

WorkingNation

2021 YEAR IN REVIEW

17,800,000

VIDEO
VIEWS UP
255%

73%

INCREASE
IN MONTHLY
WEBSITE VISITS
YEAR OVER YEAR

935




ORGANIZATIONS
PARTICIPATED IN
3 TWITTER CHATS

147

PRESS AND PANEL
APPEARANCES

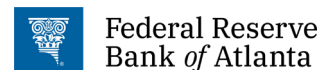


-  93 Original videos
-  304 Website posts
-  286 Original articles
-  53 Work In Progress podcasts

-  49.7% LinkedIn followers
-  37.8% Twitter followers
-  57 Overheard interviews
-  1,536 Curated articles

The Middle: Indianapolis was released as part of an Inquire Within [digital publication](#) in April 2021. The film along with 22 ancillary pieces of video content have garnered over **850,000** views. WorkingNation's exploration of Indianapolis's middle class culminated with a television special, produced by WorkingNation, [Map to the Middle: Indianapolis](#), airing on **CBS 4**, the Indianapolis local affiliate, where it outperformed all other network programs in its time slot.

WE ADDED 8 NEW PARTNERS:



BRINGING WORKINGNATION'S TOTAL PARTNERSHIPS UP TO 37