



Contact:
Tory Harris
Public Information Manager
(215) 351-1243
tharris@whyy.org

WHYY Expands Media Lab Education Program Partnering with Area Organizations to Offer Career Pathways

Philadelphia – Thanks to generous grants totaling \$1.2 million from the William Penn Foundation and the Lenfest Foundation, WHYY will expand its in-school Media Labs program by adding Labs in 18 additional Philadelphia-area schools, establishing five existing Media Labs as Media Arts Centers for Excellence to receive additional resources/training and providing pathways to careers for participating students through paid work experiences at 17 partner organizations around Philadelphia.

“WHYY’s Media Labs program has a proven track record of developing the necessary life skills for our students to succeed in the workplace,” said WHYY’s President and CEO William Marrazzo. “Adding the career pathways component to our Media Labs program is a natural fit allowing students to see how the skills they learn throughout the program can help them in career and in life.”

WHYY has trained more than 10,000 students in video and audio production in the last 10 years, including fully-equipping media labs with instructors at 28 Philadelphia district schools. The next phase, with 18 new labs in Philadelphia-area schools, will reach an additional 7,000 students by 2021. During this phase, WHYY will also establish summer programming at partner schools, based on WHYY’s award-winning Summer Journalists and Summer Filmmakers program.

Additionally, WHYY will work with corporations, foundations and individuals to provide paid work experiences to help students transition from the classroom to a career path. The internships provided through this initiative are in alignment with the City of Philadelphia’s new “Fueling the Talent Engine” workforce strategy.

“Too many young people in Philadelphia are out of work, which is inconsistent with the demand for workers in a local economy driven by knowledge and STEM industries,” said Wes Somerville, Director, The Lenfest Foundation. “WHYY’s Media Lab expansion fills a great need for youth and young adults in Philadelphia, giving students STEM education while preparing them for technical and skilled jobs.”

To-date, 17 organizations have signed on to participate in WHYY Media Labs’ new workforce development component. They include: Philadelphia Media Network, Comcast, HiTouch Enterprises, The Philadelphia Public School Notebook, Billy Penn, Covenant and Calvary Presbyterian Churches, M&T Bank, National Museum of American Jewish History, Campus Philly, The Philadelphia African American Chamber of Commerce, Day & Zimmermann, WXPB, WRTI, Health Partners Plans, WURD and the National Constitution Center.

Through WHYY production classes, afterschool programs and summer camps, students learn how to tell stories, produce multimedia content and be aware of the world around them. Other programs, such as the Journalists Summer Camp, provide students with an engaging way to continue to learn about storytelling, even once the school year has ended.



WHYY's annual independent assessment of the WHYY Media Labs program has proven that it is making an important difference in the social and emotional development of elementary and middle school students, as well as high school students, teaching them essential academic and life skills as well as building self-confidence and self-efficacy.

"Introducing students to the arts at an early age can change how they see the world, and more importantly, how they see themselves," said Judilee Reed, Program Director for Creative Communities at William Penn Foundation. "We live in a technological world and media arts are an important medium for nurturing self-expression among Philadelphia's students, and allowing them to develop important skills for the future."

In 2014, WHYY launched its media lab education initiative to bring high-quality media instruction into middle and high schools in the City of Philadelphia. After a one-semester pilot, WHYY expanded this Media Labs program to five additional schools in the School District of Philadelphia (SDP) for the 2014-2015 school year, including two independent schools. With the success of the pilot and with the benefit of the feedback from the students and teachers participating in the Media Labs program, WHYY embarked on a partnership with the SDP which launched in the 2015/2016 school year. WHYY provided fully equipped Media Labs and media arts instruction to 28 district schools serving more than 5,000 students. Additionally, WHYY is also helping to launch and curate student-produced content for SDP's television station PSTV.

One teacher shared of the program, "The [Media Labs] experience was really incredible – both to be a part of and to see my students get involved with. I got to see some of my quietest students rise up and take charge of projects and other students who really didn't participate much before really get into the work."

Additional funding for WHYY's Media Labs program expansion is being provided by The Helen D. Groome Beatty Trust of BNY Mellon Mid-Atlantic Charitable Trusts (\$15,000), the Dolfinger McMahon Foundation (\$5,000) and the Danielle Rose Paikin Foundation (\$4,500).

The Corporation for Public Broadcasting provided WHYY with a \$10,000 Education Innovation Planning Grant in June to support the planning phase of this new Career Pathways component.

WHYY has media labs in the following schools throughout Philadelphia including (grades served in parenthesis):

- Austin Meehan Middle School, Northeast Philadelphia (6-8)
- Franklin Learning Center, North Philadelphia (9-12)
- Murrell Dobbins CTE High School, North Philadelphia (9-12)
- Academy at Palumbo, South Philadelphia (9-12)
- The U School, North Philadelphia (9-12)
- Abraham Lincoln High School, Northeast Philadelphia (9-12)
- Julia R. Masterman High School and Middle School, Central Philadelphia (6-12)
- Science Leadership Academy at Beeber, West Philadelphia (9-12)
- Northeast High School, Northeast Philadelphia (9-12)
- Henry C. Lea School, West Philadelphia (Pre K-8)
- Martha Washington School, West Philadelphia (K-8)
- Cook-Wissahickon School, Germantown (Pre K-8)
- AMY at James Martin, North Philadelphia (6-8)





- Gen. Harry Labrum Middle School, Northeast Philadelphia (6-8)
- Gen. George A McCall School, Central Philadelphia (K-8)
- Julia De Burgos Elementary School, North Philadelphia (K-8)
- Penn Alexander School, West Philadelphia (K-8)
- C. C. A. Baldi Middle School, Northeast Philadelphia (6-8)
- Walter Biddle Saul High School, Roxborough, Philadelphia (9-12)
- Martin Luther King High School, Germantown, Philadelphia (9-12)
- Feltonville School of Arts and Sciences, North Philadelphia(6-8)
- Girard Academic Music Program School, South Philadelphia (5-12)
- Stephen Decatur School, Northeast Philadelphia (K-8)
- Penn Treaty Middle School, Fishtown, Philadelphia (6-12)
- G.W. Childs Elementary School, South Philadelphia (K-8)
- H.A. Brown Academics Plus Elementary School, Kensington, Philadelphia (K-8)
- William T. Tilden Middle School, Southwest Philadelphia (6-8)
- George Washington High School, Northeast Philadelphia (9-12)

Philadelphia School Additions for 2018/2019

- Kensington High School, North Philadelphia/Kensington (9-12)
- Hill Freedman Academy, Northwest Philadelphia (6-12)
- Constitution High School, Center City (9-12)
- Bregy Elementary, South Philadelphia (K-8)
- Mayfair Elementary, Northeast Philadelphia (K-8)
- Kenderton Elementary, North Philadelphia (K-8)

By the Numbers

- WHYY has served **10,000+** students through media arts education programming.
- In phase one, WHYY provided fully equipped Media Labs and media arts instruction to **28** Philadelphia district schools serving more than **5,000** students.
- The next phase of WHYY Media Labs program, with **18** new labs in Philadelphia-area schools, will reach an additional **7,000** students by **2021**.
- To-date, **17** organizations have signed on to participate in WHYY Media Labs' new workforce development component.

WHYY thanks the many funders whose generous contributions made Phase 1 of the WHYY's Media Lab Program possible:

William Penn Foundation, Horner Foundation, Corporation for Public Broadcasting American Graduate Initiative, Samuel S. Fels Fund, Margaret G. Jacobs Charitable Trust, Maxine Stotland, American Airlines, Hamilton Family Foundation, Patriarch Foundation, The McLean Contributionship, The Tuttleman Family Foundation, Bank of America, Dolfinger-McMahon Foundation, The Lenfest Foundation, Leo Model Foundation, Philadelphia Cultural Fund Youth Arts Enrichment Program, National Endowment for the Arts, GSK, Best Buy Foundation, The Pennsylvania Department of Education, Chubb, Robert Carlino, Jerome Schwartz, William and Cissy Claypool, Fred DiBona, Zeldin Family Foundation