

# I Build NH

A PBS LearningMedia Video Series



New Hampshire is facing a work shortage across geographic regions and job sectors. The state has thousands of well-paying jobs that are going unfilled. With a renewed focus on STEM, we need to educate our youth and adult stakeholders that construction *is* STEM. Careers in construction offer high-wage, high-tech opportunities with growth potential, all right here in our state. Post-secondary education and apprenticeships are creating a greater-trained workforce for skilled trades and occupations, but the need still exists.

Partnering with ABC NH/VT (Associated Builders and Contractors, Inc., NH and Vermont Chapter), NHPBS is creating a series of **I BUILD NH** videos. The videos will tell our story through the voice of local tradespeople — how they got into their trade and why they love what they do. Students and decision makers will be able to relate to these stories and become better informed about the fulfilling careers available to tradespeople right here in the Granite State.

**I BUILD NH** will appear on-air, on-line and through the PBS LearningMedia portal. PBS LearningMedia is a free, on-line, on-demand service developed for PreK-12 educators featuring interactives, images, videos, audio files and more with lesson plans, background essays, and discussion questions. There will also be additional outreach to NH schools for “career days” and other development opportunities. Through the unique and engaging platform of PBS LearningMedia, we have the potential to reach almost 8,000 educators and their students!



## TARGET AUDIENCES

- Middle school students
- High school students
- Educators and Administrators
- School counselors
- Alternative Education and ELO (Extended Learning Opportunities) coordinators
- Policy Makers
- Care givers
- Employment Services
- Social Services and other non-profit agencies
- Veterans and Veteran service providers

## SPONSOR BENEFITS

- Multi-state reach
- Help change the conversation while making the skilled trades aspirational
- Better assist our target audiences to understand the income potential, career longevity, and equal opportunity of these trade positions
- Assist in retaining young adults to reside in New Hampshire and find work here
- Increase interest from businesses to start, relocate, or expand business in the state
- Recognition on-air, on-line (nhpbs.org and PBS LearningMedia), and among target audiences and stakeholders



A PROUD PARTNERSHIP BETWEEN:



## \$10,000

- Graphic recognition on all 12 videos. Short videos (2-3 minutes in length, to air for one year) to appear around NHPBS targeted programming, on nhpbs.org and PBS LearningMedia. Long videos (7-10 minutes in length, available indefinitely) to appear on nhpbs.org and PBS LearningMedia.
- Recognition on materials distributed at NH school “career days.”
- Recognition on NHPBS social media (Facebook, Instagram and YouTube).
- Prominent recognition on **I BUILD NH** and ABC NH/VT web sites.

## \$7,500

- Graphic recognition on all six short videos (2-3 minutes in length, to air for one year). Short videos to appear around NHPBS targeted programming, on nhpbs.org and PBS LearningMedia.
- Recognition on NHPBS social media (Facebook, Instagram and YouTube).
- Recognition on **I BUILD NH** and ABC NH/VT web sites.

## \$4,000

- Graphic recognition on all six long videos (7-10 minutes in length, available indefinitely). Long videos to appear on nhpbs.org and on PBS LearningMedia.
- Recognition on NHPBS social media (Facebook, Instagram, and YouTube).
- Recognition on **I BUILD NH** and ABC NH/VT web sites.