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WHYY Provides “Flash Media Labs” at Six Philadelphia Schools
Efforts increased threefold since programs’ inception

PHILADELPHIA, November 7, 2014 —WHYY will help increase student engagement by providing Flash Media Labs at six Philadelphia high schools. Schools served by spring 2015 include Bodine High School for International Affairs, Father Judge High School, Kensington International Business High School, Parkway Northwest High School for Peace and Social Justice, Philadelphia High School for Girls and Swenson Arts and Technology High School.

WHYY developed and tested a new service delivery model for its youth education courses at two Philadelphia high schools in January 2014. Since then, the public media provider has expanded its Flash Media Lab initiative threefold.

“The feedback we received from the two pilot schools was overwhelmingly positive,” said Kyra McGrath, WHYY chief operating officer. “A teacher at Kensington Business High School told us her students in the program were 100% engaged and stayed with school through the end of the year. We look forward to this type of response from our new schools as well.”

WHYY Flash Media Labs enable schools to teach students media production and media literacy through the creation of documentaries while fostering listening, research and project management skills. Selected schools receive new video and audio production equipment. Participating teachers at each school receive specialized training from WHYY media instructors on how to use video production in their curriculum. WHYY also operates afterschool documentary production programs for students at each school.

“Through the media production process, students learn how to shoot and edit video, plan complicated projects, work in teams and see a project through to its end,” said Craig Santoro, WHYY’s director of media instruction. “We are thrilled to be able to serve a growing number of students in Philadelphia who wouldn’t normally have the opportunity to take media arts courses in our building.”

“This is a great partnership with WHYY,” said Dr. William Hite, Philadelphia School District superintendent. “These Flash Media Labs allow students to create documentaries while learning to analyze, research and listen through hands-on learning.”

WHYY’s Flash Media Lab initiative is made possible by generous support from The William Penn Foundation, Hamilton Family Foundation, the Corporation for Public

Broadcasting's American Graduate initiative and Connelly Foundation. To learn more about WHYY's engaging classes for all age levels, visit WHYY.org/HamiltonCommons.



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