



Workforce **NEWS** Network



Connecting Community Through Workforce News

The Workforce NEWSNetwork (WNN) is a communication model designed to make the workforce ecosystem visible, valuable, and scalable.

The Challenge

Workforce and education organizations face significant hurdles, including major funding cuts and the restructuring of U.S. departments. With funders and legislators questioning the value of these systems, organizations must utilize storytelling-driven marketing strategies to demonstrate their economic impact or face potential extinction.



The Solution

Workforce **NEWS**Network

WNN is a statewide, video-first storytelling and distribution platform powered by journalists at Local NEWSNetwork. It transforms workforce activities into engaging stories distributed across an omni-channel digital network. This approach serves as an advocacy tool, providing policymakers with clear data and success stories to justify continued funding and support.

Why It Matters for States & Local Organizations

Powered by **journalists at Local NEWS Network**, WNN is a statewide, video-first platform that distributes workforce stories, data, and events across an omni-channel network leveraging all forms of **digital media venues**.

Through **effective storytelling**, it inspires others to learn more about the system and its partners and engage with programs and priority initiatives.

The stories, combined with data, create a natural advocacy tool to push policymakers to a central location that showcases the value of the workforce ecosystem, creating a strong business case for support and funding.

The WNN program **builds the capacity of workforce and education organizations through professional development** to understand how to elevate the relevance of its mission through data, storytelling, advertising, digital, and public relations strategies that benefit their local brands and communities.

How It Works

The program consists of three integrated components:

The Platform

A centralized video distribution infrastructure that reaches audiences via social media, podcasts, digital screens, and more, ensuring consistent messaging across regions.

The Stories

High-quality, short-form video content highlighting career pathways, employer needs, training successes, and regional innovation. These stories connect real outcomes to local and state economic development.

The Enablement

A centralized video distribution infrastructure that reaches audiences via social media, podcasts, digital screens, and more, ensuring consistent messaging across regions.

By participating in WNN, organizations can position themselves as visible, trusted economic forces that partners and policymakers understand and support.

Workforce NEWSNetwork helps workforce and education organizations start being a visible, trusted economic force.

It turns workforce investment into clear, compelling stories that communities, partners, and policymakers can see, understand, and support.

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