



# Digital Media Career Pathways

 RAMSEY COUNTY

September 24, 2024

## **Presenters**

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## **Purpose of this workshop**

To provide an update on Workforce Solutions' efforts to both provide career pathway training program and occupational storytelling to youth and young adults.

# Agenda

- Welcome & Introductions.
- Summer Journalism Intensive – Center for Broadcast Journalism.
- Road Trip Nation & E3L Cohort (Exposure, Environment, Experience & Legacy).
- Next Steps and Continued Efforts.

## Why digital media?

- In engagement with young people, they identify art/creative pathways and technology as areas of interest.
- Many young people are seeking entrepreneurship and work for self opportunities due to discrimination and challenges in typical corporate work environments.





## Why digital media?



- Power of storytelling
  - “I’m a storyteller before anything else.” – Gio, Pioneer Press.
- Many youth are pursuing storytelling in non-traditional pathways (influencing) that have transferrable skills to other career opportunities.
- Diverse perspectives in media benefit the entire community.

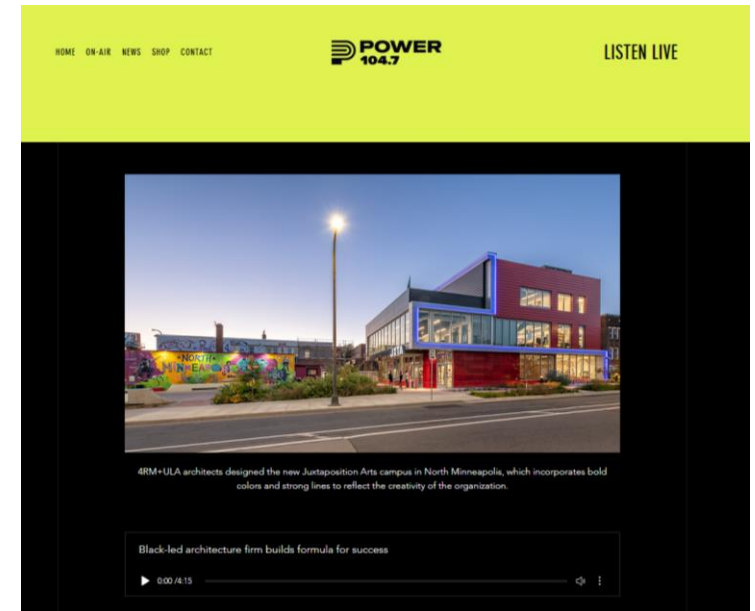
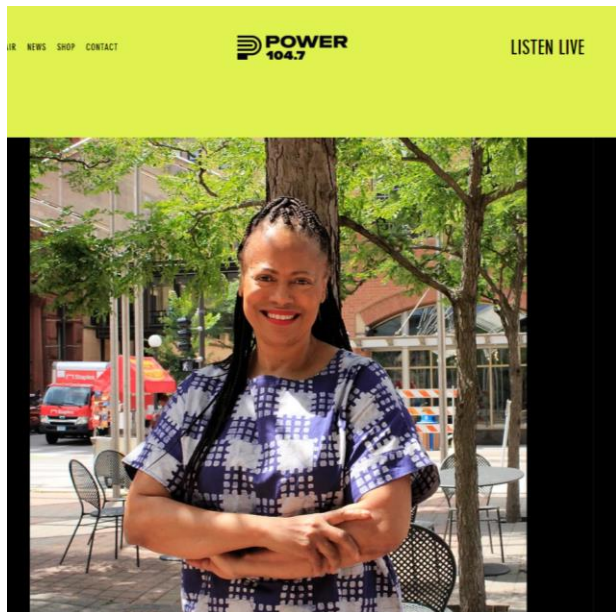
# Digital Media Pathway Programs

Road Trip Nation/ E3L Cohort	Summer Journalism Intensive
18-25 year olds	16-24 year olds
Focus on video production, including interviewing and technical skills	Focus on journalism pathways including television, radio, and print
Youth Lens 360	Center for Broadcast Journalism
Six month paid learning	Four weeks paid learning + internship
Re-occurring cohorts through 2026	Pilot: Summer 2024
American Rescue Plan Act (ARPA) funding	Minnesota Youth Programs funding

# Summer Journalism Intensive

- Development of the Center for Broadcast Journalism (CBJ)
  - Vision: To create a new standard in the broadcasting industry that normalizes diversity, values inclusivity as much as objectivity and improves accessibility to career opportunities, particularly for Black and Brown women.
- Program Details:
  - Supported seven students.
  - Four-week paid training program (July 2024) learning basics of journalism from local professionals.
  - Four- or eight-week paid internships with local media organizations (Star Tribune, Pioneer Press, Spokesman-Recorder, CBJ).
  - Students received a pack of essential technology and tools to keep for their career journey.

# Summer Journalism Story and Youth Voice



St Paul. A hard look at the corner of Snelling and University Avenues



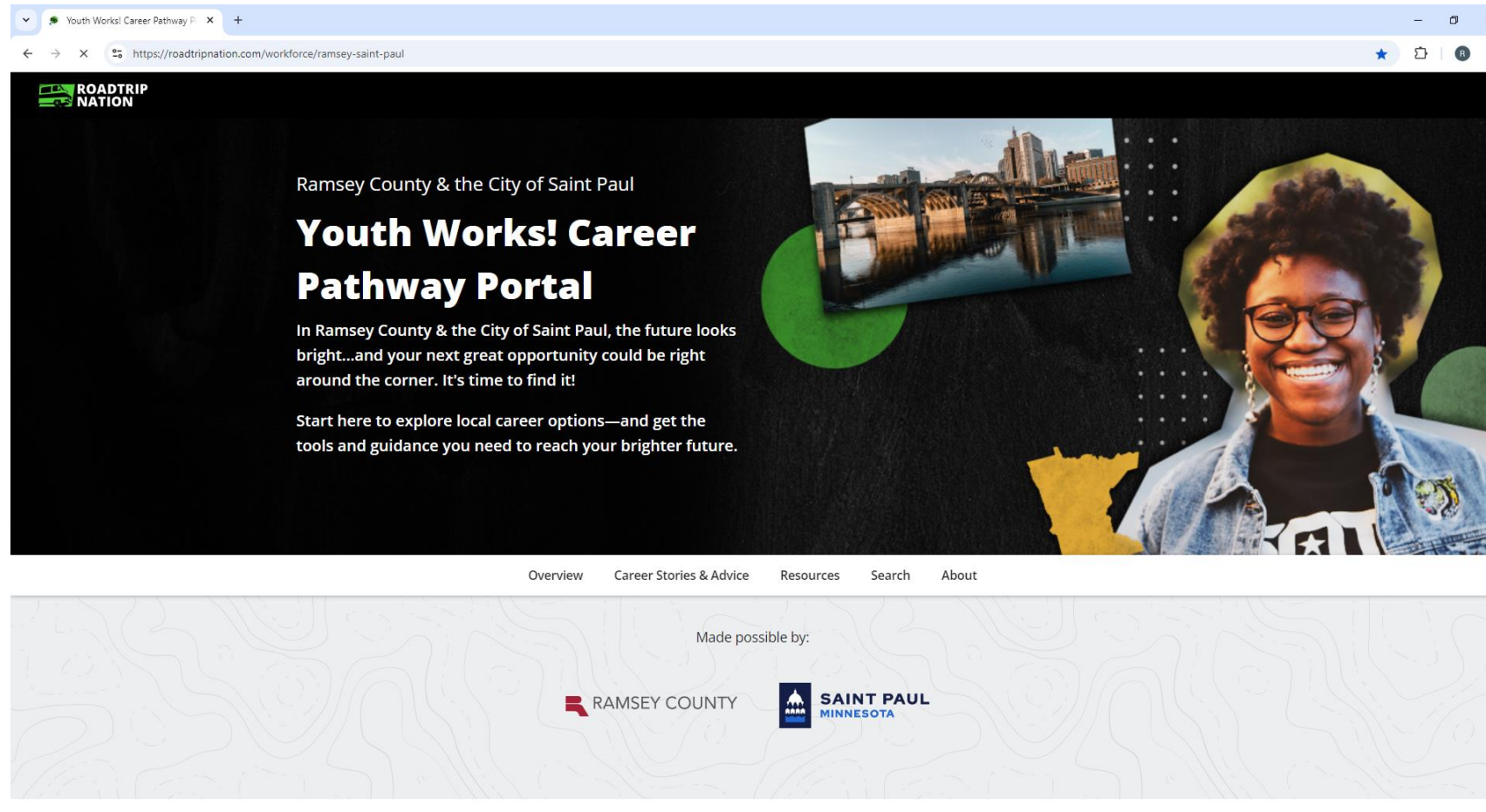
# Road Trip Nation

- ARPA supported partnership, with co-investment from the city of Saint Paul.
- “Mission driven non-profit in storytelling and education”.
- Produce video content to help young people learn about career opportunities, locally, and across the country.
- Ramsey County/Saint Paul Youth Works! Career Pathway Portal
  - Thank you to all the local leaders who were interviewed and share their story with the producers!





# Road Trip Nation- Website Demo

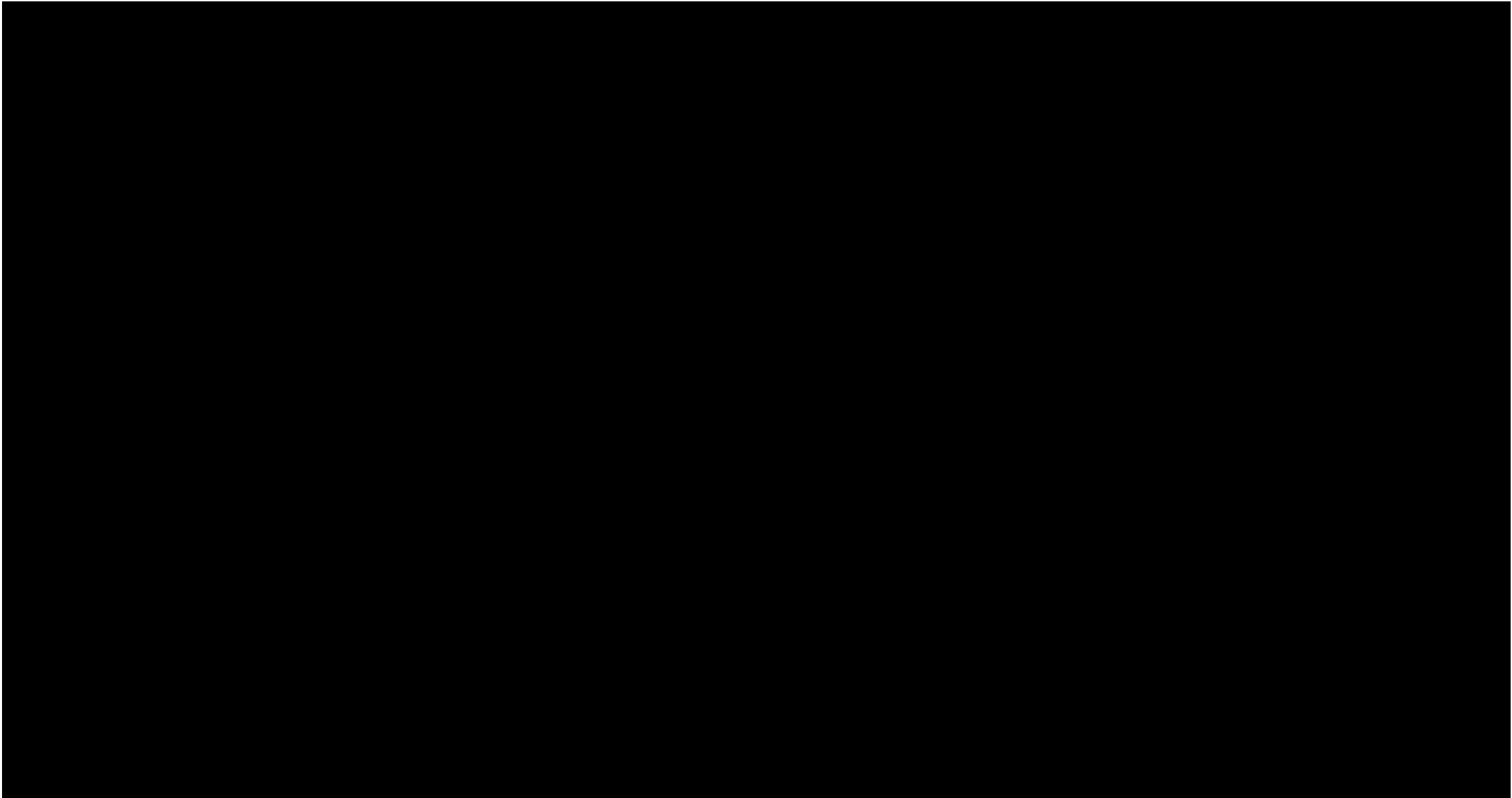


## E3L Cohort

- To enhance the opportunity presented with Road Trip Nation, Youth Lens 360 partnered with Road Trip Nation to support and create additional video content for the site.
- Six-month cohort experience, finishing second cohort currently.
- Paid opportunity, students are learning video production, leadership skills, civic engagement, networking and other growth opportunities.
  - Road Trip Nation staff regularly provide virtual learning and connection for participants (monthly webinars).
- Support approximately six participants per cohort.

**YOUTH LENS**





## Continued Efforts

- E3L cohort experiences will continue through 2026, as supported with ARPA resources.
- Summer Journalism Intensive, plan to continue next summer, as state funding allows (Minnesota Youth Program).
- Exploring extended internship/work opportunities leveraging ARPA.
- Continuing to explore other programming and pathways to support young people, especially those led by industry/employers.
  - Leverage direct connections for hands-on internships and work experiences.

# Questions & Discussion