

Media & Content Development Track

Seeds of Power Fellowship Program participants in the Media & Content Development track will explore what it means to shape narratives [not only for themselves, but for others] through developing original content aligning with racial and health equity. Through the use of various methods of media and communication, Seeds of Power Fellows will create, plan, and produce a series of content sponsored by Creative Reaction Lab which amplifies their voices and creativity

Fellows in the Media & Content Development track will have the opportunity to explore a variety of topics related to media and content development including, but not limited to: storytelling, scriptwriting, podcast creation, graphic design, storyboard development, blog writing + management, video production, social media marketing, and more! Fellows participating in this track should be ages 18 - 26.

CREATIVE CONTENT DEVELOPMENT

Youth are empowered to create, design, plan, and produce original content that highlights their passions and interests through various modes of

IMPACT & SHAPE NARRATIVES

Fellows will have the opportunity to impact and help shape their own and others narratives through the lens of their own lived experiences. Through this, fellows will be empowered to provide their perspectives on what's happening in the world around them.

Problem & Opportunity

Black communities have historically been left out of the narratives of Black people due to the portrayal of themselves in the media. From People of Color being featured in the news in violent acts, to being shown as a music artist or athlete, the media doesn't show the breadth and depth of the community of people. Today, there are only approximately 26 percent of People of Color who form the media sector.

Lack of representation has been shown for decades across the media sector, but more recently with the institution of the Academy Awards, with the hashtag

"Oscars So White". This was due to the stark realization and highlighting of lack of representation and nomination of any person of color during the 2020 Academy Awards. This is just one of many examples of why the lack of representation in media is detrimental to communities of color.

With fellows participation in the Media & Content Development track, they will have the opportunity to take back, and challenge the narratives that media has placed on People of Color.

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MAIN DELIVERABLES/OBJECTIVES

- Create original content centered around racial and health equity
- Explore what it means to shape narratives [not only for themselves, but for others] through developing original content
- Development skills and experience developing and producing content for a variety of audiences
- Become connected with community leaders and members in CRXLAB's network and build their own network
- Understand how to assess the learning needs and priorities of individuals in various learning spaces
- Navigate and facilitate varying levels of conversations (debate vs dialogue) and topics

INFORMAL LEARNINGS (SKILLS)

- Public speaking
- Written communication
- Content Development + Management
- Media Development + Management
- Timeline management
- Interviewing
- Researching
- Editing
- Digital Communication
- Project Management
- Copywriting
- Audio/Sound Editing
- Digital Marketing
- Illustration
- Adobe Creative Suite
- Graphic Design
- Animation

CAREERS

Careers associated with the Media & Content Development track include, but are not limited to:

- Journalist (Writing, Broadcasting)
- Author
- Film/Video Editor
- Producer
- Director
- Screenwriter
- Production Designer
- Graphic Designer
- Marketing
- Digital Media Specialist
- Social Media Specialist/Manager
- Communications Specialist/Manager
- Podcaster
- Digital Content Creator
- Camera Operator
- Narrator/Voice Actor
- Content Strategist
- UX Designer
- Creative Director
- Videographer