



Project Description: Mighty Writers 2.0

Mighty Writers 2.0 is a new initiative, launched in September 2012, which engages Philadelphia high school students in out-of-school new media and technology classes.

The Mighty Writers 2.0 headquarters is at 1537 South Street in Philadelphia. Class topics are designed to inspire creativity and career motivation. Just to name a few, the first round of workshop themes (October-December 2012) includes:

- *Social Networking for Success:* Teens learn the ins and outs of networks and tools including Twitter, Tumblr, LinkedIn and Dropbox; they become familiar with privacy settings and strategies for maintaining a respectable and employable online persona.
- *Mobilize Your Voice:* Mobile reporting using smartphones.
- *Fashion Forward:* Teens develop and build an app related to local fashion and thrift stores.
- *The Saturday Morning Anti-Cartoon Series:* A crash-course in blogging, from headline writing to Instagram to five-second videos using smartphones and digital cameras.

Led by volunteer professionals, workshops at Mighty Writers 2.0 will produce student content that will be showcased on real-world youth media outlets: Mighty Post and Mighty Radio. Launching in early October, Mighty Post is a news blogging website and social network (think Huffington Post for high school kids) with all content generated by Philadelphia high school students. Mighty Radio is a youth-run Internet radio station, launching in 2013.

Mighty Post and Mighty Radio will each have an editorial team comprised of high school students and college interns, which will meet weekly throughout the year to keep these media outlets robust. The Mighty Post team is already assembled, with a roster of deputy editors and staff writers from high schools like Mastery Charter, Constitution High, St. Joe's Prep, Science Leadership Academy and High School for the Creative and Performing Arts.

Teens will emerge from workshops with audio clips, written content, videos or podcasts that they can keep and share. In creating youth media outlets like Mighty Radio and Mighty Post, teens will learn what goes into starting a business and what it takes to maintain a creative venture.

Mighty Writers 2.0 will make a big impact. High school students deserve a place in Philadelphia's media landscape. Learning how to use new media tools will give students an edge as informed, respectful and savvy citizens.

Through this project, Philadelphia teens from a cross-section of schools and neighborhoods create skills-based projects and, in doing so, develop skills that make them more competitive, collaborative and confident. Mighty Writers 2.0 won't just help bridge the "digital divide" by making technology available; professionals will help teens use technology smartly and productively. The goal of each student in the program will be to learn to use new media to be academically competitive in the short term and equipped for work in the long term.

Organization Background: Mighty Writers

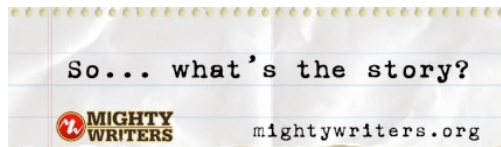
Philadelphia writer and editor Tim Whitaker founded Mighty Writers three years ago following a 30-year career in journalism, where he often wrote and assigned stories focusing on Philadelphia's literacy crisis. Whitaker left journalism to improve city kids' literacy skills, and Mighty Writers opened for programs in 2009.

Mighty Writers has grown to serve more than 1,000 students annually in its own facilities and has been contracted by libraries and schools to deliver classes for hundreds more students. At its headquarters in one of Philadelphia's historic neighborhoods, Mighty Writers offers afterschool writing guidance, themed workshops, one-to-one mentorships, a weekly Teen Scholars program, SAT prep courses and college essay writing classes. In 2011, Mighty Writers won the Knight Foundation's "Knight Arts Challenge" in Philadelphia and Citizens Bank named the organization a Champion in Action.

The goal of Mighty Writers is to create a citywide community of confident young Philadelphians who express themselves with clarity and achieve success at school, at work and in life.

Mighty Writers' programs create a diverse community of students from more than 150 city schools (public, parochial, magnet, charter, cyber, home) and an array of communities. Mighty Writers' headquarters center is close to communities that range from Muslim and African-American, to gentrifying and very poor, to newly-arriving Asian-American immigrants.

All of Mighty Writers' programs are big fun, but we never forget that our mission is urgent.



Mighty Writers 2.0 New Media Workshops **Fall 2012 Sessions (October-December)**

Sportswriting (Ages 14-18)

Wednesdays, 6:00-8:00pm, Oct. 10, 17, 24, 31; Nov. 7, 14 (6 sessions)

Sportswriters unite! Work with Annette John-Hall, who covered the NBA for a major newspaper before becoming a metro columnist for the *Philadelphia Inquirer*. We'll discuss hot topics in sports, discover what makes a good sports story and learn trade secrets, like how to write a killer opening and get professional athletes to open up in interviews. The best-written sports stories will appear in the Mighty Post, our new online blogging website for teens.

Fashion Forward (Ages 15-18)

Wednesdays, 4:00-6:00pm, Oct. 17, 24, 31; Nov. 7, 14, 28; Dec. 5, 12 (8 sessions)

Led by Desirae Holland, a fashion blogger for *Her Campus Philly*, Fashion Forward will combine fashion, journalism and technology. We all know there are tons of treasures out there at thrift stores and resale shops across the city, just waiting to be uncovered. What we need is for information about the city's best thrift stores to be easily accessible when we're out hunting for some new threads and all we have is a smartphone. We'll start by talking and writing about our favorite trends, visiting a few of our favorite stores and deciding what makes a great thrift store. A volunteer instructor with experience building apps, who will guide us in the process of finding the information we need to build our own thrift store locator app during the second half of the class.

Social Networking for Success (Ages 14-18)

Thursdays, 6:00-7:30pm, Oct. 18, 25; Nov. 1, 8, 15, 29; Dec. 6, 13 (8 sessions)

We live in a world where everything and everyone is connected. You're judged based on your Twitter feed and your Google results. In this workshop, you'll learn how to use Twitter, Tumblr and other social networks to make the right connections and project the best version of yourself. We'll explore networks getting buzz right now to find out who's using what, learn the basics and debate pros and cons. We'll learn how to use social networks to connect with people for school, work or fun; find information and stay up-to-date on news; market or promote a product we like, an opinion we care about, our favorite musician or ourselves; and be creative. By the end of the workshop, we'll have our own social networks in order.

Saturday Morning Anti-Cartoon Series (Ages 14-18)

Saturdays, 11:00-12:30pm, Oct. 20, 27; Nov. 3, 10, 17 (5 sessions)

Join us for this crash-course, which will give you all the latest digital media tools you need to be a successful journalist for the *Mighty Post*, a brand new blogging website for and by Philly high school students. After five 90-minute sessions—"Interview Techniques for Multimedia Platforms," "Headline Writing for Bloggers," "Comments that Matter," "How to Shoot a 15-second Video" and "Top 3 Ways to Use Instagram"—you'll have all the tools you need to become a contributor to the *Mighty Post* and pursue your own online journalism ventures.

Intro to Digital Storytelling (Ages 12-15)

Mondays, 6:00-7:30pm, Oct. 22, 29; Nov. 5, 12 (4 sessions)

Here's your chance to create and explore a digital novel, *Inanimate Alice*, through text, sound, images, music and games. The thing about *Inanimate Alice* is: this is a novel that needs *your* help to keep the story moving forward. We'll start by "reading pictures" and predicting what will happen next in the story, which is set in China. As we continue to travel through this digital story, you'll participate in activities ranging from descriptive writing and drawing, to character and avatar creation to photography. In the end, Intro to Digital Storytelling will have used a "transmedia" story to achieve an understanding of character development, paragraph structure, story themes, point of view and plot structure. When the workshop ends, students will have access to *Our Travels with Inanimate Alice*, a collaborative WordPress blog they will have created through the workshop.

Mobilize Your Voice (Ages 14-18)

Tuesdays, 6:00-7:30pm, Oct. 23, 30; Nov. 6, 13, 20, 27 (6 sessions)

Do you want to be an investigate reporter in the digital age? A professional multimedia journalist will teach you how to deliver news that's mobile. We'll start with a "pitch" session where teens brainstorm and collaborate to choose one key question to answer. Next, we'll learn and write about what defines an investigative report. Then, we'll start shaping a mobile "plan of attack" for our own investigative report. You'll use your own mobile device to capture audio, video and photographic evidence that relates to our topic, ranging from short interviews to photo-walks. In the end, we'll work together to present a polished, collaborative investigative report that will be published as an iBook.

Philly Photo Day at Mighty Writers (Ages 14-18)

*Friday, October 26, 3:00-6:00pm (single session) - *At 1501 Christian Street*

Mighty Writers is partnering with the Philadelphia Photo Arts Center to present this digital photography class for Philly teens. You'll learn the foundations of photography, such as composition, elements of art and how to use a point-and-shoot digital camera. Then you'll take a guided tour of the neighborhood with a professional photographer who will help you create interesting photographs out of your everyday environment. At the end of the session, you'll select one photo to submit for the Philly Photo Day 2012 exhibition.

All Mighty Writers 2.0 workshops take place at 1537 South Street unless otherwise specified.