

My Source Community Impact Award Application

Application ID: 11111

My Contact Information

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My Station

WXYZ, Anytown, NY

Story of Impact Information

1. What is the title of your application/story of impact?

WXYZ Media Club

2. What role did the station play in responding to a particular community issue or opportunity? What content or services were provided, e.g. on-air programs, community events, Web or new media content, educational materials, etc.?

Our station worked with the local Boys and Girls Club to develop and produce an after-school media club for teenagers. We first created an internal station task force made up of eight staff members from engineering and production; they developed a curriculum for kids aged 12-16 in TV producing, writing, camera work and editing. Lots of kids signed up – we were able to teach 30 kids, thanks to two engineers and two producers who conducted the training twice a week for eight weeks. The end goal of the program was to have each of four groups of kids produce a music video. We used some of our older cameras and other equipment to shoot the videos, both in the field and in the studio, and the kids worked with our editors in our station edit suites.

3. What made the station decide to address this particular issue/opportunity, e.g. viewer phone calls and e-mails, aligned with station goals, local statistics, community listening events, request from a community partner, etc.?

We started this project after the local section of our newspaper published a two-part series on the problem of teen vandalism. The reporter explained that budget cuts had forced local schools to reduce organized sports, and that very few extracurricular activities remained. The Boys and Girls Club wanted to start an after-school media program; their V.P. of operations served on our Community Advisory Board and asked for the station's help with the project. Our Station Manager brought together the department heads of the production, programming, engineering and education departments to decide how we could respond to this request for help. It was

particularly compelling to us that one of the local high schools near our station was at the epicenter of vandalism problem.

4. Describe the results and the impact of the content and services, e.g. increased community participation, stronger or new partnerships, awards received, increased funding or membership, etc.

We couldn't have imagined how creative these kids were, and how committed to the project. Of the 30 kids who signed up, only two dropped out. The videos were so exciting and so polished that we decided to run an on-air contest to pick the best. One of our local corporate sponsors, Sports Dynasty, provided the prize, a package of seven \$75 gift certificates, one certificate for each of the winning team members. The videos were shown in rotation twice a day for two weeks. We set up a phone line to capture the votes. Over the two weeks we received more than 3,000 calls and had to set up additional phone lines. The kids were so jazzed about this project and so was their school! The school and the Boys and Girls Club put together a proposal to our local community foundation and received funding for the program for the next school year to start their own closed circuit TV channel at the school featuring school news, music and programs about teen life skills. Finally, we received "earned media" when the newspaper did a before/after story about a drop in teen vandalism in the area, and our positive contribution.

5. What is the genre of your story, i.e., what kind of issue/opportunity was addressed by your station?

- Arts & Culture
- Children/Youth

My Source Materials

- [Angela Says WXYZ is Her Source for Preparing for the Future](#)

Format: On-air TV

Angela Hayes, one of the student participants, remarks on the project's affect on her life plan – not only did working on a TV project help her learn to be a team player, she now wants to be a video editor.

- [DeSean Comments that WXYZ is His Source for Learning Leadership](#)

Format: Online Content

DeSean Roberts remarks that this project helped him to discover his own leadership ability, which he thinks he can now bring to his school and to other projects in his neighborhood. We used this spot on our My Source Web page, and DeSean linked to it from his Facebook page!

- [Anytown Sports Dynasty Manager Richard Smithers Comments that WXYZ is His Source for Exercising Corporate Responsibility](#)

Format: Member Magazine

Mr. Smithers comments in an open Letter to the Editor that Sports Dynasty believes that their business benefits from a strong community, and that WXYZ gave them a terrific opportunity to contribute to the city of Anytown.