

# CALIFORNIA EMERGING TECHNOLOGY FUND

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ORGANIZATION PROFILE: YOUTH RADIO  
JUNE 25, 2007

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	YOUTH RADIO
Name(s) of Principal(s) and Complete Titles	Ellin O'Leary, Executive Director/Executive Producer Jacinda Abcarian, Managing Director
Contact Information (complete)	1701 Broadway Oakland, CA. 94612
Name of Program or Project (if different from organization)	Youth Media Hub: The Tipping Point Project
Geographic Location or Focus of Program or Project	East Bay/Greater Bay Area Los Angeles, CA
Demographic Overview of Focus Community or Population	Youth Radio's target population is high-school youth with an emphasis on girls, low-income youth and young people of color. Programs are open to teens age 14-18, with advanced trainings and internships available to young adults up to age 24. Racial and ethnic breakdowns are: African-Americans (38%); Asian-Pacific Islanders (15%); Latinos (30%); Caucasians (14%); Middle Eastern Americans (1%); Native Americans (1%); Multiracial (1%). Twenty-five percent of Youth Radio students are children of immigrants or immigrants themselves. Youth Radio provides services at its headquarters in Oakland, CA and at bureaus in Los Angeles, Washington, DC, and Atlanta
Description of Program or Project named above	Prepare youth as content producers and curators who are able to parlay their talents, passions and skills into sustainable jobs and community assets that integrate digital entrepreneurship with individual and community transformation.
o Goals	
o Objectives	- <u>train</u> low-income youth to produce and distribute the highest standards of media content - <u>expose</u> young people to hands-on work producing and distributing media content in multiple formats/platforms - <u>prepare</u> young people for media and IT industry-specific jobs, including radio, film, music, web and video production, as well as IT and computer related technology jobs across industries - <u>connect</u> urban young people through technology
o Strategies	Engage disadvantaged youth through media production, dissemination and social networking. The goal is to develop a network of youth communicators who can weigh in on critical issues such as the upcoming presidential election among their peers and with policy makers.
o Actions	Youth Radio will work with Urban Economy and Tech Prep to develop a regional youth media hub that will serve a launch site for a hive of e-communities.
o Outcomes	Increased civic engagement among low income youth in California. Decreased digital divide among disadvantaged urban populations.

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<ul style="list-style-type: none"> <li>○ Brief History (when was the organization founded or when was the program launched?)</li> </ul>	<p>For more than a decade, Youth Radio has been bringing the voices, passions and concerns of young people (ages 11-24) to the media. Starting in the early 1990's with just a two minute commentary on KQED-FM (San Francisco) and a Friday night music show on KPFB (Berkeley 500 station), Youth Radio is now one of the nation's top producers of media content for teenagers. The voices of our young reporters can be heard both locally and nationally, on radio, the Internet, and through print media. Youth Radio's on-line radio station, which streams 24-hours per day on iTunes, features music shows and content drawn from all the bureaus. In addition to our current headquarters in Berkeley, satellite bureaus operate from Los Angeles, Atlanta, and Washington D.C. Youth Radio's International Desk has offered grassroots media workshops and broadcast opportunities for young people in Mexico, Cuba, South Africa, Indian, Afghanistan, Israel and Palestine. More than 300 Youth Radio reports and commentaries are broadcast each year on National Public Radio programs such as All Things Considered and Morning Edition, on-line outlets like CNN.com and iTunes, and on public radio stations from KQED in San Francisco to WGBH in Boston. Recent one-hour specials for Public Radio International include Life After Katrina and Young Voices from Iraq. Through Youth Radio's work, an estimated 27 million people each year hear and read the perspectives of young people who are often overlooked or, even worse, misrepresented in media coverage. Over the past years Youth Radio has received a number of prestigious awards, including a George Foster Peabody Award, two Edward R. Murrow Awards, and the Alfred I. DuPont/Columbia University Award for Excellence in Broadcast Journalism.</p>
<ul style="list-style-type: none"> <li>○ Size and Magnitude of Program or Project             <ul style="list-style-type: none"> <li>▪ Number of People Served, Involved, Impacted</li> </ul> </li> </ul>	<p>Year 1 - 1200 Youth Year 2 - 2400 Youth Year 3- 5000+</p>
<ul style="list-style-type: none"> <li>▪ Annual Budget, Percentage of Earned Income and Staff</li> </ul>	<p>\$2.8 million 1% Earned income 40 paid staff positions</p>
<ul style="list-style-type: none"> <li>▪ Funding Sources and Partners</li> </ul>	<p>National Science Foundation Corporation for Public Broadcasting Kellogg Foundation</p>
<ul style="list-style-type: none"> <li>○ Results and Evidence of Success             <ul style="list-style-type: none"> <li>● Metrics for Evaluation Progress</li> </ul> </li> </ul>	<p>Youth development outcomes Workforce development outcomes (SCANS-computer literacy, technical skills etc.) Science Technology Engineering and Math Knowledge (STEM) development</p>
<ul style="list-style-type: none"> <li>● Change in Outcomes or Metrics Over Time</li> <li>● How long does it take</li> </ul>	<p>Youth show increased technical competencies over the course of 11 week session</p>

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to secure results for the program above?	
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