

media that moves *thoughts*

MEDIA THAT MOVES *minds*

MEDIA THAT MOVES *actions*

press pass TV

media that moves *community*

media that moves

~~media that moves~~ *spirit*

Annual Report 2009

MEDIA THAT MOVES *change*

media that moves YOU

to new heights

media that moves *inspiration*

media that moves *transformation*



From the desk of

Gabriel Mugar, Founder & Executive Director

One word to summarize 2009 is "resourceful." Despite having operated well under our financial needs, we served 200 students (three times the amount in 2008), featured our work at 10 screenings and festivals (including the UN international film festival), and presented at six conferences (one of which we co-sponsored).

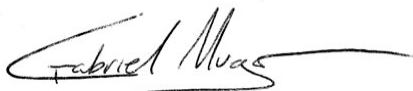
Perhaps one of our greatest accomplishments was providing full time summer employment to 10 Boston public school students and two youth from out of state. Thanks to the Boston Private Industry council, Boston Youth Fund, and Career Explorations, Press Pass TV provided a summer work experience unlike any other. From interviewing congressional representatives to community activists, the youth put themselves in the middle of major political issues and important local initiatives that went underrepresented by local media. In between all of the production, students took field trips to different neighborhoods in Boston that they had never been to before. Overall, the goal of expanding the young people's cultural and political awareness of Boston while learning valuable technical skills was accomplished.

Another great accomplishment was the addition of 25 new community partners and collaborators. In 2009, Press Pass TV improved its position as an organization that other community initiatives look to when they want to amplify their work. Such organizations as the ACLU and City Year worked with Press Pass TV to educate their staff on important media literacy topics and produce news segments about key community issues.

2009 saw the birth of Press Pass TV as a resource to the community of Boston. More and more individuals and organizations see Press Pass TV as a group that works for them and cares for their well being. With over 30 stories produced in 2009 about people working hard to make Boston a better place, Press Pass TV has emerged and continues to be the champion of celebrating and promoting the true meaning of community. In 2010, we look forward to expanding our network of community partners and involving more youth in our work.

When it comes to running an organization, you are only as good as the people you have. This is why we at Press Pass TV dedicate this annual report to you, the people who have supported us. Our ability to be resourceful in 2009 came from having an amazing network of volunteers, in-kind donors, and financial supporters, all of whom gave Press Pass TV their vote of confidence. To all of you who expressed your belief us, we thank you. We could not have done this without you.

Best wishes for 2010,



Gabriel Mugar
Founder and Executive Director



press pass TV

...taking flight!

premiere at
city year



press pass TV
PRESENTS

MEDIA THAT MOVES
YOU
TO NEW HEIGHTS



THURSDAY JUNE 4TH
6PM TO 8PM

CITY YEAR 287 COLUMBUS AVE
SUGGESTED DONATION OF 10 DOLLARS
www.presspasstv.org



Press Pass TV is a nonprofit organization that trains youth to produce socially responsible video journalism that promotes a more diverse media, empowers communities, and increases civic engagement.

who we are

Press Pass TV envisions a world of engaged and informed individuals, where youth are leaders and our communities are inspired by a media that supports a healthy democracy based on truth and benefit for the greater good. Since the media plays such an integral role in our lives we have two complimentary goals. The first is to support the healthy development of youth within our communities. The second is to foster a fair and just media. We have the unique pleasure of inspiring and empowering young people, while opening the lines of cultural communication in Boston. With humble beginnings in an after school program serving only 20 youth, we now serve over 200 young people annually throughout the Greater Boston area, not to mention our countless viewers.



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vision and values

YOUTH LEADERSHIP We help encourage young people to be partners in all facets of Press Pass TV and value their role as visionaries.

ACCOUNTABILITY We believe that as a mission-based organization, we belong to the community and maintain a level of transparency that makes us accountable to the greater good.

INTEGRITY We demand professional excellence of all our participants and high ethical standards. We walk our talk.

SUSTAINABILITY We believe that our success is embedded in the overall health and success of our community. We aim, in all endeavors, to create environmental and economic sustainability, as well as long-term relationships.

SERVICE We develop media messages that serve the people. In addition, we create a culture of service that puts the needs of communities and its individuals first.

JUSTICE We believe in the power of journalism to promote justice, unity, equity, and equality and we take that responsibility very seriously.

HEALTHY ORGANIZATION We want the personal and professional best for all of our participants and all our participants want the best for us.

INNOVATION We are a visionary organization that understands that comfort is not the end goal of our efforts. We promote learning through going forward, taking risks, and changing to promote growth.

ACCESS & EDUCATION We believe that access and education go hand in hand. We value open information and an equal voice that provides access for people to shape their own lives.

LEADERSHIP We foster leadership in all our participants and model it on our own community.

COMMUNITY We believe that communication builds community, which builds commitment. We build collaborations that are socially responsible and place a premium on human interaction and the fundamental idea that we are a part of a whole.

2004

Press Pass TV founded at Dearborn Afterschool Academy. Produced one 30 minute episode which is aired on the Boston Neighborhood Network, distributed on DVD and the Press Pass TV website. Served 10 youth.

history and accomplishments

2005

*Conducted 4-week summer camp at Madison Park Vocational High School's Television Production Department.
***Served 35 youth.**

2006

*Featured in After School Scene and Teen Voices
*Aired on Cambridge Community Access Television for the first time
*Moved into Madison Park
***Served 40 youth**

2007

*First public premiere held at WGBH headquarters
*For the first time ever, youth are paid for their work as producers
***Served 50 youth**

2008

*Youth interview Governor Deval Patrick
*Incorporated as an organization, hiring staff members
***Served 65 youth**



2009

This year, Press Pass TV officially became a 501(c)3 nonprofit organization, and moved into our own office space in the Community Church of Boston. We partnered with over 25 community organizations and produced over 30 news stories. Our work earned our youth an Adobe Youth Voices award and entrance into the UN Global Voices Film Festival, the North End Music and Performing Arts Center Film Festival, and Do It Your Damn Self Local. Served 200 youth directly.



press pass TV

...taking flight!



"PRESS PASS TV REALLY OPENED UP MY EYES."

LINDA, 16



media leadership

programs



PROGRAM DESCRIPTION

HOW WE DO IT

SITE BASED PROGRAM

Partners with community based organizations and schools, to develop programs that give students the tools and skills to make a change in their communities through video journalism.

Our Site Based Program meets young people where they are at, and leads them through an interactive learning experience where they become critical thinkers, community producers, and change agents.

COMMUNITY CONNECT PROGRAM

Our Community Connect Program runs twice a year, engaging participants through partnerships with community based organizations in producing empowering news content.

Youth are teamed with a skilled mentor that works with them over 8 weeks to create powerful news content. Teams attend 5 professional development workshops.

LAB PROGRAMS

For students who are on track toward media careers, or those who have just fulfilled their potential in our Site Based and Community Connect Programs and are looking for more of a challenge, we have our Lab.

Lab Programs include our Summer Internship Program, Youth Led Programs, and our Rapid Response Team, covering urgent stories, and taking on long form investigative pieces.

By immersing youth in all aspects of producing news segments, with a deep commitment to social change, Press Pass TV gives young people the technical, developmental, and career life skills to build a healthy, happy and productive future.

FEATURES

BENEFITS

<ul style="list-style-type: none"> *Serves about 200 students per year *Provides workshops in and out of school time *Teaches students how to create empowering news stories about their communities 	<ul style="list-style-type: none"> *Academic enrichment *Students become critical thinkers, community producers and change agents *Students increase MCAS scores in reading comprehension through Media Literacy
<ul style="list-style-type: none"> *Serves 18 students annually *Provides 6 university students with meaningful internships *Produces 6 news stories about important community issues *Supports the efforts of 6 community based organizations 	<ul style="list-style-type: none"> *Professional development *Students gain valuable skills and paid employment *Students gain clear pathways away from violence and poverty and toward promising careers *Students replace reactionary violence with creative non-violence
<ul style="list-style-type: none"> *Serve 50 advanced students per year *Provides students employment and real leadership opportunities *Covers urgent stories that would otherwise go uncovered 	<ul style="list-style-type: none"> *Increased technical proficiency *Communities are empowered by media that focuses on their strengths and solutions to their challenges *Students have access to careers in media production



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before press pass tv

"NEWS JUST SHOWS MURDER AND VIOLENCE IN OUR COMMUNITY. THEY DON'T REALLY CARE FOR ANYTHING ELSE IN MY COMMUNITY."
RASHIDA, 16

"NEWS TRUCKS NEVER COME AROUND FOR POSITIVITY"
DEXTER, 18

"I DON'T SEE MYSELF AS A LEADER BECAUSE I REALLY FEEL THAT I DON'T KNOW HOW TO BE ONE."
SHAYLA, 17

after press pass tv

"PRESS PASS TV HAS GIVEN ME BETTER COMMUNICATION SKILLS, PUBLIC SPEAKING AND MORE KNOWLEDGE FROM THE MEDIA."
CINDY, 18

"I'M DETERMINED AND WILLING TO MAKE A CHANGE SO THAT ME AND MY PEERS CAN MAKE IT IN THIS TYPE OF SOCIETY."
SASCHIA, 16

"I SEE MYSELF AS A LEADER BECAUSE I CARE ABOUT THE STATUS AND WELL BEING OF OTHERS"
BRITTANEY, 17

"IT HAS GIVEN ME A STRONG START FOR THE FUTURE"
SHAYLA, 17

the team

Gabriel Mugar – gabriel@presspasstv.org

A graduate of Boston University, Gabriel had worked as a Community Connect video producer and educator. He has produced extensively for the International news network Current TV, his footage has been featured on ABC, NBC, FOX, and CNN, and he also produced fundraising videos for Boston-based nonprofit organizations. From 2006-2008 Gabriel was a full-time teacher in Boston Public Schools. Presently, Gabriel is a candidate for his Masters in Media, Culture, and Communication from New York University.



Joanna Marinova – joanna@presspasstv.org

With a B.S. in International Relations and Economics from the University of Toronto, Joanna is a dedicated and experienced community organizer and media reformist. She has had corporate experience as well, having worked at Citizens Bank and Wellington Financial Management, and was the founder and president of Women in Life Learning, a Toronto-based nonprofit organization. Joanna has seven years of experience and a proven track record in management, operations, and development work.

Cara Lisa Berg Powers – cara@presspasstv.org

With over eight years of experience in youth work for nonprofit organizations, Cara is currently a candidate for her EdD in Educational Leadership and Change with a focus in Media Studies. In addition to her experience in program development, implementation and management, Cara is also the author of *By Any Media Necessary*, a workbook and curriculum for teaching young people how to use media as a tool for social justice.





press pass **TV**

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**community
media
champion
larry mayes**

“PRESS PASS TV IS THE NOW FUTURE OF NEWS MEDIA. IT IS ORGANIC, PRESENTING THE TRUE STORIES OF PEOPLE AND BRINGING JOURNALISM TO LIFE.” LARRY MAYES



“THEIR YOUNG LEADERS UNDERSTAND THE INTERSECTIONS BETWEEN MEDIA AND SOCIETY, AND THE POWER THAT SOLUTION ORIENTED MEDIA CAN HAVE TO CHANGE MINDS AND LIVES, AND TO EMPOWER COMMUNITIES.” LARRY MAYES

brain trust



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Boston Underground Film Fest

Carla Gualdron – Emerson
College student

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Consulting

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Jim Braude – New England Cable News

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Carolyn Mugar – Farm Aid

Jason Pramas – Open Media Boston

Lisa Simmons – Color of Film

Neil Sullivan – Private Industry Council

Adam Waller – Producer, “Charlie Rose Show”

Brynmor Williams – Global Post Inc.

community partners

*Boston-Area Youth Organizing Project * The City School * Science Club for Girls * The ACLU of Massachusetts * Project RIGHT * Dongoson Productions * Realez Independent Cinema * Roslindale Community Center * Project MOVE * The Clarence Edwards Middle School * The Fenway High School * The Phillips Brooks House Association * Progressive Communicator’s Network * Tufts University Convergence Conference * BEST Initiative * Women, Action and the Media * Alliance for Community Media Northeast Region * Roxbury Environmental Empowerment Project * T-Rider’s Union * Sociedad Latina* Hyde Square Task Force * Dorchester Youth Force * Reflect & Strengthen * Dorchester People for Peace * Community Church of Boston * Community Change, Inc. * City Year * Retrack*



community in action

At Press Pass TV, we see collaborations as the cornerstone of our success. We are about creating a media that can serve as an organizing tool, giving a voice to many issues, highlighting positive efforts and uniting our communities. Our collaborators are the source of our "expertise." Community is about collaboration and building support systems. By being firmly rooted in ours, we are able to connect our youth participants to resources we may not have in-house and increase their chance of success in life. Through collaborations we lend energy to each others' efforts and build momentum around important social justice issues impacting all of us. We are also able to establish ourselves as a voice for the community, which often sees media as the enemy with news trucks only coming around to exploit or highlight the negative. By doing that, we are offering them an important tool to amplify the reach of their work and the impact of their message. **Here are just a few examples of successful community collaborations this year, and issues we covered.**



DOMESTIC VIOLENCE



OVER-INCARCERATION (In collaboration with Dongoson Productions)



DROP-OUT CRISIS (In collaboration with the City School, *Adobe Youth Voices Award*)



FOOD RIGHTS



SPECIAL SENATE ELECTION



ETHNIC MEDIA

Brittney Cameron
Press Pass TV



COMMUNITY INFORMATION

CITY COUNCIL ELECTION (In collaboration with REEP, Sociedad Latina, Hyde Square Task Force, Dorchester Youth Force)



Tomas Gonzalez
Council Candidate

RESPONSIBLE PHILANTHROPY



Ron Ancrum
President, Associated Grantmakers



TRANSPORTATION RIGHTS (In collaboration with the T-Rider's Union)



Malalai Joya
Former Member, Afghan Parliament

AFGHANISTAN (In collaboration with Dorchester People for Peace)

STREETWORKERS



Robert Lewis Jr.
VP for Programs, The Green Foundation

POLICE ACCOUNTABILITY



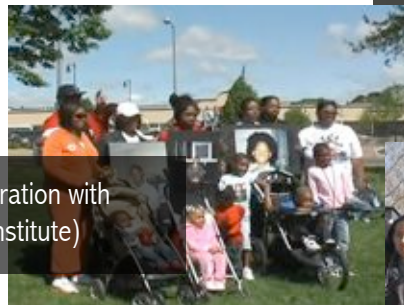
Victor Anaka
Press Pass TV

FIREHOUSE BROWNOUTS



HOUSING RIGHTS

PEACE (In collaboration with Louis D. Brown Peace Institute)



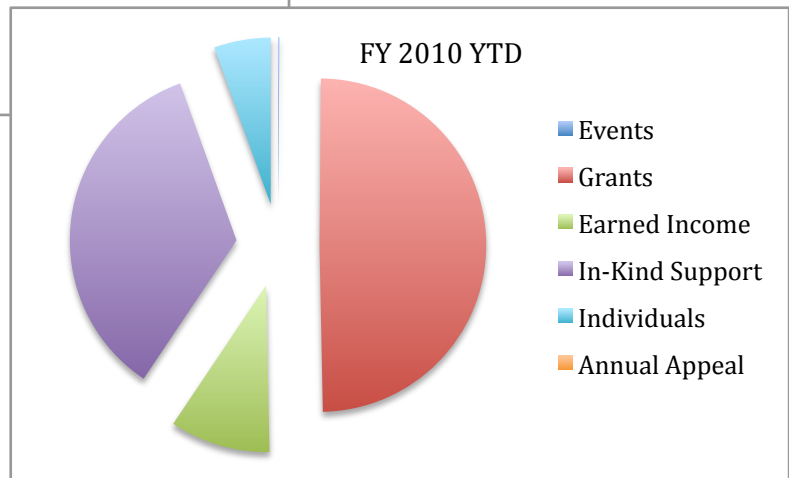
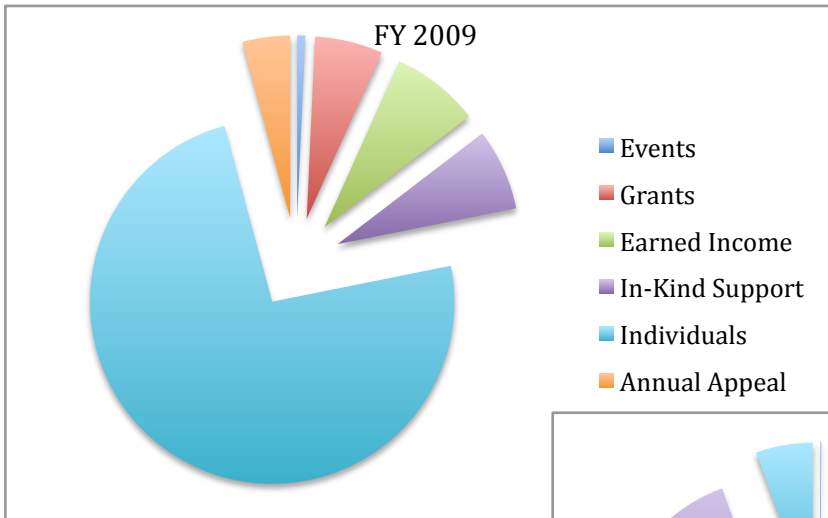
YOUTHWAY ON THE MBTA
(In collaboration with BYOP)

press pass tv by the numbers

INCOME

So far this Fiscal Year, we have almost raised our total from last year. Press Pass TV runs on July 1-June 30 Fiscal Calendar, so we are only half way through! Here, you will find data on FY 2009 and Year to Date data for FY 2010.

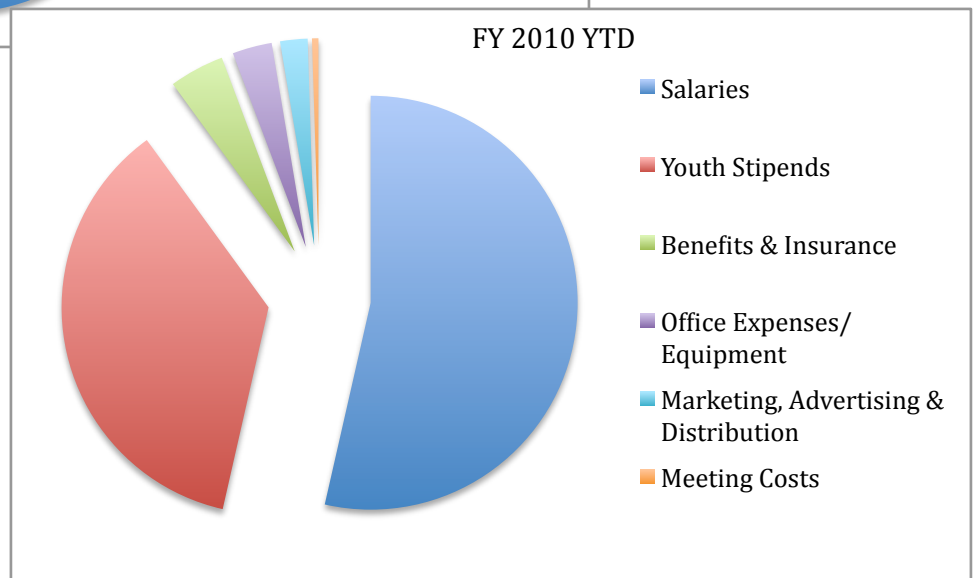
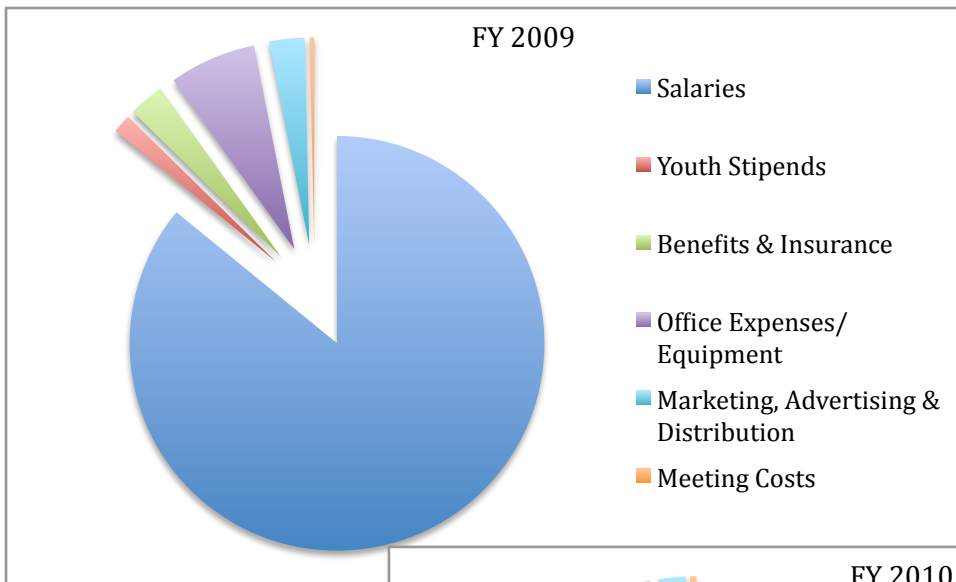
	FY09	FY10 YTD
<i>Events</i>	600.00	100.00
<i>Grants</i>	5,000.00	36,000.00
<i>Earned Income</i>	6,500.00	7,068.00
<i>In-Kind Support</i>	6,000.00	25,500.00
<i>Individuals</i>	61,260.00	3,995.00
<i>Annual Appeal</i>	3,500.00	Forthcoming
Total	82,860.00	72,663.00



EXPENSES

Resourceful is our middle name. With limited funding, we have produced over 30 news stories, employed 12 students with summer jobs, moved into our office space at the Community Church of Boston and screened our work at nearly a dozen community screenings and film festivals.

	FY09	FY10 YTD
<i>Salaries</i>	62,100	37,500
<i>Youth Stipends</i>	1,050	25,500
<i>Benefits & Insurance</i>	2,000	3,000
<i>Office Expenses/Equipment</i>	4,900	2,162
<i>Marketing, Advertising & Distribution</i>	2,000	1,500
<i>Meeting Costs</i>	250	350
Total	72,300	70,012





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Nutrition Facts

Serving Size: All you can consume
Servings Per Container: Unlimited

Amount Per Serving

Calories 0 Calories from Fat 0

	% Daily Value *
Passion for Fairness	100%
Dedication to the People	100%
Solid Partnerships	100%
Incredible Volunteers	100%
Community Support	100%
Journalistic Integrity	100%
Hope	100%
Youth Voices	100%
Originality	100%
Generous Funders	100%
Political Will	100%
Accountability to the Greater Good	100%
Engaged Citizens (You!)	100%

*percentage of daily value based on average commercial media consumption

thanks

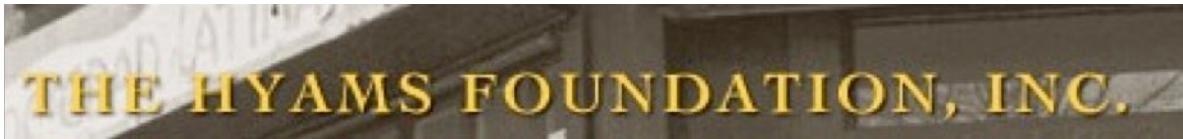


2009 was a hard year for everyone, and the experts keep telling us it will only get worse, especially for those who are already worse off. Now more than ever, as services are being cut and jobs are being lost, communities need to be able to rely on one another. In neighborhoods around Boston and throughout the Commonwealth, we need to be good neighbors to one another. Lend a cup of sugar, or a bus fare. Watch a friend's child for the afternoon and help them with their homework. Shovel a driveway or sidewalk, buy a homeless veteran a cup of hot soup. We must hope that, no matter how bad it gets, we still have something to give, even if it's our time.

Our work would not be possible without the incredible support of our community partners, who have contributed time and even money to make our work possible, our funders (listed on the back page), and our individual donors who have given to us in this critical time. We especially want to thank the **Boston-Area Youth Organizing Project** who has given us our home in the Community Church of Boston, at no cost. With neighbors like BYOP, we know we can do anything!

To us at Press Pass TV, being a good neighbor means a lot of things. It means giving a voice for people who no one else will listen to. It means preparing young people to be the leaders of a bright and promising tomorrow. It means making cuts and sacrifices to be good stewards of the gifts that we receive. And it means persevering no matter how tough times get. Now more than ever, the work of Press Pass TV is needed, and with your support and the support of our community, we are working towards big goals in the New Year. Best wishes and stay tuned for big news from Press Pass TV in 2010!

Press Pass TV is brought to you by



And by viewers like you!

press pass TV

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