FY20 Impact Report
07/01/19 - 06/30/20
Through media arts education, Wide Angle Youth Media cultivates and amplifies the voices of Baltimore youth to engage audiences across generational, cultural, and social divides. Our programs inspire creativity and instill confidence in young people, empowering them with skills to navigate school, career, and life.

SINCE 2000:

6,180+

total youth engaged in programs

2.5+ million

audience members

1,430+ 2,413

media projects donors

“There’s just so much opportunity here for so many people. If you come to Wide Angle, you can step in the door and just see everything they are doing for people. I appreciate that.”

Jeffrey Obike
Video Production Freelancer & Alum
FY20 tested us in ways we never expected, and in doing so, opened the door to new possibilities. As Wide Angle’s Executive Director, I am truly proud of our youth, our team, and their achievements. I am excited to share these accomplishments with you: your insights, partnership, responsive philanthropy, contributions, and words of encouragement have allowed us to adapt and persevere.

Wide Angle started FY20 stronger than ever: we completed construction on a second Media Lab, increased youth capacity, identified new channels for youth leadership, developed partnerships, expanded apprenticeships, and bolstered financial security. Thanks in part to our existing stability, we were equipped to respond quickly to the emerging needs of our growing community during COVID-19. As we transitioned to virtual programming, your contributions enabled us to re-envision how to best support our young people, staff, and city. We prioritized older youth employment and paid opportunities for high school students, and provided urgently needed technology, food, and housing support for youth and staff with an expanded Emergency Fund. Our Media Instructors engaged students using creative resources and Wide Angle devices on-loan. They developed new channels for youth self expression (vlogs, graphic novels, virtual events, and social media takeovers) and social emotional connection, helping students to overcome increased isolation. Our leadership team implemented new initiatives, like flextime and work from home policies, to provide staff with additional support to care for their families during the crisis.

Media and digital technology have become a fundamental part of our lives, and never more so than in this moment. This past year of innovation spoke to the heart of our mission at Wide Angle. It reinforced that representation is imperative, and that narratives promoted in the news, online, and within the entertainment industry have consequences. It rekindled our passion for uplifting youth voices and ignited our team to establish new avenues for sharing young people’s perspectives on the issues of the moment.

Our society is shaped by who writes our history and which perspectives are centered. We believe young people hold the power to deliver critical information and connect us, ignite social change, confront our past, and address current social inequities. The skills we teach - media literacy, critical thinking, technical savvy, civic engagement, and creativity - form a key foundation for young professionals entering the workforce and provide increased access to life-changing opportunities. These skills are also integral to questioning, understanding, and dismantling systems of oppression - necessary actions leading to a doorway of new possibilities.

The accomplishments outlined in the following report are a testament to the young people, partners, and community members that work towards our shared vision of a more equitable future. We are deeply grateful for your participation, dedication, collaboration and generosity. Thank you.

Susan Malone
Executive Director
COMMUNITY PROGRAMMING

Community Voices offers short media arts workshops that serve youth at schools, libraries, and other community organizations.

+ 170 participants
+ 68 final projects
+ 10 partners

MIDDLE SCHOOL
PROGRAMMING

Baltimore Speaks Out is a trimester-long creative youth development workshop, run in partnership with the Enoch Pratt Free Library.

+ 74 youth
+ 4 projects
+ 4 partner sites

HIGH SCHOOL
PROGRAMMING

Video and Design Teams are introductory after school workshops. Video and Design Studios focus on advanced creative portfolio development through in-kind media production for local clients.

+ 47 youth
+ 4 videos
+ 12 graphic design projects

SUMMER ENGAGEMENT

MediaWorks is an intensive paid training program, run in partnership with YouthWorks, for youth ages 14-21 who participate in media arts, college and career development programming, and externships.

+ 55 youth employed
+ 3 clients
+ 11 client deliverables
+ 5,750+ hours worked by youth

APPRENTICESHIPS

Through Wide Angle Productions, youth ages 18-24 participate in design or video production tracks, and receive paid vocational training.

+ 16 apprentices
+ Hired first Arts2Work apprentice in the nation
+ 6 externship placements
+ 65+ production shoots
+ 125+ client deliverables
+ 5,783+ hrs worked by apprentices
Measuring Success

“My favorite part of design is going out in the world and seeing the things I’ve made in action; and there’s nothing more satisfying than having a ‘Hey! I made that’ moment.”

AMPLIFYING YOUTH VOICE
Youth created work that was shared to audiences locally and globally.

- 14 film festivals & special screenings of youth media
- 10 videos accepted into festivals
- 50 countries where videos were viewed online
- 573,785 audience members
- 6 articles & radio interviews
- 14 blog posts

30%
average skill growth

Students in 25+ hours of instruction, measured through pre- and post- evaluation Student Growth Cards that tracked the average skills growth in Creativity, Literacy, Listening, Public Speaking, Technical Skills, Professionalism, and Teamwork/Leadership.

COLLEGE & CAREER

- 3 college campus visits
- 6 summer externships
- 100% of Video and Design Team graduates had a college or career pathway in place; 60% moved on to higher education, compared to 40% citywide.
- 100% of apprentices were enrolled in college and/or had other employment, compared to 80% of older youth citywide.
- 16 apprentices elevated to staff
- 12 workforce partners
Community Impact

“In these moments filled with loneliness, quarantine, and questioning what happens next, it becomes more important than ever for the community to lean on each other for support. The silver lining is that we will not come out of this moment in history the same way that we entered.”

“The novelty of switching to a virtual class allowed everyone in my storytelling class to learn together and collectively navigate how to interact with each other. We got to decide what we wanted to keep and what we didn’t want to keep.”

TRANSITION TO VIRTUAL PROGRAMS

Wide Angle established grounding tenets to guide its COVID-19 response:

Resilience: Our leadership and board streamlined operations, implemented new program offerings, identified additional funding streams, and promoted financial sustainability to remain an anchor in the community through the pandemic.

Responsive Action: Media Instructors reimagined programming to meet student needs and used online platforms (EduFlow, Trello, Slack, Zoom, Canva and Miro) to keep them creatively engaged. We also expanded our Emergency Fund to support students, staff and alumni in need, and kept apprentices on payroll, even though many client projects were put on hold. Finally, we cultivated opportunities for youth leadership, particularly in virtual events and communications.

Storytelling: Staff established new avenues to share youth voices. Students used devices on-loan from Wide Angle as well as available resources (cell phone cameras, pen and paper, family computers, free editing software) to express themselves through new media (vlogs, graphic novels, virtual events, social media takeovers) as well as video, photography and design. These efforts aimed to bridge the widening creative arts and technology access opportunity divides.

Clarity: Our team refined its communications strategies, developed new channels to touch base with students and alumni, and implemented frequent 1:1 check-ins with youth via text/phone/video calls to build social-emotional supports.
DESIGNING FOR CHANGE
As the organization adapted its curriculum and adjusted program offerings, it also increased its opportunities for young artists to creatively educate their peers through new partnerships, special opportunities, and course offerings. For example, Design Studio worked with the Baltimore Mayor’s Office through the Baltimore Joint Information Center to create an online campaign promoting social distancing.

SUPPORTING RACIAL JUSTICE
Following the national response in the wake of George Floyd’s death, our staff held space for youth to unpack the complexity of the moment through opportunities to reflect via blog posts, videos, vlogs and social media takeovers, and by sharing their independent projects to our network (like this image from Design Intern, De’Shaun Fortune). The communications team also initiated an internal audit of its channels and surveyed students on how to center racial justice while uplifting their work.

VIRTUAL EVENTS
Spearheaded by Assistant Producer Destiny Brown, students planned and celebrated a traditional rite of passage through VIProm (Virtual Iconic Prom). Youth built the event website, created marketing content, designed event assets, and ran the program from start to finish. 180+ attendees joined the festivities or watched the livestream, garnering media attention from CNN, WYPR and other outlets. As a Media Instructor, Brown has expanded virtual event planning offerings this summer and fall FY21.

COVER YOUR FACE PROPERLY

DESIGNING FOR CHANGE
As the organization adapted its curriculum and adjusted program offerings, it also increased its opportunities for young artists to creatively educate their peers through new partnerships, special opportunities, and course offerings. For example, Design Studio worked with the Baltimore Mayor’s Office through the Baltimore Joint Information Center to create an online campaign promoting social distancing.
Highlights from the Year

Apprentices in the new design track created work for regional clients.

Youth experimented with new media, like animated novels, in their online classrooms.

BSO students practiced animation at two fall library sites.

“Wide Angle is one of a handful of organizations that provides real hope to young people in a city with more than its share of challenges. It has been transformational for my oldest son Benjamin, who has participated in Wide Angle programs since middle school. The work that Wide Angle students make provides a compelling counter narrative about Baltimore, its citizens, and especially, the creative promise of its youth.”

Jason Loviglio
Parent

Wide Angle Productions collaborated with Ikonic Visions to create Akilah Divine’s award winning music video, TRIBE.

Wide Angle’s annual fall event, Listen. Amplify. Repeat.

A youth planning committee helped shape our fall event, laying groundwork for our transition to youth-designed virtual events in the spring and summer.
Virtual programming opened new opportunities for guest artists and presenters from across the country to join our classrooms.

Social Media takeovers, vlogs, and blogs amplified student voices over the year.

Design Studio created in-kind projects for clients, including the ACLU-MD.

Wide Angle found new ways to partner with clients like Baltimore Homecoming.

Wide Angle Productions created videos for local and national clients, including the National Endowment for the Arts and the Maryland State Arts Council.

“...Why do I stay with Wide Angle?...I stay because it is an organization that serves a demographic of primarily black and brown people but is not led by said demographic, so my perspective is needed, welcomed and honestly appreciated. I stay because, unlike other organizations, I know everyone in the room is there with a sincere desire to support. I stay because everyone in the room has a desire to understand and face their biases so that they can not only become better support for the youth but also better humans. I stay because the Dream is that one day we will not be judged by the color of our skin but by the content of our character. And everyone in that room shares that dream for themselves and our youth.”

Shewana Skinner
Board Member & Chair of the Business Advisory Committee
Intentional Growth

Our COVID-19 response built upon our longer-term goals of sustainability, leveraging resources to uplift others and cultivating more equitable employment pathways. Actions included expanding benefits for part-time staff, developing teleworking protocols, implementing a COVID flextime and COVID sick leave policies, extending FMLA support to part-time staff, and keeping apprentices paid on staff while their client work was on pause. Here’s a snapshot of how we shifted to meet the needs of the moment, thanks to your support.

FY20 Financial Statements

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<th>FY20 Total Income: $1,336,760*</th>
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<td>83¢ of every dollar raised supports programming.</td>
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<th>FY20 Total Expenses: $1,225,595</th>
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<table>
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<th>FY19</th>
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<td>Apprentices on staff</td>
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<td>Organizations provided with free in-kind media services</td>
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<td>Working Reserve</td>
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<td>501</td>
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<td>Recurring donors*</td>
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*A donation with ongoing monthly or quarterly gifts.

Net Assets, end of the year: $1,056,631

All financial data corresponds to Wide Angle Youth Media’s FY20 Financial Statements prepared by CohnReznick and approved by Wide Angle’s Board of Directors on November 18, 2020.

*Includes: Individual, Corporate, and United Way
Thank you to the many individuals and organizations who made gifts between July 1, 2019 and June 30, 2020. We are deeply grateful for every contribution made to help move our mission forward.

PRIVATE FOUNDATIONS & FUNDS
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Alexander Family Charitable Fund
The Allegis Group Foundation
Baltimore Community Foundation
The Bernard Family
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The Alliance for Media Arts + Culture, Arts2Work
Catholic Relief Services
BGE
Ikonic Productions
IMRE
Johns Hopkins, Community Impact Internship Program
Mayor’s Office of Employment Development, Youthworks
Serious Grip & Electric
University of Maryland Baltimore County, Charlesmead Initiative for Arts Education
University of Maryland, Phillip Merrill School of Journalism
Urban Alliance
VPC, Inc.
Young Audiences of Maryland, Bloomberg Arts Internship

FEE FOR SERVICE CLIENTS
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The Alliance for Media Arts + Culture
Annie E Casey Foundation
Baltimore City Public Schools
Baltimore Community Mediation Center
Baltimore County Public Schools
Baltimore Homecoming
Behavioral Health Leadership Institute
Boys & Girls Club of the Chesapeake Region
Chesapeake Bay Outward Bound School
Creative Youth Development
Department of Public Works
Enoch Pratt Free Library
Fund for Educational Excellence
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Johns Hopkins Bloomberg School of Public Health
Kaiser of the Mid-Atlantic
Let’s Go Boys and Girls
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Wells Fargo Foundation
Young Audiences of Maryland

“""We’re counting on today’s youth to change the world, since too many older folks refuse to do it; and the WAYM [youth] will be leading the way.”

- Anonymous Donor
As our organization makes efforts to move towards a more equitable society, we have shifted how we credit our Individual and Corporate Donors and Volunteers. All supporters are listed alphabetically below, and traditional giving levels have been removed from our Donor List. We feel that this is an important step that reflects our values, because every donation (of time, money, or in-kind support, at any amount) is important to Wide Angle. In addition to the donors listed by name, we recognize and acknowledge those who make contributions through workplace giving campaigns, AmazonSmile, or other special campaigns. We may not know your names, but we are humbled by your generosity.

**INDIVIDUAL & CORPORATE DONORS**

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Matthew Ruff
Yuta Sakane
Salesforce
Arts2Work Multimedia Apprentice Sakinah Bowman works on a project for the Reinvestment Fund, documenting their rebuild of the “HOEN Building” to turn an old factory in East Baltimore into a hub for community-serving nonprofits.
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Jennifer Cassada, In Memorial of TLC
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Kathy Malone, In Honor of Bru
Dale Meyer, In Honor of Jeffrey Obike
Manuel Nieto, In Honor of William N.
Claire Schretten, In Honor of Leah Michaels!
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Susan Seitz, In Memorial of Jake Seitz
Amy Seto, In Honor of Askia Jackson
Barbara Sloan, In Honor of David Sloan
Mark Sloan, In Honor of David Sloan
Susan Smulyan, In Honor of Jason Loviglio
Christina Ralls, In Memorial of Steve Quinter
Marianne Reynolds, In Memorial of Jerry Reynolds

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Robin Sacawa
Steward Stack
Strong Schools MD
Denzell Walker
Mike Wassenaar
Mayor Jack Young

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American Wings & Pizza
Matthew Durington
Bamikole Gbangbalasa
Bramble Baking Company
Dale German and Pat Halle
Kiana Jones
Pablo Jusem
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Maryland Institute College of Art, Office of Open Studies
Chad Mellendick
Monument City Brewing Company
Jeffrey Myers
The Shriver Peaceworker Program, Shiver Center at the University of Maryland Baltimore County
Sweet27 Bar & Restaurant
TenacITy
Troy Upsher
Towson University
University of Maryland, Baltimore County
Wegmans of Hunt Valley

“As a former intern at Wide Angle, I can attest to how impactful the experience was for me and my career. Thank you all for the work you do!”
– Jackie Randell, Donor and Former Intern
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Marketing and Design Specialist, Brown Advisory

Kiana Jones
Founder, Beehive Enterprise Professionals and Co-Founder, Beehive Connected Group

Robert D. Kowalewski, Business Advisory Committee
Vice President, Senior Manager, Product Management and Development at T. Rowe Price

LaTrisha Milton
Youth Adult Services Coordinator, Enoch Pratt Free Librar

Shewana Skinner, Chair Business Advisory Committee
Intellectual Property lawyer & Founder of SDOT Solutions LLC

“As an African American teenager, I find it strenuous to communicate my emotions verbally... The ‘Camera’ in my hand was like how a mother held a newborn baby, I was given the possibility to create something amazing... In that moment, I realized that my art was me and I was my art, the picture I had taken was my soul’s given form. So, to those who never pictured themselves as a photographer, or an artist in any form of media, take a picture of yourself or anything around you, BOOM, now you’re a photographer. Embrace it.”

– Freedom King (left), Mediaworks Participant
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Lisa R. Danaczko, Board Vice President
Kevin Lee, Board Treasurer
David Bogen, Board Governance Secretary
Martha Hylton, Board Correspondence Secretary
Susan Malone, Staff

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Moira Fratantuono, Staff
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Kiana Jones, Board
Jason Loviglio, former Board
Sarah Lohnes, Committee Co-Chair
Hannah Shaw, Staff
Martin Thompson
Lisa Twiss

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Matthew Durington, Board & Committee Chair
Martha Hylton, Board
Thomas Reilly
Tia Price, Staff

Business Committee
Shewana Skinner, Board
Aarati Doddanna, Board
Gregg Nass
Irvin D'Andre Drummond, former Board
Susan Malone, Staff
Robert D. Kowalewski, Board
GET INVOLVED:

+ Join our programs
+ Be a guest artist
+ Share our social media posts
+ Host an apprentice for summer externship placement (video or design)
+ Serve as a volunteer on one of our advisory committees