

The Career Center - Real Teens Explore Careers in Michigan

Promotional Toolkit



Description

The Career Center is a new show where real teens explore the opportunities in their future and the paths available to find their dream career.

The program is hosted by Andrea Pisani, a STEM educator and career and workforce expert. In each episode, Andrea walks students through the process of exploring careers and career pathways. Segments include:

- Career Exploration: Meet professionals who represent different facets of a career track or cluster and learn about the diversity of jobs available and skills needed.
- 21st Century Skills: Communication, critical thinking, digital skills.... they're needed in every job! Short segments help job seekers build skills and build their resume.
- Career Pathways: From apprenticeship programs and bootcamps to university and community college programs, find multiple paths to pursuing your dreams.

Segments from The Career Center will be available online and in teacher resources so teens and educators can use segments independently. The program will air statewide on the Michigan Learning Channel.

How to Watch

- Watch online: <https://www.michiganlearning.org/show/the-career-center/>
- MLC Livestream: <https://www.michiganlearning.org/live-tv/>

Social Media

Assets

Download assets here:

<https://drive.google.com/drive/folders/1J2wP8yofzZIMTH7ZmmUPii25at2E-d2W?usp=sharing>

Suggested Copy

For the Series

Post type	Suggested Copy
Evergreen series promotion 1	The Michigan Learning Channel has a new series all about career exploration. Watch real teens explore career paths and learn 21st century job skills on The Career Center.
Evergreen series promotion 2	Meet professionals across fields, explore career paths, and learn job skills on the NEW series from the Michigan Learning Channel, The Career Center.

Evergreen series promotion 3	Explore the wide world of career paths with The Career Center, the newest series from the Michigan Learning Channel. Watch it on TV or on demand!
Evergreen series promotion 4	Help the teens in your life navigate career exploration with The Career Center, a new series from the Michigan Learning Channel. Meet professionals from diverse industries, practice job skills, and navigate branching career paths.
Call to Action	TONIGHT at 8pm: The Michigan Learning Channel helps real teens navigate today's branching career paths in their new series. Watch The Career Center on demand or on TV.

Social Media Handles

Michigan Learning Channel

- Twitter: @MichLearning <https://twitter.com/MichLearning>
- Instagram: @michlearning <https://www.instagram.com/michlearning/>
- MLC Facebook: Michigan Learning Channel <https://www.facebook.com/michlearning/>

Contacts

For production-related questions, contact Michigan Learning Channel Producer Kyle Vernier at kvernier@dptv.org

For partnership and communications-related questions, contact Michigan Learning Channel Program Director Matt Hamilton at mhamilton@dptv.org

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