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Adobe Youth Voices Fund Helps Young People Shape Public Broadcasting and Media with Support from PBS Foundation

Public broadcasting stations in California, Massachusetts and Illinois, and McNeil/Lehrer Productions receive grants to enable young people to develop educational digital media

ARLINGTON, Va., Sept. 16, 2009 – Four youth media initiatives, supported by the Adobe Youth Voices Venture Fund established through the PBS Foundation, are inspiring young people to work with educators in their community to create compelling digital media content. Through the PBS Foundation, three PBS member stations – KCET in Los Angeles, WGBH in Boston, and WILL in Urbana, Ill. – and McNeil/Lehrer Productions, producers of the PBS program *The NewsHour with Jim Lehrer*, received funding for projects that offer outstanding educational value and youth engagement.

The funding is helping KCET increase efforts to engage young people in using multimedia and digital tools to build personal portraits of their home communities for the station’s online cultural journalism initiative, titled [Departures](#). A hyper-local online documentary series, *Departures* chronicles Los Angeles’ neighborhoods one block at a time. The station’s team of new media producers worked with students from Lincoln Heights to co-produce *Departures: Los Angeles River* (www.kcet.org/lariver) – conducting interviews and producing videos of the River’s advocates. Members of the Boys & Girls Club of Venice will design a digital portrait of Venice, California, for *Departures: Venice*, to premiere in September 2009. *Departures: Monterey Park/Chengdu*, debuting in November 2009, will be developed by Chinese American youth in the San Gabriel Valley and by adolescents in the Sichuan province of China.

With the venture fund grant, WGBH launched [Opening the Door to Youth Voices](#), which provides opportunities for youth to create meaningful video shorts focusing on the global climate crisis, and to develop important communication and academic skills while becoming involved in their local and global communities. Through an Open Call, youth from around the country were encouraged to pitch and produce a trailer for an “open content-inspired” video short based on the themes presented in “Heat,” a FRONTLINE documentary on climate change. Nine finalists were selected to receive a \$2,000 production grant and editorial support from the Lab to create their video and debut it on the WGBH Lab Web site (<http://lab.wgbh.org>).

WILL’s [Youth Media Workshop](#) empowers economically diverse African-American youth to use multimedia to promote social change in their communities, and builds positive connections between black youth and adults, particularly their teachers. *Youth Media Workshop* partners with public schools in the Champaign-Urbana, Ill. area to help young African-Americans develop

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radio and television documentaries that link their generation to the civil rights and black power generations. The funding is helping train additional teachers, transition students and teachers from audio to video production, and teach students Web development skills that they can later use to redesign the program Web site (www.will.uiuc.edu/community/youthmediaworkshop) with new content and interactive features.

McNeil/Lehrer Productions used the funds to support *YOU.report*, *the.News* nationwide competition that uses technology and video production to engage students in social studies, language arts and civic affairs. *the.News* is a noncommercial, multi-platform news broadcast for America's high school and middle school students. The *YOU.report* competition was designed to encourage students in grades 6-12 to produce video news reports on how decisions made in Washington, D.C., affect their communities. Student winners' videos now appear on *the.News* Web site (pbs.org/newshour/thenews).

The PBS Foundation established the venture fund through a \$1 million grant from the Adobe Foundation Fund to support projects that provide opportunities for young people to learn critical technology skills and create digital media with the support of local education communities. The grant is a part of Adobe Youth Voices, a global philanthropic initiative of Adobe Systems Incorporated (Nasdaq:ADBE) to empower youth in underserved communities.

About the PBS Foundation

The mission of the PBS Foundation is to enlist philanthropic support of public broadcasting through establishing special initiatives funds and a permanent endowment to ensure PBS' continued excellence, and to promote and enhance outstanding public broadcasting programs and services. Working collaboratively and cooperatively with member stations, the Foundation will secure the extraordinary funding necessary to maintain and enhance its commitment to serving the American public. The PBS Foundation is a 501(c)(3) organization and a 509(a)(3) supporting organization of PBS. For more information, visit www.pbs.org/foundation.

About Adobe Youth Voices™

Adobe Youth Voices is a global philanthropic initiative that empowers youth worldwide to comment on their world using multimedia and digital tools to communicate and share their ideas, demonstrate their potential and take action in their communities. Now in its second year, Adobe Youth Voices is bringing digital tools and training to students and educators at 75 schools and nonprofit organizations worldwide, including sites in the United States, United Kingdom, Canada and India. For more information, visit www.adobe.com/go/youthvoices.