

AMERICAN GRADUATE JOBS EXPLAINED

THE CHANGING WORKPLACE

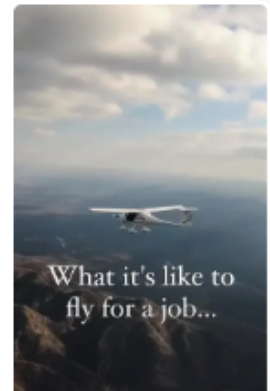
Today's world is rife with uncertainty. Old structures of work, employment, and education are concurrently being reimagined, and today's youth will soon be navigating uncharted territory as they prepare for and pursue careers that tap into their personal interests and offer a sustaining wage. At the same time, industry leaders are looking for employees with the skills and knowledge that will enable them to be successful long-term investments for their businesses. Both young people and the business community are looking for reliable and trusted bridges to each other in order to ensure that they both have bright and meaningful futures.

JOBS EXPLAINED

PBS stations around the country have answered the call for this bridge between young people and their future jobs. Rooted in their local communities and industries, stations have been producing video content on Instagram and TikTok that informs young people about the most in-demand jobs in their areas and some of the ways they can set themselves up for opportunities in healthcare, advanced manufacturing, construction, technology, cybersecurity, green jobs, hospitality, transportation, shipping, and aerospace. Through interviews with business leaders, exploratory looks into the daily lives of workers, and information-filled overviews of the field, stations are creating trusted and informed pathways to new careers for the young people in their communities and around the country.

REACHING YOUNG PEOPLE

Over the last year, stations around the country have produced close to five thousand videos that meet young people where they are most often getting their information, on social media. These videos have been **viewed more than 14 million times** by users around the United States. Over **1 million users have engaged** with the content by asking questions, sharing the videos and voicing their approval of the information. Stations are also building strong relationships with local businesses, community colleges, training centers and other statewide agencies. These partners believe the bridge between young people and industry is the vital missing piece to creating long-term workforce sustainability.



AT A GLANCE

Powered by 10 PBS stations connecting young people to in-demand jobs in their local communities through inspiring and informative social media videos.

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The
WNET
Group

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American Graduate: Jobs Explained is funded by the Corporation for Public Broadcasting and is managed by lead partner WNET in New York City.



CURRENT STATION ACCOUNTS

Arizona PBS
 PBS Appalachia Virginia
 WCMU Public Media
 East Tennessee PBS
 Think TV
 Iowa PBS
 Maryland Public Television
 SCETV
 WJCT Public Media
 WXXI

New
 Content
 Summer
 2025!!!

STATION BENEFITS:

Stations have reported they benefit from their association with this project through:

- Opportunities to connect with young people in their communities and online.
- Relationships with industry leaders in their local areas.
- A peer learning network with stations across the country who are engaged in the same work together.
- Support for station digital transformation

WHAT YOUNG PEOPLE ARE SAYING:

"Learning about different jobs and careers online through Jobs Explained makes it so much more accessible for the younger generation. This way we can learn about different careers and opportunities just by our phones."

- Jobs Explained Teen Viewer

Interested in getting involved in American Graduate: Jobs Explained? Email us at jobsexplained@wnet.org so we can be sure to discuss the best ways to make it work.



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