

Alaska Public Media Connects Youth to Transportation Careers Through Social Media

Grant-funded project continues Alaska@ Work Initiative

ANCHORAGE, AK – August 18, 2023 – Alaska Public Media is one of 10 public media stations nationwide selected to create engaging videos to help connect young people with potential careers in the next chapter of the American Graduate public media initiative – ***American Graduate: Jobs Explained***. Alaska Public Media first worked with American Graduate on the ***Alaska@Work*** initiative, which raised awareness for high demand jobs and career opportunities in Alaska that do not require a four-year degree through educational videos, community engagement and events, and a website.

After the economic upheaval caused by the pandemic and the Great Resignation, educational institutions and American employers alike are considering how to best prepare the next generation of students for careers. Now, led by The WNET Group and funded by a \$3.2 million grant from the Corporation for Public Broadcasting (CPB), ***American Graduate: Jobs Explained*** focuses on digital content developed by, with and for youth, and shared on social media platforms to help young people explore potential careers in a wide range of industries and commit to continued education and training.

“CPB’s support of the American Graduate initiative helped to increase the high school graduation rate, and now our support of ***American Graduate: Jobs Explained*** will help young people discover and prepare for meaningful jobs and careers,” said Patricia Harrison, President and CEO of CPB. “***American Graduate: Jobs Explained*** will connect with students through social media to highlight career paths in their communities.”

Each participating station has been assigned an industry - Alaska Public Media is exploring transportation. As part of this grant-funded project, AKPM has hired May Lee as Social Media Specialist to create original video content focused on a wide range of transportation roles and areas. Lee’s videos will incorporate information learned from relationships with local industry advisors, research on the transportation industry on a statewide, national and international scale, as well as social media trends to get the attention of a younger audience and spark curiosity in this industry.

“By creating fun, interactive, and educational content for social media, I hope to inspire a younger crowd about not only the transportation industry but also how there is more than one career path anybody can take,” said Lee. “You can find meaningful, interesting work without



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having to take the traditional route of earning a four-year degree. I look forward to building new connections within our community and learning more about what our industry experts are doing, while sharing why their job is important and meaningful to them.”

Alaska Public Media and Lee will also facilitate local business and youth advisory groups, to gather valuable, real-life input from our own community about the needs and opportunities of the transportation industry. To see what AKPM is sharing about transportation, find and follow us on Instagram and TikTok at Transportation Jobs Explained or [@transportjobs_explained](https://www.instagram.com/transportjobs_explained).

The other stations and industries include:

- **WFSU** – Tallahassee, FL – [@HealthcareJobs_Explained](https://www.instagram.com/HealthcareJobs_Explained)
- **OETA** – Oklahoma City, OK – [@AerospaceJobs_Explained](https://www.instagram.com/AerospaceJobs_Explained)
- **WCNY** – Syracuse, NY – [@IndustrialJobs_Explained](https://www.instagram.com/IndustrialJobs_Explained)
- **Maine Public** – Lewiston, ME – [@GreenJobs_Explained](https://www.instagram.com/GreenJobs_Explained)
- **Idaho PTV** – Boise, ID – [@ConstructJobs_Explained](https://www.instagram.com/ConstructJobs_Explained)
- **Ideastream Public Media** – Cleveland, OH – [@ShippingJobs_Explained](https://www.instagram.com/ShippingJobs_Explained)
- **WHUT** – Washington, DC – [@TravelJobs_Explained](https://www.instagram.com/TravelJobs_Explained)
- **Detroit Public Television** – Wixom, MI – [@TechJobs_Explained](https://www.instagram.com/TechJobs_Explained)
- **Alaska Public Media** – Anchorage, AK – [@TransportJobs_Explained](https://www.instagram.com/TransportJobs_Explained)
- **WQED** – Pittsburgh, PA – [@CyberJobs_Explained](https://www.instagram.com/CyberJobs_Explained)

In addition to working with stations, the WNET Group will also curate and manage the ***American Graduate: Jobs Explained*** website that will serve as the central hub for information about the project as well as resources for young job seekers (jobsexplained.org), curate and manage the national American Graduate: Jobs Explained social media accounts ([@jobs_explained](https://www.instagram.com/jobs_explained)) and assemble National Business Advisory and National Youth Advisory groups made up of participants at the station level.

About Alaska Public Media

[Alaska Public Media](http://alaskapublic.org) (AKPM) is a shared Public Broadcasting System (PBS) and National Public Radio (NPR) member and a 501(c)(3) organization. Committed to meeting the needs of our community and state, AKPM produces and presents news and content that provides lifelong learning opportunities in public affairs, health and leisure, science and nature, economic and social development, civic engagement, and world events. The company is located in Southcentral Alaska and is comprised of KSKA radio, KAKM-TV, Create TV, PBS KIDS, PBS KIDS 24/7, and alaskapublic.org. Alaska Public Media also operates the Statewide News network and a shared television service with KTOO in Juneau and KYUK in Bethel.



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About CPB

The Corporation for Public Broadcasting, a private, nonprofit corporation authorized by Congress in 1967, is the steward of the federal government’s investment in public broadcasting. It helps support the operations of more than 1,500 locally managed and operated public television and radio stations nationwide. CPB is also the largest single source of funding for research, technology and program development for public radio, television, and related online services. For more information, visit cpb.org, follow us on [Facebook](#) and [LinkedIn](#) and [subscribe](#) for other updates.

About The WNET Group

[The WNET Group](#) creates inspiring media content and meaningful experiences for diverse audiences nationwide. It is the community-supported home of New York’s [THIRTEEN](#) – America’s flagship PBS station – [WLIW21](#), THIRTEEN PBSKids, WLIW World and Create; [NJ PBS](#), New Jersey’s statewide public television network; Long Island’s only NPR station WLIW-FM; [ALL ARTS](#), the arts and culture media provider; newsroom [NJ Spotlight News](#); and FAST channel PBS Nature. Through these channels and streaming platforms, The WNET Group brings arts, culture, education, news, documentary, entertainment and DIY programming to more than five million viewers each month. The WNET Group’s award-winning productions include signature PBS series ***Nature***, ***Great Performances***, ***American Masters*** and ***Amanpour and Company*** and trusted local news programs ***MetroFocus*** and ***NJ Spotlight News with Briana Vannozzi***. Inspiring curiosity and nurturing dreams, The WNET Group’s award-winning Kids’ Media and Education team produces the PBS KIDS series ***Cyberchase***, interactive ***Mission US*** history games, and resources for families, teachers and caregivers. A leading nonprofit public media producer for more than 60 years, The WNET Group presents and distributes content that fosters lifelong learning, including multiplatform initiatives addressing poverty, jobs, economic opportunity, social justice, understanding and the environment. Through Passport, station members can stream new and archival programming anytime, anywhere. The WNET Group represents the best in public media. Join us.

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