

“ As we begin 2021, as the nation begins to pull itself out of the pandemic-induced employment crisis, sharing solutions to workforce challenges has never been so critical. Throughout the past year, our resilient team of experienced storytellers and journalists devised new and exciting ways to raise these issues into the national conversation.

We have always believed there is power in collaboration. 2020 bore this out. We continued working with trusted partners and we forged new partnerships with dynamic organizations, all of which helped us amplify and broaden the reach of our message: there are solutions out there.

2020 was a difficult year. We look to 2021 with determination and hope. We thank you for being part of this journey. ”

Art Bilger
WorkingNation Founder & CEO



Is our workforce ready for jobs now and in the future?

American Workers Survey

Read Results Now

What we made:

2020 saw the release of our first-ever digital magazines—[Inquire Within: Labor Day 2020](#) and [Inquire Within: Veterans and Work](#) (together featuring over 20 new videos)—and another season of our video series [I Want That Job!](#) (more episodes are coming your way next month). WorkingNation partnered with the U.S. Chamber of Commerce Foundation to produce over a dozen unique videos—and another digital magazine—outlining the [Talent Finance](#) initiative, which calls for a rethinking of how we finance workforce talent development. We also joined with the [Federal Reserve Bank of Philadelphia to present an online series of conversations about kickstarting employment in the community](#). With the nonprofit CWILabs, we released a series of video interviews that examined the pathway to [An Equitable Recovery](#) for all workers. Additionally, we published nearly 300 original articles on [WorkingNation.com](#) and released 56 new [Work in Progress](#) podcasts, all addressing solutions to employment issues surfaced during the pandemic.

How we did:

Even with COVID-19 preventing travel for traditional filming and reporting this year, we grew our reach in 2020 on both [WorkingNation.com](#) and [YouTube](#). Key highlights include: the number of users and sessions at [WorkingNation.com](#) were **up nearly 200%** over 2019 and the number of **YouTube views was up by 140%**. Total views of our videos on **all platforms surpassed 7 million**.

Who we talked to:

WorkingNation also grew in impact and influence in 2020. Members of our leadership team were asked to share their insights in **more than 125 articles, television shows, radio shows, and podcasts**, including in The New York Times, The Washington Post, The Wall Street Journal, Bloomberg Businessweek Radio, Los Angeles Times, NPR (*All Things Considered* and *Here and Now*) and USA Today.

Important themes of 2021:

Throughout the year, WorkingNation will continue to produce stories, videos, and podcasts that highlight programs and initiatives helping all jobseekers and workers get the skills they need to find good jobs and careers in growing fields. We're also actively fundraising to produce new *Inquire Within* digital magazines around several specific topics, including jobs in the health care and nonprofit industries, green jobs, diversity and inclusion in work and training opportunities, and upskilling mid-career and older workers. Reach out if you would like to help develop one of these themes.

Thank you to our partners for their continued support:

