“If we are not serious about facts and what’s true and what’s not – and particularly in an age of social media where so many people are getting their information in soundbites and snippets off their phones – if we can’t discriminate between serious arguments and propaganda, then we have problems.”

- United States President Barack Obama
Since 2007, The LAMP has brought 21st-century survival skills directly to youth, parents and educators throughout New York City and beyond.

Our hands-on learning opportunities teach the Three Cs: how to **COMPREHEND, CREATE** and **CHALLENGE** media, focusing on at-risk and underserved populations that cannot typically afford media programming.

**MISSION**

The LAMP equips youth, parents and educators to live, learn and thrive with media and technology.

**WE BELIEVE IN**

- Critical curiosity
- Process over product
- Media literacy as a basic need
- Access for all
- Media for civic engagement
OUR STUDENTS

Female: 51%  
Male: 49%

- Ages:
  - 19+ years: 48%
  - 14-18 years: 37%
  - 9-13 years: 15%

- Ethnicity:
  - 2% East Indian
  - 2% Asian
  - 3% Middle Eastern
  - 3% African
  - 4% Caucasian
  - 37% Hispanic/Latino
  - 49% African-American
2016: BY THE NUMBERS

The LAMP saw tremendous growth in the 2015 - 2016 school year, increasing its direct reach from 795 students in the previous year to 910 students, and reaching an additional 2,000+ students through new virtual programming initiatives such as MediaBreaker/Studios. With the help of new funding partners and more individual donors than ever, The LAMP expanded the diversity of its leadership and programming initiatives, engaging students in pressing issues during an important political year.

45 STATES

22 COUNTRIES

Over 200 schools and organizations in 45 states and 22 countries have adopted The LAMP’s MediaBreaker/Studios video remix edtech platform, launched in April 2016. The tool also won a 5-star rating on Common Sense Media.

2,500+ BREAK-A-THON IN A BOX DOWNLOADS

The LAMP’s acclaimed Break-a-thon programs are perfect introductions for youth about how, why and for whom media are made. Launched in April, our free Break-a-thon in a Box toolkit provides everything you need to host your own event.

6 LAMPCAMPS

The LAMP ran more summer programs than any other year, including workshops at 3 BronxWorks cornerstone community centers, where students created PSAs on current issues and movements like Black Lives Matter.
2016: BY THE NUMBERS CONTINUED

$27,267
RAISED

The LAMP Board’s Summer Soirée, sponsored by Capalino + Company, Vanity Fair, the NYU Tandon School of Engineering and Mount Sinai raised more money than any previous LAMP event. Over 100 guests gathered at the elegant Hudson Hotel to honor Executive Board Member Tom Gray for his contributions to the youth of New York City.

910
STUDENTS

The LAMP’s hands-on programs directly served 910 New York City youth, parents and educators - more than any other year!

1st
ASSESSMENT RUBRIC

Through a partnership with the NYC Department of Youth and Community Development, The LAMP developed a first-of-its-kind assessment rubric for measuring critical media literacy skills. This helps us learn how our programs are achieving learning outcomes for our students.

2007
2017
10
YEARS

2017 will be The LAMP’s tenth year of programming. Thank you for your support, and we look forward to celebrating together!

© 2017, The Learning About Multimedia Project, Inc. All rights reserved. 2016 Program Review | Page 7
PROGRAM OVERVIEW

Commercials & Advertising Track

- Make/Break a Commercial [E M H]
- Make a Public Service Announcement [E M H]
- Photoshop Remix [H]

News & Reporting Track

- Making the News [E M]
- Reporting and Podcasting [M H]
- Citizen Journalism [H]

Digital Media Track

- Critical Media Remix [M H]
- Healthy Digital Relationships [M H]
- Social Media Activism [H]

Exploring Images & Video Track

- Video Poem [E]
- Make a Comic Book [E M]
- Making Pictures, Telling Stories [M H]
- Documentary and Nonfiction Video [H]

Family Workshops

- Family Media Scavenger Hunt
- Family Video
- Family Digital Media
- Intergenerational Media Literacy

Also available

- Digital Career Path
- Summer LAMPcamp
- Professional Development
- Curriculum Licensing

© MEDIABREAKER / STUDIOS
PROGRAM HIGHLIGHT:

PHOTOGRAPHY AS ACTIVISM

Partner: EPIC North High School, Queens

In the spring, students learned to challenge conventional representations of their communities by using their phones as tools for activism. When the program began and facilitators asked about who creates images of teens in the media, students often shrugged. The same answer followed when students were asked about who creates images of their communities. This program explored those questions and many more. Students activated their voices and learned the importance of agency in choosing how they capture places, objects, and people. Their final project, a series of photo essays, was featured on PBS’ “Chasing The Dream” website. “I really enjoyed creating stories with my photos mainly because I had personal views of them,” said Oriana, a Photography as Activism student. “I will continue to take photos and use the skills that I have learned from The LAMP program.”

Student image credits: top left, Oriana Simmons; top right, Rebeka Gutierrez
This semester at New Settlement High School in the Bronx, students created a short documentary delving into the complex yet commonly asked question, “How do you see yourself?” The students grappled with several questions before deciding to examine standards of beauty in the media and how they shape self-esteem.

Through intense weeks of planning interviews, capturing B-roll and documenting their subjects, students were able to shape how they wanted their stories to be told. One student, Ashley, enjoyed the program so much that she continued with The LAMP as an intern during the summer. “Participating in these programs have helped improve my interest in media so much,” she said. “I have come a long way and being an intern this summer with the children helped me realize that I want them growing up knowing that the media is in their control.”

This program was made possible by the Pinkerton Foundation.
PROGRAM HIGHLIGHT:

DIGITAL CAREER PATH

Partners: New Settlement Community Campus, Hudson Guild, Opportunities for a Better Tomorrow (OBT)

This year, The LAMP ran three Digital Career Path programs: one with students in the Bronx at New Settlement, a second with Hudson Guild in their new TechUp! Lab space and a third with OBT in their new Innovation Lab in Industry City. In all programs, young adults learned basic media and technology skills needed to enter a modern workforce, such as how to use professional social networking tools. They also learned basic photo and video editing skills through Adobe Premiere and Photoshop, and created print mashups, video remixes, short videos and Kickstarter campaigns. Participants’ newfound skills were captured in digital portfolios as part of their final Digital Entrepreneurship projects.

“Coming into this program really broadened my horizons,” said one participant. “I got to learn about web coding and design, and having a presence online and what an impact it can have.”

The New Settlement program was made possible by the Pinkerton Foundation and TransCanada. The Hudson Guild program was made possible by Google. The OBT program was funded by the New York City Department of Youth and Community Development.
Anyone who thinks teens are apathetic might want to spend some time with the young men and women who participated in our LAMP Camp Public Service Announcement program this summer. In partnership with multiple Bronxworks sites, teens produced a dozen PSAs on topics of their choice. As evidenced by their focus on the Black Lives Matter movement, suicide prevention and pollution, they are deeply concerned with issues of safety and respect, both for themselves and for their community.

For most participants, this program was the first time they held a video camera. They also storyboarded, wrote, performed in and edited these videos over the course of just a handful of hours. The PSAs show young people discovering the power of media to express themselves and speak out about issues that matter to them.

Watch the PSAs at youtube.com/thelamp
Our fifth annual Break the Super Bowl event was held this year at Khalil Gibran International Academy in Brooklyn. Around twenty teens enjoyed snacks and pizza, and won prizes for completed micro-challenges using the MediaBreaker/Studios tool. “The commercials control your mind with sound, pictures, emotions,” said Victor, a student. “You see the people dancing in that Mountain Dew commercial, and you start thinking it’s going to refresh you. Is it true? No.” In 2016 we also got young people engaged with Break the Election, in which young people remixed political commercials and news clips to challenge harmful, misleading and untrue messages.

Through Connect2Tech, The LAMP taught educators and after-school providers to integrate MediaBreaker/Studios and media literacy with their teaching and programming. “My experiences with MediaBreaker/Studios and remix have helped me spark a conflagration across my classroom,” said one Bronx educator.

Watch broken videos at youtube.com/mediabreaker
LEADERSHIP

STAFF

Jules Beesley | Education Director
Melanie Butler | Development Manager
Zenzele Johnson | Education Associate
Emily Long | Director of Communications & Development
D.C. Vito | Executive Director

PROGRAM FACILITATORS

Keith Bevacqua | Chandler Carter | Angeline Gragásin | Sean Hackett | Rachel Kerry | Jennifer Liu | Sara Montijo | Jeremy C. Norris| Nathan Sheard | Lindsay Skedgell | Jesus Villalba

BOARD OF DIRECTORS

John Banta (Chair) | Research Director, Vanity Fair
Gillian Cassell-Stiga | Associate, Rankin & Taylor
Keilly Cutler | Director of Business Development, Clarity Staffing
Anderson Duff (Secretary) | Associate, Manett, Phelps & Phillips, L.L.P.
Tom Gray | Vice President, Capalino+Company
Deepti Sharma Kapur | Founder and CEO, FoodtoEat.com.
Sayar Lonial | Sr. Director of Marketing, NYU Tandon School of Engineering
Omar Lopez | Manager of Talent, Relay Graduate School of Education
Steven J. Melzer | Director of Product Solutions, Uncommon Schools
Joshua Teeple (Treasurer) | Partner, Grobstein Teeple Financial Advisory Services, LLP
D.C. Vito | Co-founder, Executive Director, The LAMP

ASSOCIATE BOARD

Matrika Bailey-Turner | Corporate Social Responsibility Program Manager, NBC Universal
Lauralea Drummond | Impact Program/Retail Manager, lululemon
Hazel Gurland-Pooler | Co-producer, Ark Media
Sarah Hasan | eLearning Project Manager, Thomson Reuters
Benjamin Max | Executive Editor, Gotham Gazette
Safeena Mecklai (Chair) | Associate, Capalino+Company
Rome Neal (Vice Chair) | Co-founder, Secret Formula Media

ADVISORY BOARD

Shay Brog | Vice President of Publisher Development, GumGum
Ingrid Hu Dahl | Next Gen Director, Bay Area Video Coalition
Jennifer Proulx | Director of Professional Development Programs, Educational Video Center
Jorge L. Ramos | Senior Anchor, Telemundo New York
Douglas Rushkoff | Teacher, Author, Filmmaker, Documentarian, Rushkoff.com
Larry Smith | Founder, SMITH Magazine
Johnson Tang | Senior Product Manager, SYPartners
PARTNERS

CORPORATE + FOUNDATION PARTNERS

Con Edison Foundation
Dept. of Youth and Community Development
Google
Hive Chicago
Hive Digital Media Learning Fund (NYC)
Hyde and Watson Foundation
John D. & Catherine T. MacArthur Foundation
Just Energy Foundation
National Organization for Youth Safety

Sony Corporation of America
The Bay and Paul Foundations
The Lily Auchincloss Foundation
The Pinkerton Foundation
Theodore Luce Charitable Foundation
TransCanada Foundation
University of California, Irvine
Verizon Foundation

PROGRAMMING PARTNERS

Arab American Family Support Center
Bronx International High School
Brooklyn Cultural Adventures Program
Brooklyn Public Library
Center for Court Innovation
Committee for Hispanic Children & Families
Educational Alliance
EPIC North High School
ExpandED Schools
Hudson Guild
Immaculate Conception School
John Jay Secondary School for Law
Knightsbridge Heights Community Center

MECA (Manhattan Early College of Advertising)
New Settlement Community Campus
New York City Department of Education CS4All
Opportunities for a Better Tomorrow (OBT)
PS 160
PS/MS 279
PS 307
Tech International Charter School
Tompkins Square Middle School
Yollocalli Arts Reach