parent):**

I think so.

**McGINNIS:**

It's long enough for parents to find out their expertise...

**Unidentified Woman #1 (sitter):**

I've worked with all kind of kids and have a lot of energy.

**McGINNIS:**

...availability...

**Unidentified Woman #2 (parent):**

Can you come after 12?

**McGINNIS:**

...or get that gut instinct going.

**Unidentified Woman #3 (parent):**

I think we did find some good people that I'd feel very comfortable calling.

**McGINNIS:**

Intrigued, I figured I'd give it a try. After all, it had been quite a while since I was out there. I flirted a bit to see who caught my interest.

Hi, I'm Susan.

Then I met Stephanie.

**STEPHANIE:**

Definitely. I'm CPR certified.

**McGINNIS:**

I couldn't help thinking this could be the one.

Stephanie and I really hit it off. I definitely wanted to see her again and I got the impression that she also thought we clicked. But before I committed to this relationship, I needed to find out a little more about her first.

That's where Sittercity's Web site comes in. Subscribers can access what looks like a parent's dream come true: hundreds of thousands of prescreened sitters by ZIP code, complete with pictures, references, schedules and more. It's just one of many new Web sites helping baby sitters and parents make that very important match.

**THIERS:**

I would say child care at this point is a high-tech industry.

Parents, you're going to stand up and move to the left.

**McGINNIS:**

And a high-speed one.

A five-minute conversation with someone you think is worthwhile.

**Ms. LEOPOLD:**

I think it was almost within 30 seconds.

**Unidentified Man:**

There's a couple of definite live ones here.

**STEPHANIE:**

(Entering house) Hi.

**McGINNIS:**

And my three were immediately impressed with Stephanie.

**STEPHANIE:**

(Playing with children) Wow.

**McGINNIS:**

It wasn't long before we were comfortable enough to leave.

Thanks, Stephanie. Call us if you need anything, all right?

**STEPHANIE:**

OK, great, Have a good time.

**McGINNIS:**

As for speed-sitting, most of these folks seemed comfortable, too.

Even if it doesn't lead to everlasting love, maybe it can bring back some fond memories.

**Unidentified Woman #4:**

I guess I could sort of get this vicarious pleasure through SpeedSitting, since I'm off the market for speed dating, yeah.

**McGINNIS:**

For THE EARLY SHOW, Susan McGinnis, CBS News, New York.