

# GRLZ Radio



**FOUNDED:** 2003

**CURRENT ORGANIZATION BUDGET:** \$300,000

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GRLZ Radio is an innovative after-school and summer youth development program that builds teen girls' job skills, self-esteem, and leadership capacity and provides them with a platform to address gender stereotypes and violence through radio broadcasting and community workshops.

Popular music, advertising, media, and the internet are riddled with violent, hyper-sexualized language and images that are demeaning and reinforce a distorted societal understanding of who girls are and what they can achieve.

Research shows media's influence on teen girls' self-perception can be significant, and internalization of projected ideals can lead to low self-esteem, decreased academic performance, eating disorders, and depression. Teen girls in disadvantaged urban communities are particularly vulnerable. Because media can play such a strong role in shaping our understanding of ourselves and our community, GRLZ Radio has seized the opportunity to promote positive messages and role models, and to educate girls' peers and the community through thoughtful, positive radio broadcasts and instructional workshops.

## INVESTMENT OPPORTUNITY

GRLZ Radio is seeking an investment of \$550,000 over the next two years to enable the program to launch a second program site and double the capacity of the program to serve 100 girls and 600 community youth per year. This investment will also support expansion of the skill-building curriculum, production of additional content in the form of podcasts, website re-design to enable publication of content and greater interactivity, and investment in development capacity to ensure sustainable funding.

## TWO-YEAR GOALS

- Establish a second GRLZ Radio program site, doubling the number of annual program participants to 100, and youth peers served to 600
- Engage new media and higher education partners to deepen skills development
- Provide additional production opportunities through creation and online publication of podcasts
- Increase community engagement and support through GRLZ Radio Mentors and an expanded GRLZ Radio Advisory Board

## WAYS TO INVEST

### FINANCIAL

- \$40,000 funds youth stipends for one year
- \$5,000 funds website re-design services to improve usability and interactivity of GRLZradio.org
- \$2,600 funds radio broadcast software and licenses for one program site

### IN-KIND

- Vehicle donation to provide transportation for two program sites
- Professional women to serve as GRLZ Radio Mentors, providing role models and career awareness for participants
- Development consulting support to identify and help secure new funding sources

## LEADERSHIP & GOVERNANCE

GRLZ Radio operates out of St. Mary's Center for Women and Children in Dorchester. Program Director Bernadette Reid has worked in health and human services for over 20 years with children, youth, and families in Boston and South Shore communities. She is supported by two full-time staff members: Training Coordinator Jaala Davis and Outreach Coordinator Shalaya West.

### GRLZ Radio Advisory Board

- Carole Brennan *Brown Rudnick*
- Beverly Keaton *The Rockport Co.*
- Sarah Magazine *MENTOR Network*
- Pat Monteith *WUMB-FM*
- Ann Murphy *O'Neill and Associates*
- Heidi Raphael *Greater Media, Inc.*
- Patti Taylor *CMS Radio, WBMX*

## The GRLZ Radio Model



## Building Girls' Capacity

GRLZ Radio's vision is that all young women have the perspective, confidence, and voice to achieve educationally and professionally, and be an inspiration to others. The GRLZ Radio program is designed to make that vision a reality. Using best-practice approaches for positive youth development, GRLZ Radio builds girls' capacity in two ways. First, the program provides **self-awareness and leadership training** designed to bolster self-esteem, foster social awareness, and teach communications skills and self-efficacy techniques. GRLZ Radio bases its methods on the "Girl Meets World" training developed by Rachel Simmons and Simone Mearan, co-founders of the Girls Leadership Institute.

Next, GRLZ Radio provides **radio broadcasting skills training** from the radio studio housed at its program site. Girls learn to design a radio program, defining and producing all the components that will comprise a daily 90-minute broadcast. Girls learn the various aspects of broadcasting, and all program participants are required to be part of live broadcasts. Collaborations with professional broadcasting organizations, such as public affairs radio station ETIN at Emerson University, provide exposure to practitioners in the field.

Participation at GRLZ Radio is a job, and participants receive stipends. This aspect of the program helps girls learn about job responsibilities and accountability for their performance to the team and to their listeners. GRLZ Radio staff engage continuously with the girls, structuring program activities to reinforce participants' sense of self-esteem, ensuring girls feel safe, challenged, and accepted at all times as they prepare their radio programs and community workshops.

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By deciding who gets to talk, what shapes the debate, who writes, and what is important enough to report, media shape our understanding of who we are and what we can be.

Robin H. Pugh Yi, PhD  
CRAIG T. DEARFIELD, MA  
WOMEN'S MEDIA CENTER

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I believe it is our duty to support girls and to encourage them to take advantage of educational opportunities, to try new things and find what they're passionate about, and to develop their voice and identity. I applaud [GRLZ Radio's] commitment and service to the young women of greater Boston.

**Carmen Ortiz**  
U.S. ATTORNEY



#### KEY INVESTORS

- JOSEPHINE AND LOUISE CRANE FOUNDATION
- CHARLES HAYDEN FOUNDATION
- ANNA B. STEARNS FOUNDATION
- CARL & RUTH SHAPIRO FAMILY FOUNDATION
- CLIPPER SHIP FOUNDATION
- MENTOR NETWORK CHARITABLE FOUNDATION

#### CORPORATE SPONSORS

- PROCTER & GAMBLE
- JOHN HANCOCK LIFE INSURANCE COMPANY

### Broadcasting Positive Messages via Radio and Workshops

GRLZ Radio participants use their radio broadcasting, content development, and communication skills to broadcast their radio program, which airs Monday through Thursday from 5:00 – 6:30 pm EST, and to lead community workshops delivered to teen peers at community centers.

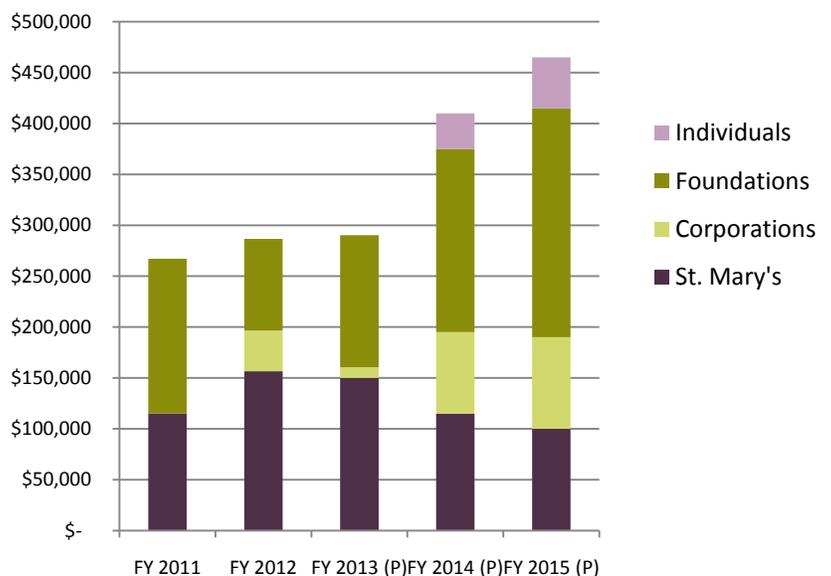
GRLZ Radio broadcasts are designed to be appealing and educational, and include: music selected to reflect positive messages about social relationships, arts and culture news, and features about relevant teen topics such as party safety, conflict resolution, avoiding social and racial stereotypes, and being a peer leader.

Girls lead community workshops on a range of topics, including: Introduction to Peer Leadership, Exploring Violence Prevention, Risk and Protective Factors, Components of a Radio Show, Pop Culture of Violence, Lyrics/Images, and Re-Think Your Drink. Taken together, radio broadcasts and workshops build awareness, teaching listeners to dissect what they hear, understand its impact, and change their thinking about the media messages that surround them.

### Financial Sustainability

GRLZ Radio operates under the auspices of St. Mary's Center for Women and Children. GRLZ Radio seeks program-specific funding from private foundations and corporations, and receives some financial support from St. Mary's. In order to reduce its dependence on St. Mary's, GRLZ Radio plans to expand fundraising substantially by engaging a development consultant to identify new sources of foundation and corporate support, and allocating leadership capacity to cultivate new funder and individual donor relationships.

**FIGURE 1: Revenue by Source  
GRLZ Radio**

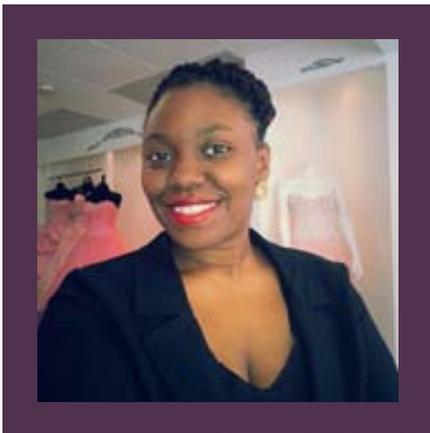


### SUCCESS STORY: SHAYLA

Shayla joined GRLZ Radio in 2006 at age 14. Back then, Shayla had difficulty trusting others; she was very quiet and found it hard to engage in conversation with her peers and build relationships. Because of her insecurities, Shayla struggled to develop her public speaking and broadcast skills.

Over time, as Shayla immersed herself in GRLZ Radio activities, she began to connect with others in new ways. The teambuilding, peer leadership training, skills building, and adult support from GRLZ Radio staff and her family enabled Shayla to learn to trust others. Her natural talent for broadcasting and operations led to her promotion to Peer Leader.

In 2010, Shayla graduated from the Boston Community Leadership Academy and is currently a junior at Newbury College. Now a GRLZ Radio Youth Supervisor, Shayla serves as a teacher and stellar role model for a new generation of GRLZ Radio participants.



## Program Performance and Organizational Health

Below is a summary of the key measures that GRLZ Radio will use to demonstrate progress, capture lessons learned, and make course corrections as needed. Note: Fiscal year is October 1 through September 30.

	FY 2013	FY 2014 (P)	FY 2015 (P)
<b>PROGRAM PERFORMANCE</b>			
Increase the number of girls participating in GRLZ Radio	50	75	100
Increase the number of community outreach workshops delivered	50	75	100
Increase the number of youth reached through outreach workshops	300	450	600
Maintain consistent average program hours per participant	10 hrs/wk during school, 20 hrs/wk during summer	10 hrs/wk during school, 20 hrs/wk during summer	10 hrs/wk during school, 20 hrs/wk during summer
<b>ORGANIZATIONAL CAPACITY</b>			
Establish a second GRLZ Radio program site	Select 2 <sup>nd</sup> site	Build 2 <sup>nd</sup> site operations	2 sites operational
Expand staff capacity to support second program site	Hire admin support	Hire staff to support second site	Staff engaged at 2 sites
Invest in cultivating new donors and listeners	Identify new funding sources	Launch dev. plan; engage new donors	Engage new foundation and corporate support
Total revenue	\$300,000	\$410,000	\$467,000

## Social Impact

GRLZ Radio impacts girls, their peers, and the broader community. Currently, GRLZ radio uses the following metrics to gauge its impact.

<b>IMPACT ON GIRLS</b>	<b>MEASUREMENT</b>
Maintain consistent rate of improvement in participants' Rosenberg Self-Esteem Score pre/post program participation	AVERAGE PRE/POST SCORE INCREASE OF 10%
Participants graduate from high school	MAINTAIN 100% HIGH SCHOOL GRADUATION RATE
<b>IMPACT ON PEERS</b>	<b>MEASUREMENT</b>
Increase peers' media literacy	>90% WORKSHOP PARTICIPANTS REPORT THEY WILL RETHINK MUSIC LISTENING AND PURCHASING DECISIONS
Teach peers about important health, safety, and violence prevention topics	>90% WORKSHOP PARTICIPANTS REPORT THEY HAVE LEARNED AND WILL APPLY THEIR NEW KNOWLEDGE
<b>IMPACT ON THE COMMUNITY</b>	<b>MEASUREMENT</b>
Spread GRLZ Radio message by increasing listeners locally and globally	100,000+ LISTENERS OVER THE NEXT 2 YEARS