

PERFORMANCE RESULTS



Data Tracking and Measurement

The Ohio Collaborative experienced considerable increases in website usage levels in all three stations from the previous quarters.

Included below is the data reported on audience reach and participation from *Talking Jobs with Ohio's Next Governor*.

Website Page Views

ideastream	CET	WOSU
ideastream.org/TalkJobs	CETConnect.org/TalkJobs	WOSU.org/TalkJobs
Before event: 6,424	780 (647 unique)	287 (241 unique)
Day of event: 2,273	960 (796 unique)	145 (106 unique)
After event: 391	76 (71 unique)	989 (896 unique)

It's also important to note the multiplier effect at play here. For example, taking the day of event website views, $2,273+960+145 \times 10$ students per view is a potential of 33,780 students. Total viable questions submitted: 362

Geographic areas of Ohio represented: 44

Top areas 5 areas asking questions:

1. Columbus: 94
2. Perrysburg: 52
3. Chagrin Falls: 50
4. Cleveland: 27
5. Lordstown: 19

YouTube Video

Total watch time (live): 10,367 minutes

Views (live): 315

Average view duration: 32:54 minutes

47% Male / 53% Female

77% watched embedded in external websites and apps

Total watch time (on-demand, after event): 1,672 minutes

Views (on-demand, after event): 198

Facebook Video

WCPN Average video watch time: 34 seconds Reach: 1,400

WVIZ Average video watch time: 55 seconds Reach: 1,100

CET Average video watch time: 13 seconds Reach: 711

WOSU Average video watch time: 15 seconds Reach: 1,200

Talking Jobs carriage dates were the following:

- WVIZ, 10/23/18 @7 p.m.
- WOSU, 10/16/18 @7 p.m., WOSU Ohio Channel 10/29/18 @8 p.m.
- WCET, 10/16/18 @7 p.m., 10/21/18 @1 p.m.
- WPTD, 10/16/18 @7 p.m.; 10/21/18 @1 p.m.
- WGTE, 10/30/18 @8 p.m.; 10/31/18 @2 a.m.
- WOUB, 10/25/18 @9 a.m.



The Career Path Less Taken
 Screening Toolkit & Discussion Guide

Introduction

THE CAREER PATH LESS TAKEN is a half-hour documentary co-presented by Ohio's public television stations CET, ideastream, and WOSU Public Media as a part of American Graduate: Getting to Work. The three stations are partnering to produce content focused on the changing workplace and the educational pathways to skilled jobs.

Against the backdrop of Ohio's looming skills gap the documentary travels across the state to innovative career-tech education programs (CTE) that are preparing young people for the jobs of tomorrow. THE CAREER PATH LESS TAKEN challenges traditional notions of success by demonstrating that there are many pathways to skilled jobs that do not require a four-year college degree. It also explores the history of CTE and how students are finding their way back into these programs after decades of misunderstanding and stigma.

While the documentary will air on public television stations across the state, it is also designed for sharing with your local community, offering an opportunity to create dialogue and help raise awareness about career pathways. Public libraries, community colleges, career tech campuses and high schools are just some of the locations where screenings and discussions can be held. With this Screening Toolkit & Discussion Guide, anyone can host an event and be prepared to facilitate a conversation about the topics included.



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<https://www.ideastream.org/careerpath>

YouTube, Google Analytics, Video - Local Portals

Video	Times Accessed	Unique Users	Range of Average Session Duration
TCPLT Full	4,358	3,632	6:51-7:35
Toolkit	340	244	0:27-0:37
:30 Promo	11,496	10,606	0:14-0:29

The Ohio Channel
 MyCommunity Focus
 TV20
 Bedford School District Cable Access