

Fiscal Year 2012 Newsletter and Annual Report

### We are marking 12 years of providing media education in Baltimore City!

This past year we served over 300 young people and created 23 short films. Our students' work was viewed by over 10,000 local, national, and international audience members, and 15 different film festivals accepted 13 of Wide Angle's youth

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produced films. Over 1,900 people visited our inaugural traveling exhibition and screening that toured Baltimore's farmers' markets as part of our 7th Annual Youth Media Festival. We also launched a new initiative, Wide Angle's Attendance and Design Team, in partnership with the

Student Attendance Collaborative and the Maryland Transit Administration's Rate Your Ride Advisory Committee. Students in this pilot program improve school attendance by addressing the problems they encounter every day. This past year the team investigated transportation barriers, and their efforts resulted in a 59% increase in participation in the Rate Your Ride program. This success is just the beginning. Our new five-year strategic plan will guide Wide Angle toward organizing change in Baltimore.

One of Wide Angle's roles is to make sure that young people are contributing to the health and well-being of our city. By adding their voices to those of the adults in their community, young people hear firsthand that they have smart, powerful things to say and can change our city. We invite you to join us in looking back at this year and exploring our students' experiences and the plans we have for the future of Wide Angle Youth Media.



#### **Alumni: Sam Boyd**

by Sam Boyd



For two years I have been a Media Instructor and Community
Arts Collaborative
AmeriCorps member at Wide Angle Youth
Media. I have helped facilitate Wide Angle's programs. But my relationship with Wide Angle did not start two years ago, it began ten years ago when I was a

student in the inaugural MVP class.

MVP is an advanced media production after-school program, which provides students aged 14 to 20 years old with digital storytelling, photography, video, and audio production skills, to tell powerful stories about the lives of young people in Baltimore. This is what drew me to the program as a student, and I am happy to be a part of this process for other youth, twelve years later. In the program, Wide Angle youth producers independently create short films and work in small teams to create team media. The process is demanding, and once the novelty of the equipment and technology wears off, students realize that filmmaking is a lot of work! But they stick with it, and at the end of the school year, they have all produced two complete films that meet or exceed the same level as most starting college student productions.

The program was the same for me. Those films had a place in my portfolio when I applied to colleges, and it was a remarkable achievement for a high school student to have finished a seven minute animation! I had to draw and color countless pictures, set up recording times with voice actors, and then put it all together into a sequence which made sense, using the same program our students work with now: Final Cut Pro.



Sam Boyd teaching in the Baltimore Speaks Out! Program in 2012.

The staff at Wide Angle supported me through all of the production process, and without them, I could not have completed such a project. I would have given up, but my MVP Instructors continued to make opportunities for me to work on it and did their best to keep me inspired and motivated. Now I am able to provide this same support to my students.

Media education is important to me. The process of the seeing a student who struggled at first finally understanding a technique or gaining new expertise with the camera is a great part of teaching. It's such a fantastic moment when students gain that

My MVP instructors continued to make opportunities for me and did their best to keep me inspired and motivated. Now I am able to provide this same support to my students.



Mentoring Video Project Class 2003: From left to right: Renata Winder, Kyle Halle-Erby, Wide Angle Founder Gin Ferrara, Charday Hall, Cady Vishniac and in front Sam Boyd.

comprehension of some step that's been eluding them. I like being involved and able to guide students along this path, where they will ultimately apply these skills later in life.

But I think most importantly, I have learned to listen and to ask questions. Instead of telling a student what I know, I have learned to ask them: Why are things this way? Why do we think this? What does that mean? Because my students have valuable perspectives and because it's those experiences that they can use to create great films.

#### **New Board Leadership**

by Heather Rosenbloom, Board President

In 2008, I was relatively new to Baltimore and seeking a chance to get involved and learn more about my new city. I enjoyed getting to know Baltimore's neighborhoods and learning how different Baltimore is from how the media portrays the city. I was also aware of the stereotypes surrounding the youth of the city and wanted to help challenge those. Despite working in the education field for several years, I had little to no contact with youth. I was looking for an opportunity to interact with students, and my search led me to Wide Angle Youth Media. I learned about the organization from a friend who spoke highly of their programs. From there, I scheduled a meeting with the Founder, Gin Ferrara, and I was hooked. Her passion was clear, and I was so impressed with the way the organization helps youth learn to challenge stereotypes — of themselves, their peers, and their communities — that I quickly joined the board. Everyone deserves a chance to tell their story, whether it's a city, a student, or a leader, and Wide Angle facilitates a way to tell these stories.

#### I was so impressed with the way the organization helps youth learn to challenge stereotypes.

I've served on various Wide Angle committees and taken part in numerous events, interacting with the students, parents, and supporters. Every time I am impressed with the enthusiasm everyone has for the organization. I enjoy contributing my skills to an organization that I and so many others believe in. As Board Secretary and a member of the Executive Committee, I've helped the organization stay on task, document key milestones, and work toward driving Wide Angle to be stronger every year while they plan creative ways to serve even more students.

Today I am the Board President. When I look back at the past few years, I think about all of the amazing things that Wide Angle has accomplished and the number of students that have been a part of the organization through our media education programs and the annual Youth Media Festival: the move to Miller's Court, the grants we've been awarded, the new corporate and private partners, the screenings. Wide Angle Youth Media provides a chance for Baltimore youth to have access to not just technology but also the experiences they would not receive in a normal school day. Those experiences gained outside of school are just as important and lasting as those inside. Look at our alumni, parent involvement, and the fact that more than half of our students that return for a second or even third program. Wide Angle is a special organization that has a lasting impact.

Youth in our programs are the present and future of Baltimore City. I enjoy seeing the impact Wide Angle has on students –



Board President Heather Rosenbloom.

seeing their growth from when they start a program to when they complete it. For example, our middle school students at the end of the Baltimore Speaks Out! Program always impress me with how amazingly articulate they are when participating in a panel and presenting their completed videos. For many, this is their first chance to speak in front of an audience of adults and share their voice by telling their stories. A key element to each Wide Angle program is allowing the youth to select the topics and issues presented in their films. They create media on things that are important to them; this also changes the education model so often encountered in school.

The future of this organization is bright! The board has just completed a five-year strategic plan with significant input from students and staff. It lays out a vision for the future with clear goals and objectives to get there. Financially, we are off to our best year ever and have a lot of great things in the pipeline. I am excited to be a part of such a solid organization that is professional, visionary, and truly making a difference in the lives of hundreds of youth every year. I believe in the youth of Baltimore, I believe in the future of Baltimore, and I believe in Wide Angle.

The youth of Baltimore deserve to tell and share their stories, and Wide Angle Youth Media helps make this happen.

#### **Wide Angle's Attendance and Design Team Partners with MTA**

By Wide Angle's Attendance and Design Team



Wide Angle Youth Media's innaugural Attendance and Design Team.

Many of the students at Wide Angle Youth Media rely almost solely on public transportation as a means of getting to school, after-school programs, work, and home. Late buses, skipped stops, and rude bus operators have been identified as just a few of the obstacles making city students' morning commutes difficult and ultimately resulting in poor school attendance. Lackluster academic performance or even academic failure is known to be unfortunate and pervasive manifestations of this attendance problem.



Cody Dorsey interviewing an MTA bus operator as research for the Attendance and Design Team's Rate Your Ride Project.

The students at Wide Angle are concerned by this harmful dynamic and responded by creating Wide Angle's Attendance and Design Team, where high school students produce media campaigns that create positive and tangible change. This past year, the students worked with the Maryland Transportation Authority (MTA), aiming to increase student involvement in MTA's Rate Your Ride program, improving the bus system with their efforts, and increasing student attendance. In collaboration with the Student Attendance Collaborative and the Rate Your Ride Advisory Committee, the team devised a print campaign to encourage youth participation in Rate Your Ride, a program designed by MTA.

Over the course of the semester, the students created print materials - ranging from bus shelter ads to five different poster designs for display in schools - intended to rally youth support and enthusiasm around MTA's Rate Your Ride program. The students' campaign helped increase overall participation in Rate Your Ride by 59%. Also, in response to the team's visit to MTA's Kirk Bus Division, the Bus Operator Appreciation Campaign was created. Team members photographed and interviewed bus operators about their daily experiences and student-driver relationships. From this visit, the team realized how challenging the operator's job is and decided to thank them with magnets and cards for their hard work and dedication in helping students get to school. The students also analyzed the Rate Your Ride data and designed infographics, explaining the data collected and making the complex statistics accessible and informative for students.

## The students' campaign helped increase overall participation in Rate Your Ride by 59%.

Based on this experience, Wide Angle wants to expand Wide Angle's Attendance and Design Team to become a core high school program in the coming years. This would allow the students to decide on the issues and campaigns the program addresses. While the problems facing Baltimore are numerous and daunting, student innovation and creativity provide amazing first-step solutions that can lead to a better Baltimore. Wide Angle's Attendance and Design Team demonstrates that youth input is crucial in changing large systems like the MTA and Baltimore City Public Schools.



An infographic created by the Attendance and Design Team based on Rate Your Ride data. This program is supported by the Open Society Institute, Baltimore.

#### **Recognition**

#### by Da'el Clapperton

Working with Wide Angle Youth Media for many years, I've seen people receive awards for countless different reasons: being a good teacher, best editor, most improved producer, and so on. Sometimes the staff will see that they have such an amazing student with a talent that they haven't seen before, so they create new awards for them. At events where I've received only a certification of completion, I wanted to try even harder next time and push myself, so I could be as outstanding of a student as possible. In the end it paid off.

My first award opened up a new world for me. Before attending programs at Wide Angle Youth Media, I was a shy person. Everywhere, I would sit away from everybody and not socialize unless someone talked to me first. Even then, I was reluctant to speak. Apparently, the staff at Wide Angle Youth Media knew me better than I knew myself because I was assigned the job of the director. A director can't be shy; they need to lead and in the end get what they want. It all falls down on the director because she is in charge of keeping everyone focused, getting the correct shots, and making sure nothing is forgotten. It is a big role with a lot of responsibility.

I wasn't looking forward to directing, but as I looked over the script and shot list created by my classmates, I envisioned the entire film in my mind. When we got on set and I saw that everyone was doing everything wrong, I freaked out. This wasn't



Da'el is currently a student in Wide Angle's Mentoring Video Project.



Baltimore Speaks Out! Instructor Sarah Milinski and Da'el Clapperton.

how it went in my head, not even close, so I did everything I could to get it as close to what I saw as possible. I forgot my shyness, and my number one priority became getting our film to be the best it could be.

That meant telling people what I wanted and making them do it over and over until I was satisfied. Frustration with my actors is what brought out my inner director. I had never been interested in directing, but it gave me a rush. When I saw what I directed, I was bursting at the seams. After that, I had many more directing opportunities.

#### I forgot my shyness, and my number one priority became getting our film to be the best it could be.

At the next awards ceremony, I sat and clapped as my classmates got their awards. I told myself not to get my hopes up and that I wouldn't get an award for being shy. As the next award was presented and the student was described, the presenter announced it was a new award because a student had surprised everyone. I thought I was I hearing things when the presenter said, "Best Director." It was my first trophy from Wide Angle Youth Media. I did not think I had it in me, and I'm so thankful that I was assigned that director role. Without that opportunity, I would have never learned how much I enjoyed directing. Even more importantly, I learned how important it is to speak up, have my voice heard, and be a leader in projects that matter to me.

#### **Reverse Mentoring**

by D'Andre Guess



Mentoring Video Project student D'Andre Guess taking pictures in class.

During the 2011-2012 school year, I was a senior at Digital Harbor High School and an Urban Alliance Intern. My work site was at Wide Angle Youth Media, where I was also a student in their Mentoring Video Project. My internship experience and the media education I received led to me apply and be accepted both for a summer production internship at Wide Angle Youth Media through Urban Alliance and to the Art Institute of York, Pennsylvania, which I am attending this fall.

This summer I was given the opportunity to teach video production skills as a part of a Wide Angle workshop for several Baltimore teachers. This was when I was introduced to reverse mentoring, where a student is the instructor for teachers. Media education and mentoring are important to me. Media is a rapidly expanding form of communication, information, and entertainment, and should be an essential component in every classroom. The teachers were very enthusiastic about learning new skills during my reverse mentoring experience, but they seemed to have little experience with the subject. The teachers, now my students, were very interested in the lesson and willing to learn new skills. Surprisingly, they acted like students again with ease under my leadership. There was a mutual respect between mentors and our students, although like all students, they would sometimes go off-topic and get bored during the less entertaining parts of the lesson.

The best part of this experience was seeing the end result. I enjoyed the videos the teachers came up with. It was a compilation of the things they say in classrooms. Most of the teachers used examples of how they deal with disrespect from students. It felt rewarding to see them use the skills I taught

while creating their own videos. Before I was given the privilege of mentoring these teachers, I assumed most teachers were bored and always stressed from their jobs. But after working with these teachers, I found that they respected me and let me teach the lesson without any judgment. They had great uplifting attitudes and kept me laughing while we were together. I enjoyed teaching the skills I have learned at Wide Angle and hope to have a chance to do it again. More teachers and students should participate in reverse mentoring. Putting teachers and students in each other's shoes may help them forge a better understanding of each other's role and a deeper respect for one another.

Media is a rapidly expanding form of communication, information, and entertainment, and should be an essential component in every classroom.



Sam Boyd presents D'Andre the April Montebon Award for Innovation at the 2012 Wide Angle Video Extravaganza.

# FY12 Wide Angle Youth Media Annual Report\* Private Foundations: 39% Government Support: 18% Donated Goods and Services: 18% Programs and Special Events: 15% Corporate and Individual Gifts: 10% Programs and Special Events: 81% Management: 18% Fundraising: 1%

#### Revenue

Corporate and Individual Gifts: \$34,596.50 Programs and Special Events: \$50,797.09 Donated Goods and Services: \$60,322.91 Government Support: \$63,000.00 Private Foundations: \$132,610.50

**TOTAL REVENUE: \$341,327.00** 

#### **Expenses**

Fundraising: \$3,720.00 Management: \$57,518.00

Programs and Special Events: \$261,293.00

TOTAL EXPENSES: \$322,531

Increase in Net Assets: \$3,710.00

Statements prepared by CohnReznick.

Net Assets at the Beginning of the Year: \$51,241.00

\*All figures are from Wide Angle Youth Media's FY12 Financial

Net Assets at the End of the Year: \$54,591.00

#### **FY12 Donors**

#### **Private Foundations and Funds**

William G. Baker, Jr. Memorial Fund Best Buy Children's Foundation Henry and Ruth Blaustein Rosenberg Foundation Annie E. Casey Foundation Dresher Foundation

The eBay Foundation Corporate Advised Fund, an advised fund of Silicon Valley Community Foundation

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M&T Bank Charitable Foundation Open Society Institute

Angelica Peale Allan and Warde B. Allan
Fund of the Baltimore Community
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Harry and Jeanette Weinberg Foundation Maryland Small Grant Program

#### **Public Agencies**

Baltimore City Public Schools
Family League of Baltimore City, Inc.
Maryland Film Office
Maryland State Arts Council
Mayor Stephanie Rawlings-Blake and the
Baltimore Office of Promotion and the Arts
National Endowment for the Arts

#### **Non-Profit Grants**

NAMAC's Capacity Building Support
Program, which is supported by The Nathan
Cummings Foundation and the National
Endowment for the Arts.

#### **Directors Circle (\$1,000 - \$4,999)**

Allegis Group Foundation
Enterprise Community Investment
Eye Byte Solutions
GiveCorps Foundation\*
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Joseph and Diana Harrington
Maryland Employees Credit Union
of Baltimore
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#### **Designers Circle (\$500 - \$999)**

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The Hatcher Group: Donation made in
honor of Gina Davis
Marshfield Associates
Heather Rosenbloom



Bonita Bush of The Municipal Employees Credit Union and Kevin Parson at an event for the 6th Annual Who Are You? Youth Media Festival.

#### **FY12 Donors**

#### Camera Club (\$100 - \$499)

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The Jacob and Hilda Blaustein Foundation,

Matching Gifts Program

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#### **Crew Members Club (up to \$99)**

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Eulalia Bell

Vanceto Blyden

Nicole Boswell

Victoria Boswell

Diana Braunstein

Grace Briscow

Valeria Brown

Rose Burt

Kizin Burton-Fox

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Maura Carey

Gayle and Thomas Carney

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#### **Crew Members Club (cont.)**

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Cody Fleischfresser

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Jerome Tyree

Tia Tyree

Anissa Wainwright

Marcus Wagner

Angela Waller

Robin Waters

Aaron Watkins Ann Wolf

Eric Yurman

#### **Headphone Hero Campaign:**

\*The gift from the GiveCorps Foundation includes the generosity of the following

individuals: Iulie Bent

Kathleen D. Farno

James Gouldmann

Irvin S. Johnson Thomas McDonald

Kelly Schmal

Karen Stults Aviva Suffian

#### **Provide Bus Passes for Peer Teachers** Campaign:

\*The gift from the GiveCorps Foundation includes the generosity of the following individual:

Samantha B. Lozano

#### **Media Sponsor:**

Baltimore City Public School's Education Channel 77

#### **FY12 Donors**

#### **Baltimore Speaks Out Campaign:**

\*The gift from the GiveCorps Foundation includes the generosity of the following individuals:

Stephanie Adler

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Joseph Harrington

Mary Hartney

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Thomas Hoen

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Donald Manekin speaking to Matt Kone, a local salon owner and recent host to the Wide Angle Youth Media Traveling Photography Exhibition in fall of 2012.



MVP student Evodie Ngoy with Baltimore Mayor Stephanie Rawlings Blake at the Creative Alliance's World Refugee Day Celebration. Evodie's film *The Paradise that Wasn't* was screened at the event.

#### **Baltimore Speaks Out Campaign (cont.):**

Jan Houbolt

J. Teddeman Hull

Buck Jabaily

Peter Jackson

Lehr Jackson

Kyahn Kamali

Jessica Karaska

Sara Lauver

Meghan Leimenstoll

Ny Littlejohn

Susan Mann

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#### **FY12 In-Kind Donors and Volunteers**

#### **In-Kind Supporters**

#### (\$1,000-\$25,000 approximated value)

The Array Group Jef Boeke DadaTypo Enoch Pratt Free Library

Eye Byte Solutions Family League of Baltimore City, Inc.

Goucher College

High Throughput Biology Center, Johns Hopkins University School of Medicine

Johns Hopkins University L&H Business Consulting, LLC Maryland Transit Administration Jessica Pegorsch

#### In-Kind Contributors (\$500-\$950 approximated value)

Andre Chung Photography Angelo's of Hampden Carma's Café Corie and Douglas Godine Ladderback Design Orange Element

#### **In-Kind Donors**

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Matt Purdy

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Jill Scheibler

Billy Schultz

Mike Subelsky

Casey Thomas

Rebecca Trapp

Mike Wassenaar



# HELP BALTIMORE'S YOUNG PEOPLE TELL THEIR STORIES

#### **Your donation of:**

\$600 supplies a youth producer with a brand new DSLR camera.

\$300 provides a middle school student with media training for one semester.

\$150 sends eight youth producers on a field trip to a production studio or special event.

\$50 supports outreach for film screenings where students discuss their work with community members.

\$25 supplies students with bus passes for on-location filming and special events.

**Donate online:** wideanglemedia.org/donate

When you donate to Wide Angle Youth Media you are making a significant contribution to the growth and volume of youth voice – in the Baltimore Arts Community and beyond.

# WATCH

#### **OUR STUDENT'S FILMS**

Young people are often silenced by their age, but we believe their stories are valuable and need to be heard.

Our students write, direct, and star in their own films, but that is only half of this integral cycle of creation and viewership. Validate their hard work by watching their videos, listening to what they have to say, and spreading their message.

Our students' films explore topics surrounding Bullying, Education, Human Rights, Public Transportation, and more...

Watch our students' films: wideanglemedia.org/watch

# READ

#### **OUR WEEKLY BLOG**

Featuring behind the scenes posts by our students, staff, and supporters:

wideanglemedia.org/blog

# DONATE TO WIDE ANGLE THROUGH THE UNITED WAY

Maryland Charity Campaign for United Way, 2012 designation code: #4355

United Way Campaign: Chesapeake Bay Area Combined Federal Campaign designation code: #44496

United Way 2012 Combined Charity Campaign for Baltimore City designation code: #43541

# JOIN

#### **OUR EMAIL LIST**

semi-monthly updates on our programs, students' films, events, and more:

wideanglemedia.org/emailnews





WIDE ANGLE YOUTH MEDIA 2601 North Howard Street, #160 Baltimore, MD, 21218

 $\label{lem:condition} \begin{tabular}{ll} For more information visit: wide angle media.org \\ \begin{tabular}{ll} Donate on line: wide angle media.org/donate \\ \end{tabular}$ 

Watch our students' films: wideanglemedia.org/watch

Read our blog: wideanglemedia.org/blog

Subscribe to our e-newsletter: wideanglemedia.org/emailnews

Follow us on Twitter: @wideangleym

Like us on Facebook: facebook.com/wideanglemedia

#### **HIRE WIDE ANGLE YOUTH MEDIA!**

Bring Wide Angle to your community, and give your youth the benefits of media education! Introduce youth to media making, public speaking, and teamwork. Some of our workshops include:

Art-Making Workshops Poster Creation Comic Book Button Making Workshop Photography Workshops Storytelling with Photo Comics Photographic Poetry Workshop Photo Media Campaigns Presentations Screening and Discussion Social Media Workshops Video Workshops Video Campaign Project Video Production Workshops Animation Workshops Public Speaking and Teaching Workshops Wide Angle works with youth in 5th grade and above. All of our workshops may be customized to best suit the needs of your students, topic, and budget. Visit our website for additional information and rates in the "Hire Us!" Section, and contact us at info@wideanglemedia.org if you have any questions!

Did you know that we offer **FREE**\* programming opportunities for Baltimore City Public Schools?

- Free 45 minute presentation for your BCPS School.
- Free 1 hour gallery tour & discussions about stereotypes of youth.
- Free or discounted photography workshops

\*(Supported by M&T Bank Charitable Foundation)

