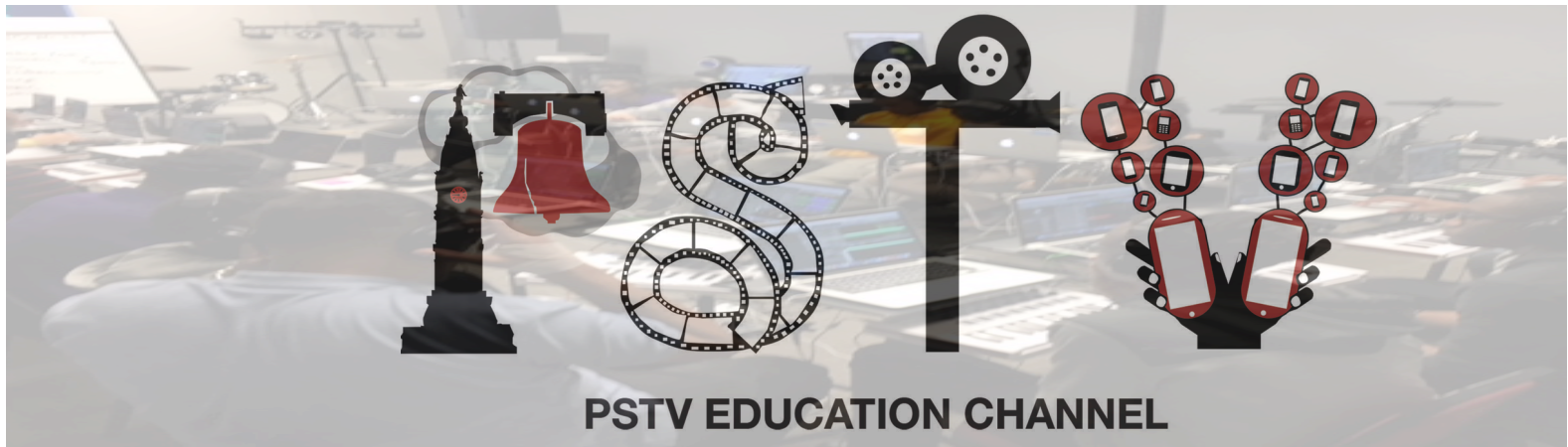




## 2017 Annual Impact Report



*Can be seen on  
Comcast/Xfinity 52 & Verizon Fios Channel 20  
[www.philasd.org/live](http://www.philasd.org/live)*

*Visit Us @  
[www.philasd.org/pstv](http://www.philasd.org/pstv)*



**Our Mission** - PSTV is dedicated to providing youth equal access to media tools, digital and media literacy training, and industry experience.

**Vision** - Cultivating community thought leaders, through immersion based media technologies and content development concepts.

## **Our Values**

**Student Community** – PSTV is open to any student enrolled in a Philadelphia school. We provide an innovative multimedia space where all students can come together to share ideas, collaborate and garner hands on experience in a safe environment. Students receive hands on extended educational experiences and opportunities in a industry standard state of the art production facility where they also learn to become media and digital literate. In an effort to support the School District of Philadelphia’s anchor goals. PSTV places a strong emphasis on students being college and career ready whether they are planning to choose media as actual field of study or career. PSTV works closely with other departments and outside partners to create pathways through collaboration, while empowering teambuilding & leadership opportunities through 21<sup>st</sup> century skills to strengthen our student community.

**Diversity** – PSTV provides a welcoming environment within our media ecosystem for expression of a variety of perspectives, viewpoints and beliefs, including those from underrepresented and underserved population. We embrace ability to bring students together to share ideas and tell their stories.

**Accessibility** - PSTV provides every student access to media production technology for the creation, sharing, and consumption of knowledge and ideas. We offer services to all regardless of production experience, income, education, gender identity, ethnicity, physical ability, language, beliefs, or any other characteristics.

**Creativity** – Creativity is vital to the soul of community and our students. PSTV fosters a safe environment for the development and expression of ideas.

**Transparency** - PSTV operates as a trusted community partner & educator with integrity, open communication and practices.

## **PSTV Budget /Build Out overview:**

**2013/2014** – The Office of Information Technology & IT Dept. took control of PSTV, volunteering time and resources to keep the channel on the air while covering SRC meetings, and negotiating the new franchise agreement with Comcast. They also began a search for a Station Manager that would provide a vision for a student ran, adult facilitated hands on learning space that was open to all students enrolled in a Philadelphia School. – Special Thanks to Philip Ichinaga, Melanie Harris, Bob Westall, Dr. Hite for having a vision of PSTV.

**2015** - Rebuild of PSTV studios began with upgrading all the equipment to 4K ready, industry standard space. The studio was equipped with Black Magic 4K cameras, Broadcast Pix Switcher, Allen & Heath GLD audio board, Apple & PC computers, Telvue Playback system.

### **FY2015 PSTV Studio Investment:**

Pre-construction investment for the acquisition of a TelVue on-air broadcast console including 5-years of maintenance and 24x7 Internet streaming service. This investment was required to replace existing deprecated and failing equipment needed to maintain the studio's 24x7 live feed to the City's two cable franchisee's – Comcast and Verizon – as well as to accommodate live streaming.

#### ***FUNDING:***

*\$156,783 – Philadelphia cable franchise PEG subsidies from prior franchise licensing (2000-2015)*

### **FY2016 PSTV Studio Investment:**

Construction investment (physical construction of rooms, electrical, HVAC, studio lighting) plus modest initial investment in computers, printers and cameras.

#### ***FUNDING:***

*\$199,734 – Philadelphia cable franchise PEG subsidies from prior franchise licensing (2000-2015)*

*\$200,000 – Technology (Universal Service) subsidies + general fund*

### **FY2017 PSTV Studio Investment**

Post-Construction investment including additional lighting, control room equipment, classroom improvements, broadcast equipment, and software.

#### ***FUNDING:***

*\$79,223 – Philadelphia cable franchise PEG subsidies (Year 1) from new Comcast franchise licensing (2016-2031)*

*\$10,000 – Capital fund*

**Partners that also invested in equipment included:**

**Career & Technical Education (CTE) Studio Investment**

Acquisition of computers, equipment and software in direct support of the CTE functions and instructional programming that utilize the PSTV studio spaces.

***FUNDING:***

*\$80,992 – Career & Technical Education (Restricted Funding)*

**Arts & Academics Studio Investment**

Acquisition of computers, instruments, equipment and software in direct support of musical performance and composition programming that utilize the PSTV studio spaces.

***FUNDING:***

*\$16,056 – Academic funding*

**PSTV Media Hub Project for Schools (Phase 1)**

While not an investment in the PSTV studio or its facilities/operations, the Media Hub project is a multi-year initiative to bring media arts, technology and educational programming directly into schools by supplying audio/video equipment, cameras, computers and training/technical support. Schools must complete an application process and be willing to dedicate instructional staff to be considered for the award of a Media Hub.

***FUNDING:***

*\$190,179 – Philadelphia cable franchise PEG subsidies (Year 1) from new Comcast franchise licensing (2016-2031)*

**Entire Investment to date of all funding sources equals \$932,967**

Other partners that have invested in multiple ways from in kind support to providing funded programs and instructors. (Outlined in a later sections):



## Before



## After



## **PSTV Programmatic Snapshot**

### **2015**

- New Comcast contract approved for 15 years
- Station Manager hired
- Renovations of studio began
- Development of educational guides & resources
- Developed training curriculums
- Set up station policies and guidelines

### **2016**

- PSTV launched a logo contest
- PSTV launched new website ([www.philasd.org/pstv](http://www.philasd.org/pstv))
- Set up social media presence
- Student produced programming began running on station
- Developed partnership with WHYY to support after school programs. The first (15) students produced (8) segments.
- Students from FLC Music Dept. begin their practices at PSTV for summer programming
- FLC Bobcats Newscast students use the studio bi-weekly
- First student produced series “Hype Night” begins- Kensington CAPA
- Partnered with WHYY, KYW Newsradio, the Rendell Center for Civics and Civic Engagement, and PSTV, create a Youth News Team of (30) student journalist to cover the DNC
- CTE provided (5) interns
- Mural Arts student summer camp engaged to create a mural at PSTV
- Trained (20) students for opening day of PSTV to be PSTV Ambassadors
- October 24, PSTV officially relaunched and opened to students
- Workshop High School trained (25) students to do an ad campaigns
- WHYY/PSTV Producers club – (40) students
- Saul High begins bringing (8) students to produce #Hype Music Video
- Hosted CTE PD day
- Student tours provided to over 200 students

## **Points of Impact 2015/2016**

- **Students Trained and Certified on Studio - 143**
- **# of group tours provided - 14 (200+ students)**
- **Total hours of original student produced programming - 138 hours**

## 2017

- PVA students begin coming to PSTV for training – (10)
- LINC High School begins first day training program at PSTV (16)
- 4 students produce Navy Recruiting video
- Began partnership with Techgirlz to begin monthly classes
- Hosted a Smartphone Cinema class
- 6 students from Dobson & 6 from FLC cover NFL Draft
- Hosted Little Kids Rock PD for Arts & Academics
- Hosted PENN GSE principal cohort, multimedia integration program
- Revamped website to make ADA Compliant
- Offered Screenwriting course provided by Tony Chenault
- Hired PSTV Production Manager (April)
- DASH Songwriting 101 begins 12 week course (20)
- Studio Production Course begins 12 week course (12)
- PSTV Correspondents Workshop begins- Ongoing (6)
- Working with Project 440 to provide College Readiness Classes (32)
- Hosted Wilson Middle School Choir (50)
- Hosted Franklin Learning Center Choir (30)
- Ongoing musicians working in the Xpress studio daily – students from Roman Catholic High, West Catholic School, Saul
- Partnered with CTE to provide student interns (20)
- Inventory and student database being set up
- 10 students attended CCP to participate in a day learning and exploring their Digital Video Program – which was a pilot program
- 6 students went to see Hoodie Allen and learn the behind the scenes of being in the music industry and on the road for a real world experience
- PSTV students hosted Hill Harper at PSTV studios
- Bobby Rush, Frazier Boy, and Martin Shore of Take me to the River visit students and PSTV
- Partnered with CTE to host Industry Professional Gene Warren Special Effects Creator for Q&A
- PSTV has garnered a strong list of partnerships that include but not limited to All City Orchestra, CCP, DNC Host Committee, PENN, Project 440, Temple, WHYY, DASH, SDP Arts & Academics, SDP CTE, SDP FACE, TechGirlz
- Developed first tier partnership with CCP Sounds Recording & Music Technology program where students utilize our express studio for recording purposes
- 2 student interns began producing their first ongoing show that is recorded and edited at PSTV
- Developed ongoing curriculum programs for West High, Workshop High, FLC, Linc, PVA

## Points of Impact 2016/2017

- **Students Trained and Certified on Studio - 315**
- **# of tours provided – 18 (360+ students)**
- **Hours of Original Programming that has aired on the Channel**
- **Total Hours of Original student produced programming – 218 hours**
- **Youtube Views & Subscribers - 36,062 views and 82 subscribers**

### **PSTV Media Hubs – Phase 1 (Pilot Year)**

In 2017 PSTV rolled out its first cohort of Media Hubs into (5) Philadelphia public schools. All public schools are given the opportunity to apply for a PSTV Media Hub. Through the process selected schools principals will identify designated staff to support Media Hub efforts and in turn provide training to their peers and students. Through this process we are in the hopes that we build sustainable models. Schools are required to provide a minimum number of video content pieces to be distributed on the channels. PSTV worked with educators from various schools to launch an online media hub resource platform. The media hub resource platform serves as a place where educators can gather one off workshop plans; share their video content, as well as access quick guides designed for onsite school use. The media hub provides new pathways for students to engage in their creative side while educators are using media in the classroom to engage students in new technologies and integrating it to their current curriculum and after school programs, while also providing students extended hands on learning opportunities at PSTV studios.

#### **Built out structure for Media Hubs:**

- Created application process
- Selected Media Hub schools through committee
- Hosted PD training session for 27 educators from the awarded schools
- Created online resource center for collaboration amongst educators
- Rolled out to 5 schools –
  - Dobson Elementary – K-8
  - Parkway Center City High School – 9-12
  - Bodine Elementary - 9-12
  - Carver High School of Science and Engineering - 7-12
  - Pollock Elementary – K-6





## Partnerships

**The Office of The Arts & Academic Enrichment** – The Office of Arts & Academics provides leadership, supervision, and support for Art, Music, Theater, Dance, and Media Instruction programs in the School District of Philadelphia. The objectives are to develop, implement, evaluate, and revise standards-based curriculum, professional staff development programs, and the design of new programs in the fine and performing arts for students in grades K-12, in accordance with SDP Action Plan 3.0, Anchor Goals 1-4.

**The Office of Career and Technical Education (CTE)** – The Communications Cluster is comprised of programs that focus on careers in the Communications industry. These programs prepare students to pursue full-time employment in the industry or post-secondary education after graduation. Currently 11 schools have CTE Communications Clusters.

**The Office of Educational Technology** – The Office of ETG is to support schools and teachers in creating 21st century learning environments that leverage technology in order to foster collaboration, creative thinking, discovery and a love for learning.

**The Office of Information Technology** – The Office of Information Technology and Data Management's mission is to create an infrastructure that supports the district's Declaration of Education

**WHYY Media Labs** – A grant funded program managed by WHYY staff in our high schools & middle schools. WHYY provides Media Labs to schools to be used during school hours but expand to after school programming depending on the school. WHYY provides an instructor to support the programs for one year. Currently serving 27 schools. Sponsored by the PSD CIO and their staff.

**Penn GSE Program** – This is a Penn graduate course that takes nine graduate students and places them into three Philadelphia high schools for the year. They work with students to produce media around the school. There is a research (study) component around this initiative by both SDP and Penn. – Sponsored by the CIO and the Districts Deputy of Research is directly involved with this and other Penn GSE initiatives.

**Youth News Team** – Through a unique partnership with WHYY, KYW Newsradio, The Rendell Center for Civics and Civic Engagement, PSTV was able to be a collaborative partner focused on providing students an opportunity to serve as the Youth News Team. Funded by the Knight Foundation, the Philadelphia 2016 Host Committee for the Democratic National Convention was able to host 30 Philadelphia Public School students and provide them an opportunity to refine and build their journalism skills through hands on experience.

**TechGirlz** – A nonprofit organization dedicated to reducing the gender gap in technology occupations, by focusing on girls at the crucial middle school age. We offer free workshops to get girls interested in different kinds of technology, show them varied career options, and connect them with professionals in technology fields. – <http://www.techgirlz.org/>

**DASH** – Destined to Achieve Successful Heights (DASH) provides opportunities for students to learn about various aspects of the entertainment industry while also learning how to become innovative thinkers and leaders. The program includes a learning module that combines academics and real world experiences concentrating on music production, composition, and the business aspects of the music industry. [www.dashprogram.org](http://www.dashprogram.org)

**PhillyCam** - PhillyCAM is a community media center that brings together the people of Philadelphia to make and share media that promotes creative expression, democratic values and civic participation. [www.phillycam.org](http://www.phillycam.org)



**PSTV provides CTE Support:**

- Provided Overbrook High School consultation on CTE Classroom design
- Provided CTE support on equipment requests from educators
- Developed a method to streamline educators equipment needs
- CTE liaison hired (July)
- Hosted CTE PD days
- Assist with CTE Media teacher interviews
- Summer Internships for CTE students (25)

## 2016/2017 PSTV Workshops & Class Offerings

- Studio Production
- Journalism
- Smartphone Cinema
- Adobe Premiere Editing Classes
- Songwriting 101
- Scriptwriting

## STUDENT TESTIMONIALS

**Cheree Scott** - January 15th, 2017 was arguably one of the best days of my short 17 years of life, I am heavily trying to choose between this and the day I saw Motown the Musical. I think this day was the best. On this day I was accepted to New York University for film. My whole dream sitting right there on the screen of my phone in the words of Welcome to the class of 2022. If I may be honest, I never thought in a million years I'd be accepted there. Are you kidding me? One of the best film schools in America? I thought of all the things I could contribute this acceptance to, and at the top of this list inevitably has to be my experience with PSTV during this ride. The support displayed by everyone at PSTV had to be one of the driving forces for me apply, create a beautiful representation of myself through resume building and my portfolio, and in this final stretch of supporting me through my acceptance and financing my education. I cannot definitively identify which aspect of my PSTV experience was the driving force for me to get even this far, maybe it was the inspiring staff who always pushed me, maybe it was the intern experience of which I realized I want to do this every day of my life, or maybe it was the various classes in editing, studio production, screenwriting and leadership that I learned that this is my calling, my passion and the driving force of my life. I'm just so overwhelmingly thankful for all of it.

**Cidni Simpson** - PSTV has provided me with a safe, learning environment for me to enhance my craft. The PSTV staff expanded my knowledge of film and media but it has also taught me life skills, such as leadership, branding and so many more. Because of the resources, support, and aid of PSTV, I was able to get into my first choice college, Columbia College Chicago. I have made some incredible memories and met amazing people during my time at PSTV; it will forever hold a place in my heart and for that I say, thank you.

## Strategic Goals for next 3 years

- Train 500+ students in some form of capacity media arts capacity
- Develop more courses & competencies
- Expand our elementary school and middle school offerings
- Create and Engage articulation programs with CCP for student dual enrollment
- Develop Administration yearly open house
- Develop PSTV Video Club – All year long
- Have a well developed Internship and Mentorship program
- Create an Educators Series, where those interested in Media can collaborate
- Provide Master Classes from Industry Experts once a Month
- Students to begin producing ongoing promos about PSTV - workshops, social media, testimonials
- PSTV Mixed Media Arts Film Festival

- Create a year long student entrepreneurial program
- Create a student/industry professional advisory council for the media arts
- Work with CTE to develop a pipeline of students from elementary/middle school/high school to industry
- Expand work with CTE to incorporate their Business, Construction, Film & Video Production, Graphic Design and Digital Media Production (Multimedia), Cosmetology, Fashion Design, Culinary programs
- Expand work with SDP Arts & Academics to incorporate Art Education, Music Education, Theater, and Dance programs
- Create a scaled multi media, media hub model that incorporates arts & music
- Develop PSTV student run record label and production house
- Expand Course & Competencies - see below
- PSTV student production team create equipment training videos
- Expand partnership with UTP expanding pathways for students

## **PSTV Program Exposure**

Educational opportunities for SDP Administration

Marketing and Outreach to School

School Visits to promote PSTV

Expand online presence through social media platforms students use

Meet with Schools re: PSTV and how to expose their students

## **Course & Competencies Expansion**

### **Video Editing Classes**

*Final Cut & Adobe Premiere*

### **Audio Editing Classes**

*Logic & Pro Tools*

*Audacity*

*GarageBand*

*Reason*

### **Media Software Classes**

*Adobe Creative Cloud*

*Adobe After Effect*

*Adobe Photoshop*

*Motion*

### **Media Production Classes**

*Documentary Video Production*

*Photography*

*Drones*

*ENG – Sports, Concerts*

*360 VR*

*Sound Design*

*Digital Imaging*

*Audio Mixing/Engineering*

*Music Production classes*  
*Journalism*  
*Ethics in Social Media*  
*Lighting Design*  
*Animation*  
*Graphic Design*  
*Go Pro Camera Classes*  
*Smart Phone/Tablet production classes*  
*Live Production course*  
*Script writing/storyboarding*  
*Public Speaking*  
*Acting/Host workshop*  
*Music Business 101*  
*Production 101*  
*DJ 101*  
*Light Projection Installations*  
*Podcasting*  
*Vlogging/Blogging*  
*Online Radio Programming/Creation/Distribution*

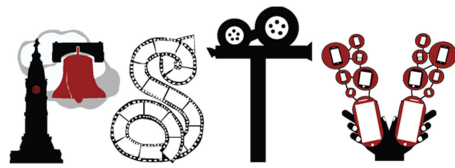
## **Staff –**

**Shelley Wolfe**, PSTV Manager of Media Production and Services

**Marc Holley**, PSTV Media Production Manager

**Greg Smith**, CTE, Media Program Coordinator

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