

QUARTERLY UPDATE

OCT - DEC 2018



BY THE NUMBERS

Q4 YOUTUBE VIDEO VIEWS:

- 2 million video views

Q4 FACEBOOK VIDEO VIEWS:

- 1 million video views

Q4 YOUTUBE TOP VIDEO PERFORMERS:

- I Want That Job: Wind Turbine Tech - 322,648
- I Want That Job: Senior Recruiter - 278,022
- I Want That Job: Welder - 221,824
- Service With a Smile: Alaska Dental - 210,862
- I Want That Job: Financial Advisor - 192,475

Q4 FACEBOOK TOP VIDEO PERFORMERS:

- Changing Lives, Saving Lives - 267,800
- Free to Succeed - 137,500
- I Want That Job: Welder - 77,500
- Service with a Smile - 95,300
- Constructing a Career - 93,800

Q4 TOP TOTAL VIEWS BOTH PLATFORMS:

- Service With a Smile: Alaska Dental - 306,162
- I Want That Job: Wind Turbine Tech - 328,948
- Free to Succeed - 327,699
- I Want That Job: Welder - 299,324
- I Want That Job: Senior Recruiter - 279,122

Q4 ARTICLES:

- 352 Curated Articles
- 42 Original Articles

WorkingNation NEWS

WORK IN PROGRESS podcast hits the airwaves

In November, WorkingNation launched a podcast series titled, "A Work in Progress." Hosted by Executive Producer and Senior Business Correspondent Ramona Schindelheim, our new podcast features candid conversations with leaders from America's top businesses, government, academia, and nonprofits about how they're addressing the continuing talent crunch. Episode One: '[Robot-Ready](#)' or Not, [The Future is Coming](#) takes a look at how humans and robots will interact in a shared workplace and whether the U.S. education system is equipped to prepare workers for this future.

[LISTEN HERE](#)

WorkingNation President Jane Oates appears on i24News

Following the announcement of General Motors layoffs, Jane appeared on the international news program, i24NEWS Stateside with David Shuster, on Nov. 27. Jane discussed solutions for worker retraining with David, a WorkingNation contributor.

[WATCH HERE](#)

WorkingNation TOWN HALLS

Work-Based Learning

In September, WorkingNation brought together some of the top minds in the corporate, education, and government sectors to discuss innovative work-based learning models, best practices in working with partners and how to bring these models to scale. Moderated by Scott Cohn of CNBC, our fifth town hall, “Work-Based Learning: Building a Better Future for Job Seekers and Employers,” was held at the Federal Reserve Bank of Boston.

[READ MORE](#)



Future of Work

At the Future of Work town hall, co-hosted by Milken Institute, LAEDC and WorkingNation in November, experts discussed the role businesses will play in upgrading workers' skill sets. The panels featured a line-up of national and local leaders from business, academia, and nonprofits. Among them was WorkingNation President Jane Oates who moderated a panel on the employment pipeline.

[READ MORE](#)



UPCOMING...

In 2019, we'll partner with the Customer Analytics Initiative at The Wharton School of the University of Pennsylvania in Philadelphia to discuss the skills gap facing one of the fastest-growing industries, Data Analytics. In the Spring, we'll partner with the Johnny Carson Foundation and the University of Nebraska in Lincoln to tackle the employment crisis facing our agricultural industry.



WorkingNation STORYTELLING

Do Something Awesome

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

- Salute to Skills
- Service With a Smile
- Constructing a Career
- A Talent for Teaching

[WATCH HERE](#)

“WorkingNation stands out among the many journalists and media entities I’ve had the pleasure of working with as a team that really understands the power of story. While many journalists have conceived of a story before engaging, WorkingNation comes in to nurture the stories that already exist.”

- Andy Ellis, Chief Security Officer at Akamai Technologies



I Want That Job!

WorkingNation debuted our new digital video series highlighting the many job choices available for the next generation of young workers. This quarter, we released five episodes featuring the following in-demand professions.

- Wind Turbine Technician
- Senior Recruiter
- Welder
- Financial Advisor
- Dental Hygienist

[WATCH HERE](#)



WorkingNation TEAM NEWS

Lonia Guha named Chief of Staff

In November, WorkingNation founder and CEO Art Bilger named Lonia Guha WorkingNation Chief of Staff. Lonia has over 15 years' experience in marketing where she held executive positions at Major League Baseball and Madison Square Garden. She went on to work for a digital startup and most recently produced and sold her first feature film. In her new role, Lonia will join WorkingNation President Jane Oates in overseeing all new initiatives.

WEB GOLD!

GRADS OF LIFE

Congratulations to WorkingNation's Ramona Schindelheim, Matt Parke and Jay Tipton who each had articles featured in Forbes' Grads of Life this quarter! [Click on each article to read.](#)

- A Foundation For The Future Of Workforce Development
- Businesses Should Be Leaders In Training Workers
- I Want That Job: Welder
- Salute to Skills: Workshops for Warriors and Hire Heroes USA
- Salute to Skills: Workshops for Warriors and Hire Heroes USA Pt. 2

JEWISH JOURNAL

WorkingNation Executive Producer and Senior Business Correspondent Ramona Schindelheim's partnership with The Jewish Journal resulted in three articles featured on the publication's website and print edition. [Read her articles here.](#)

WorkingNation Executive Producer Melissa Panzer Welcomes Baby Boy

On Oct. 5, Executive Producer of Video Content Melissa Panzer and her husband, Director and Cinematographer Jonathan Barenboim (also part of the WorkingNation family), welcomed their first child, Rio Sebastian Barenboim, into the world!



AROUND THE WEB

SkillsUSA featured in Concrete Homes Magazine

We are proud to announce Concrete Homes Magazine, a construction trade publication with a circulation of 30,000, highlighted our recent Do Something Awesome mini-documentary about SkillsUSA.

[Click here to read](#)

Salute to Skills release on PRWeb

A release for our Do Something Awesome mini-doc "Salute to Skills" was published on PRWeb.com in a collaborative effort with our two partner organizations, Workshops for Warriors and Hire Heroes USA.

[Click here to read](#)

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