

# Press Pass TV



**FOUNDED:** 2008

**CURRENT ORGANIZATION BUDGET:** \$366,000

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## Investment Opportunity

Press Pass TV seeks to raise \$750,000 over the next two years to expand and deepen its services through the award-winning Media Leadership Institute (MLI), doubling the number of youth served. This investment will be used to expand the Press Pass Productions program, a revenue-generating media production service, giving PPTV twice the capacity to serve corporate and nonprofit clients, train and hire Opportunity Youth from the MLI, and increase their access to education, employment, and mentoring.

Press Pass TV (PPTV) harnesses the power of media and video production to provide meaningful education, technical training, employment, and hope for youth living in low-income neighborhoods. It offers creative outlets as an alternative to violence, while teaching life-sustaining skills and empowering youth and their communities with the resilience to succeed and thrive in life.

- According to the Annie E. Casey Foundation, there are 12,000 Boston youth aged 15–24 that are at high risk or have already dropped out of school and lack employment opportunities.
- Each of these 12,000 Boston youth will cost taxpayers on average \$51,350 each year from likelihood of incarceration and increased need for state services, according to the Corporation for National and Community Service.

PPTV addresses these issues with the groundbreaking Media Leadership Institute (MLI), which educates, employs, and empowers youth with video production training, life skills workshops, and mentorship. Through the MLI, youth are able to take on paid employment through Press Pass Productions (PPP), a revenue-generating social enterprise that connects corporate and nonprofit clients with these talented youth producers.

## Two-Year Goals

- Invest in business development to grow paid client base for Press Pass Productions
- Invest in video production equipment and infrastructure to meet growing demand of Press Pass Productions and hire twice as many youth producers
- Increase youth served through MLI from 24 to 48 and offer deeper services to existing students, including on-site social worker
- Increase earned revenue from 23% to 39% of annual income

## Ways to Invest

### FINANCIAL

- \$45,000 – Salary for a full-time program staff person
- \$25,000 – Support for Studio Lab for Media Leadership Institute: cameras, computers, projectors, and a multi-use youth workspace
- \$5,500 – Training and employment for one youth for one year

### IN-KIND

- Referrals to paid clients for media production services
- Equipment and office furniture
- Volunteers to mentor students
- Expand network: Host a house party or make an introduction
- Accounting support



## Leadership & Governance

Press Pass TV is governed by an actively engaged eight-member board of directors, chaired by the organization’s founder Gabriel Mugar.

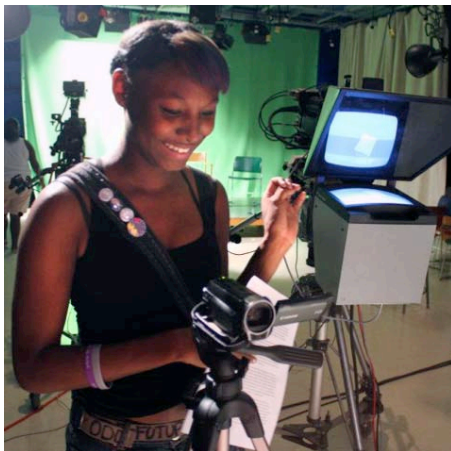
Joanna Marinova and Dr. Cara Berg Powers have served as the founding co-directors since 2008. Together they have over 25 years of business management, youth development, and arts education experience.

Reggie Williams, community relations manager, was part of the inaugural Media Leadership Institute at the age of 15. After graduating from Morehouse College, he joined the staff of PPTV to further the strategic goals and amplify the mission of Press Pass TV.

“**Press Pass TV captured the moment. They listened and got exactly what we wanted on film. We couldn’t ask for more and knowing Press Pass TV is such a great organization for young people — it’s a win all around.**

DELORES ORTIZ

Youth Leaders Program Manager,  
BNY Mellon



## THE PRESS PASS TV MODEL



**THE MEDIA LEADERSHIP INSTITUTE** is a paid, part-time after school and full-time summer youth employment and development program. Youth are trained to produce commercially viable, high-quality videos that open up pathways to careers and higher education.

Students create videos, spoken word pieces, music, dance, and photography that express their passions and celebrate the richness of their communities, while learning the skills they need for employment.

To support the students in meeting the high expectations of the program, staff provide resume clinics, professional etiquette training, peer coaching, and life skills building. This combination of professional and life skills training helps them heal from trauma, build good habits of mind, and strengthen their resilience. They earn “badges” based on their Youth Development, Professional Readiness, and Technical and Artistic Mastery through a comprehensive evaluation system.

The badges demonstrate the students technical competencies and practical experience. Badges signify which youth are eligible to work independently on paid client engagements through **Press Pass Productions**, a full-service media production social enterprise housed within the Media Leadership Institute.

Through **Community Connect**, student producers give back to their communities and put their knowledge to the test through pro-bono video production for local grassroots organizations. This gives the students hands-on experience in working with clients while giving back to their communities.

Press Pass TV is often hired to produce public service announcements, event videos, advertisements, campaign videos, short films, documentaries, and more for a growing client base including The Boston Foundation, Harvard University, New Profit, BNY Mellon, Boston Public Schools, and Deloitte. This revenue-generating model employs MLI students, who gain transferable skills and experience to increase their employability across fields, while receiving a solid paycheck.





When I leave this program, one thing I will always remember is that character defines your success and one chance is all you need to show you can impact the world.

CHARMAGNE, 19

PRESS PASS TV Alum



## NETWORK(ED)

PPTV's **Network(ed)** program delivers groundbreaking media arts and video production workshops in order to increase young people's academic success, positive sense of self, resiliency, leadership skills, and ability to create lasting positive relationships with peers and adults. The curriculum is tailored to each site's specific needs and is designed so that students experience first-hand the connection between civic engagement and artistic expression. Successful and interested students are asked to apply to the **Media Leadership Institute**.

In the **Network(ed)** program, PPTV works with schools and organizations that have a high concentration of youth at the highest risk for dropping out and who are unemployed to provide high-impact media arts and life skills workshops. **Network(ed)** works with 300 youth annually, primarily from the Boston neighborhoods of Mattapan, Dorchester, and Roxbury, where one-third of families live on less than \$25,000 per year.

Through **Network(ed)**, PPTV has a growing cadre of teaching artists and innovative educators who understand the powerful and unique tools of media for engaging youth, given the wide range of skill sets required for media careers provides youth with many entry points to develop mastery.

## FINANCIAL SUSTAINABILITY

Press Pass TV incorporated in 2008, amidst economic turmoil, with a seed grant of only \$40,000. Despite the economic climate, PPTV has grown each year without any loans. PPTV has a comprehensive fundraising strategy that incorporates the earned revenue stream of Press Pass Productions, which leverages donor dollars for maximum impact in interrupting generational poverty.

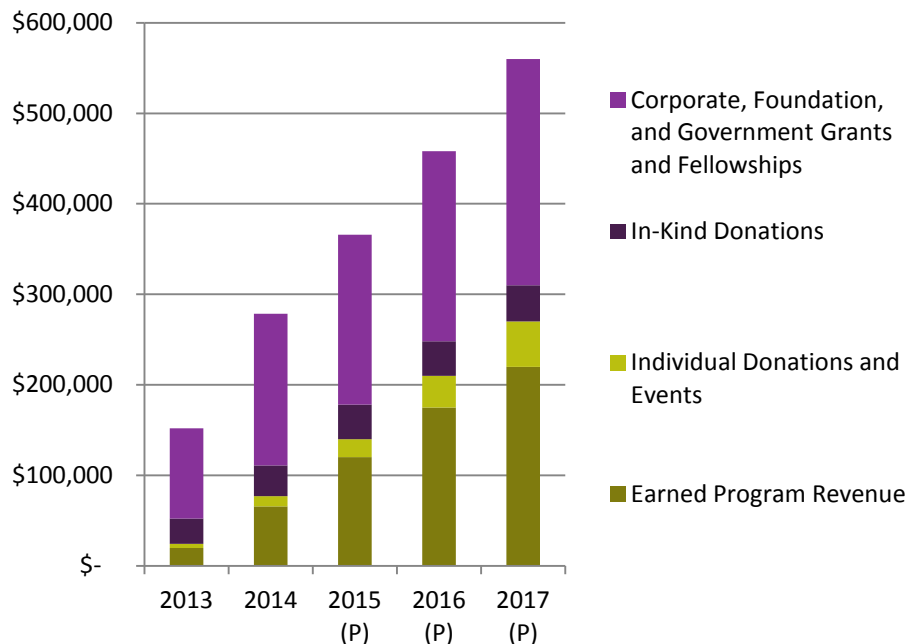
### Key Investors

- STATE STREET FOUNDATION
- HYAMS FOUNDATION
- EDVESTORS
- LINCOLN & THERESE FILENE FOUNDATION

### Press Pass Productions Portfolio

- BNY MELLON
- NEW PROFIT
- THE BOSTON FOUNDATION
- THE BOSTON BALLET
- HARVARD UNIVERSITY
- MASSACHUSETTS HOUSING
- BOSTON PUBLIC SCHOOLS

### Revenue by Source



### Success Story: TJ

When TJ joined Press Pass TV's Media Leadership Institute (MLI) in 2014, he had suffered enormous trauma, including his mother being incarcerated for drug related crimes, and was at risk of dropping out of high school. Despite showing promise as a filmmaker, he was not planning to attend college and was applying for retail jobs to bring needed income into the home he shared with his grandmother.

PPTV pushed TJ to invest in his own video production skills, and gave him the opportunity to be on several sets filming PSAs and promotional videos. In addition, TJ visited many college campuses during his summer with MLI so he could expand his view of possibilities. His goals visibly changed, and he stayed engaged into the fall working with a local reporter to publish his first story, which was later featured on WCVB's Chronicle. Being paid through Press Pass Productions, TJ is able to make money while building his credentials. Now he is on track to graduate from high school and is visiting college campuses as a prospective student.

## PROGRAM PERFORMANCE AND ORGANIZATIONAL HEALTH

Below is a summary of key measures PPTV tracks to demonstrate progress, create accountability, capture lessons learned, and adjust strategy as necessary.

|  | FY 2015   | FY 2016 (P) | FY 2017 (P) |
|--|-----------|-------------|-------------|
| <b>PROGRAM PERFORMANCE</b>   |           |             |             |
| Total youth served   | 330       | 350         | 370         |
| Videos produced by PPTV youth producers                            | 75        | 90          | 120         |
| Youth and community members attending PPTV workshops and trainings | 123       | 175         | 225         |
| Jobs created for MLI youth producers                               | 30        | 36          | 48          |
| <b>ORGANIZATIONAL HEALTH/CAPACITY-BUILDING</b>                     |           |             |             |
| Number of PPTV Staff   | 8         | 10          | 12          |
| Youth Mentors  | 8         | 20          | 24          |
| Earned Program Revenue   | \$120,000 | \$175,000   | \$220,000   |
| Create Board Recruitment and Development Plan                      | Create    | Implement   | Implement   |
| Total Revenue  | \$366,000 | \$458,000   | \$560,000   |



## SOCIAL IMPACT

PPTV works at the intersection of youth development, career readiness, and media production to maximize social impact. Upon graduation from PPTV, students are able to compete in a professional/higher education environment, show emotional regulation, and advocate for themselves. Below are five indicators that PPTV will continue to track to ensure its goals are met.

| INDICATOR  | 2015 |
|--|------|
| High school graduation rates for PPTV youth                              | 100% |
| Youth employed 6 months after Media Leadership Institute                 | 100% |
| Youth with a positive adult mentor in their lives                        | 84%  |
| Youth self-reporting that they make a positive impact on their community | 78%  |
| MLI youth progressing through the Badge Program                          | 80%  |

