

# QUARTERLY UPDATE



JULY - SEPT 2018



## BY THE NUMBERS

### Q3 YOUTUBE VIDEO VIEWS:

- 4 million video views

### Q3 FACEBOOK VIDEO VIEWS:

- 3.1 million video views

### Q3 YOUTUBE TOP VIDEO PERFORMERS:

- Building a Strong Foundation - 624,312
- Banking on Your Future - 343,430
- Creating the Next Generation of Inventors - 341,965
- Equality Is Opportunity - 303,760
- Educating from Experience - 300,207

### Q3 FACEBOOK TOP VIDEO PERFORMERS:

- Changing Lives, Saving Lives - 1,273,573
- No Experience Required - 338,342
- Creating the Next Generation of Inventors - 183,224
- Today's Teachers with Tomorrow's Skills - 172,409
- The Right Fit - 160,108

### Q3 TOP TOTAL VIEWS BOTH PLATFORMS:

- Saving Lives, Changing Lives - 1,273,573
- Building a Strong Foundation - 639,225
- Creating the Next Generation of Inventors - 525,189
- No Experience Required - 510,801
- Slope of the Curve - 429,964

### Q3 ARTICLES:

- 390 Curated Articles
- 46 Original Articles

## WorkingNation NEWS

### WorkingNation/The Poynter Institute hold FUTURE OF WORK JOURNALISM WORKSHOP



September 27-28, WorkingNation and The Poynter Institute held a two-day workshop, "A Journalist's Guide to Covering the Future of Work," in St. Petersburg, Fla. It was developed at Lumina Foundation's request by WorkingNation's Theresa Collington who has been teaching advanced digital skills at Poynter since 2005. The event was co-hosted by WorkingNation's Ramona Schindelheim.



# Every Story Is a JOBS STORY

Twenty-eight journalists from around the country applied to attend the workshop that featured the following esteemed professionals who delved into the many ways reporters can find unique storytelling opportunities within the world of work.

Whether it was documenting the personal stories of those affected by unemployment, charting the trends that will define jobs in the next decade or utilizing data to analyze the effectiveness of workforce development programs, the ideas that will come from the two-day seminar have the potential to amplify solutions and effect real change in American communities.

[READ MORE](#)



## WorkingNation Welcomes TWO EXECUTIVE COMMITTEE MEMBERS

We are excited to announce the addition of two new executive committee members to the WorkingNation family.

Tsvi Gal is a Managing Director at Morgan Stanley. Tsvi has over 25 years of technology and operations experience mostly in financial services global corporations. Tsvi's career included work as CTO and CIO in several banks including Merrill Lynch/Bank of America, Deutsche Bank, and Wells Fargo as well as in non-banks including general partner of a private equity firm, president of AT&T.com and CIO of Time Warner Music.

Leon Janks has more than 45 years of experience in the areas of audit and accounting, tax planning and general business consulting. He advises his clients on matters related to strategic planning, profitability, mergers and acquisitions, and buying and selling businesses. Leon serves clients in a wide variety of industries, including manufacturing distribution and retail.



## UPCOMING...

### "I WANT THAT JOB" WEB SERIES

Debuting in October, this fun, informative digital video series from WorkingNation highlights the many job choices available for the next generation of young workers. Each episode, hosted by producer Jay Tipton, paints a clear understanding of what the job entails, how to get it, what it pays, and what it takes to thrive.



# WorkingNation STORYTELLING

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

- Building a Strong Foundation
- Equality Is Opportunity
- Fishing for Talent
- Free to Succeed

[CLICK TO WATCH](#)

*"WorkingNation's expertise in narrative storytelling for the social good is evident in their new short documentary about The EnCorps STEM Teachers Program. Not only has the film greatly increased awareness of EnCorps' mission, it has also captured the spirit, the importance, and the emotional value of our work. My EnCorps colleagues and I are deeply grateful to WorkingNation's team of filmmakers and journalists for presenting our story in a fresh and compelling way."*

*- Sherry Lansing, Founder of EnCorps STEM Teachers Program*



## WEB GOLD!

### ART BILGER CNBC OP-ED

The first step to landing one of the 6.7 million jobs openings across the US: Upskill yourself

[READ IT HERE](#)

### AROUND THE WEB

We are proud to share the enthusiasm our Do Something Awesome documentary on SkillsUSA received among industry trade publications. Clicking on the publications below to read coverage of our piece.

- Mechanical Hub
- The USGlass News Network
- Commercial Construction & Renovation
- PRWeb

### RESULTS FOR AMERICA

A new study from Results for America highlights the success states are finding in moving to data-driven and evidence-based policymaking. Our coverage of the study was featured as an Op-Ed on Results for America's website. [CHECK IT OUT HERE](#)

### GRADS OF LIFE

Congratulations to WorkingNation's Ramona Schindelheim and Matt Parke whom each had articles featured in Forbes' Grads of Life this quarter! Click on each article to read.

- Skills-based Hiring Goes Coast-to-Coast
- The Drive To Succeed: Meeting The Demand For Modern Auto Technicians
- The U.S. Has Over 6 Million Job Openings. Why Aren't They Being Filled?

### JEWISH JOURNAL

WorkingNation Executive Producer and Senior Business Correspondent Ramona Schindelheim's partnership continues with The Jewish Journal. This quarter, three of Ramona's articles were featured on the publication. [READ HER ARTICLES HERE](#)

FOLLOW US



WORKINGNATION.COM