

QUARTERLY UPDATE

APRIL - JUNE 2018



BY THE NUMBERS

Q2 YOUTUBE VIDEO VIEWS:

- 1.9 million video views
- 53702% growth over Q2 of 2017 (3,538 video views in Q2 of 2017)

Q2 FACEBOOK VIDEO VIEWS:

- 1.1 million video views
- 206% growth over Q2 2017 (532,800 video views in Q2 of 2017)

Q2 YOUTUBE TOP VIDEO PERFORMERS:

- Banking on Your Future - 343,074
- Creating the Next Generation of Inventors - 341,769
- Educating From Experience - 299,861
- FutureWork: The Model of The Future - 293,480
- Cracking the Code - 277,532
- FutureWork: A Year Up - 178,848
- The Right Fit - 117,526

Q2 FACEBOOK TOP VIDEO PERFORMERS:

- Changing Lives Saving Lives - 236,100
- Creating the Next Generation of Inventors - 183,100
- The Right Fit : Century College - 156,900
- LIVESTREAM Cracking the Code - 121,700
- Educating From Experience - 105,800
- FutureWork: A Year Up - 96,800
- Banking On Your Future - 84,000

Q2 TOP TOTAL VIEWS BOTH PLATFORMS:

- Creating the Next Generation of Inventors - 524,869
- Banking on Your Future - 427,074
- Educating From Experience - 405,661
- Cracking the Code - 378,332
- FutureWork: The Model of The Future - 293,480
- The Right Fit - 274,426
- FutureWork: A Year Up - 274,848

WorkingNation NEWS

Jane Oates Named President



On April 24, 2018, Founder and CEO Art Bilger named Jane Oates WorkingNation president. An educator and policy expert, Jane served as Assistant Secretary of the Department of Labor for Employment and Training for four years. Jane led the Employment and Training Administration (ETA) in its mission to design and deliver high-quality training and employment programs for our nation's workers. "With Jane Oates leading the charge, the talented team at WorkingNation creating world-class content to educate everyone on this crucial issue and our amazing partners, I am confident that we will make a lasting difference," Art said.

Q&A: GET TO KNOW JANE

WorkingNation Hosts CYBERSECURITY TOWN HALL

On June 26, WorkingNation hosted a Town Hall event at Cornell Tech on Roosevelt Island that brought together experts in cybersecurity from industry, education, government and workforce development fields. Moderator Ron Insana, of CNBC & MSNBC, led discussions surrounding the challenges and opportunities for creating a dynamic workforce. The event was streamed live on WorkingNation's YouTube and Facebook platforms.

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WorkingNation Remembers DANNY LEWIN

WorkingNation dedicated our town hall to Akamai Technologies co-founder Daniel "Danny" Lewin, a visionary computer scientist who was taken before his time at age 31 during the deadly 9/11 terrorist attacks. WorkingNation Founder and CEO Art Bilger called Lewin, "the most remarkable" person he has ever met.

[CLICK TO WATCH OUR TRIBUTE](#)



WorkingNation STORYTELLING

This quarter, WorkingNation released six documentaries focusing on organizations who 'Do Something Awesome' (DSA) to connect workers to meaningful and sustainable jobs.

- Creating the Next Generation of Inventors
- Cracking the Code
- Educating from Experience
- Banking on Your Future
- The Right Fit
- Local Talent - Not for Export

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UPCOMING...

Do Something Awesome (DSA) series

Our talented team of producers and photographers continue to travel across the country documenting the impact forward-looking training programs have on the lives of men and women who are trying to acquire the skills needed to land them good-paying jobs. Future DSAs will focus on IBM apprentice programs and AT&T's partnership with Udacity for in-house training of its workforce.

WorkingNation/Poynter Institute FUTURE OF WORK JOURNALISM WORKSHOP

On Sept. 27-28, the Poynter Institute and WorkingNation will hold the first of two workshops aimed at teaching journalists how to tell powerful stories about the changing nature of the American workforce and challenges in the education system. The workshop, "A Journalist's Guide to Covering the Future of Work," will be held at the Poynter Institute in St. Petersburg, Fla. and feature prominent instructors, such as LinkedIn co-founder Allen Blue and PBS NewsHour Weekend anchor Hari Sreenivasan.

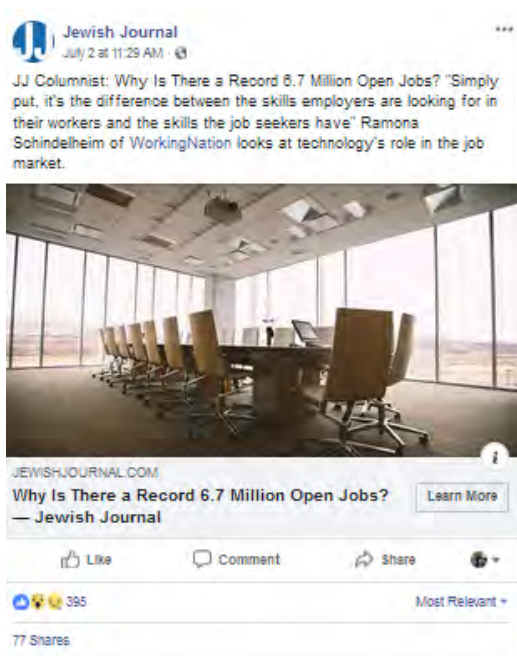
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NEW PARTNERSHIP ALERT!

WorkingNation has launched a new relationship with the Jewish Journal. Beginning in the June 29 print edition (online the 28th), the Jewish Journal will carry an edited version of WorkingNation Executive Producer and Senior Business Correspondent Ramona Schindelheim's analysis of the monthly jobs report with an LA-angle. The Jewish Journal's readership includes high-profile and influential Jewish business leaders, politicians, and entertainment industry creatives. It is distributed to 800 locations in the Los Angeles area weekly.

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WEB GOLD!



KEYNOTES

On May 24, WorkingNation Founder & CEO Art Bilger delivered the keynote address at the 21st Annual Strictly Business L.A. Awards Luncheon. Speaking to a crowd of hundreds, Bilger brought attention to the national trends that are shaping the future of work, the theme of this year's event.



Since being named WorkingNation's president, Jane Oates has been traveling the country to spread awareness of structural unemployment and solutions to the problem. In June, Oates delivered the keynote speech at work+EDU and spoke with EdTech Times on their podcast ahead of the event. In May, she was a panelist for our discussion on the talent shortage crisis at the Milken Global Conference 2018.



APPEARANCES

WorkingNation President Jane Oates, Chief Content and Programming Officer Joan Lynch, and Executive Producer of Digital and Content Partners Theresa Collington represented WorkingNation at the Jobs For the Future 'Horizons' national summit in New Orleans in June. They delivered a highly-engaging teaching presentation called "Storytelling: Highlighting Solutions Through Human Stories." The trio was among 800 attendees who took part in critical conversations surrounding the future of work and learning, the equity imperative, and skills for the future.

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