



Program Overview

Our Time Is Now Summer Institute

What happens when young people are given the chance to work together to change the world?

Beginning this summer, high school-age leaders already making a difference in San Francisco, Los Angeles, Washington, D.C., and New York City will find out.

The **Our Time Is Now Summer Institute** is a weeklong program for high school students interested in public relations, media arts, and international affairs. Beginning Summer 2006, twenty-five young people in four U.S. cities will be invited to participate a dynamic, team-based workshop that gives them the opportunity, the resources, the guidance, and the encouragement they need to focus public interest on the key social issues that matter to them most.

Inspired by the book *Our Time Is Now* by Sheila Kinkade and Christina Macy, published by the Pearson Foundation, the **Our Time Is Now Summer Institute** gives program participants the opportunity to learn from the change-makers featured in the book – people just like themselves who are making a difference in local communities all over the world, and who will act as mentors during each weeklong workshop. Participants will also have direct access to representatives from public relations company Porter Novelli and from media company Pearson, whose organizations are both sponsoring and organizing the event together with local youth-engagement partners GlobalTribe, Summer Search, and Counterpart International.

At each workshop, participants will work together to establish key themes they think will interest young people like themselves in local, personal issues such as homelessness, AIDS awareness, youth education, and environmental preservation. Then, working with mentors and media professionals, they will develop a communications plan designed to spread the word about these issues in their communities. Finally, they'll work together to produce a brief, three-minute video together with supporting print materials that they can distribute themselves. These presentations will also be shared more broadly online and provided to classrooms around the United States interested in integrating service-learning programs within their curriculum.

In the process, participants will get to experience firsthand what it's like to consider and create their own public relations program. More importantly, they will also develop their own abilities to create change.

Our Time Is Now Summer Institute participants can expect to learn and put into practice important skills including:

- **Media Production & Literacy:** By planning and producing short, awareness-raising print and video narratives, students will gain knowledge of the basic tools and skills required for digital media production and understand the influence of media on popular culture.
- **Collaboration & Teamwork:** By working in small teams to produce communications plans, students will engage in the problem solving, negotiating, multi-cultural understanding, organizing, and consensus building associated with the challenges of working in close collaboration with others.
- **Public Relations:** By endeavoring to raise public awareness of pressing local challenges and their proposed solutions, students will gain an understanding of the complexities, outlets, and tools of public relations in the public and nonprofit sectors.
- **Global Perspective:** By partnering with young, entrepreneurial change-makers from around the world, students will gain a deep knowledge and appreciation of different cultures and value the opportunities afforded by our global interconnectedness.





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Day-by-Day Program Overview

	Monday Getting Started	Tuesday Developing a Strategy	Wednesday Drafting a Narrative	Thursday Assembling a Rough Cut	Friday Completing the Message
8:00 AM – 8:30 AM	<i>Continental Breakfast</i>	<i>Continental Breakfast</i>	<i>Continental Breakfast</i>	<i>Continental Breakfast</i>	<i>Continental Breakfast</i>
8:30 AM – 10:00 AM	Group Welcome	Issue and Goals Identification	Writing & Asset Gathering	Media & Audio Production	Post-Production & Audio
10:30 AM – 12:00 PM	Identifying Common Themes: Introductions & Team Building Subject Exercise	Key Messages, Materials, and Activities Identification	Writing & Asset Gathering	Media & Audio Production	Post-Production & Audio
12:00 PM – 1:00 PM	<i>LUNCH</i> <i>Mentor Introductions</i>	<i>LUNCH</i> <i>Mentor Introductions</i>	<i>LUNCH</i> <i>Mentor Introductions</i>	<i>LUNCH</i>	<i>LUNCH</i>
1:00 PM – 2:30 PM	Introductions of Porter Novelli and the Communications Plan	Communications Channels Establishment	Storyboarding & Layout	Rough Editing	Final Production & Evaluation Plan Creation
3:00 PM – 4:30 PM	Digital Storytelling Introduction	Timeline Creation	Storyboarding & Layout	Rough Editing	Final Production & Evaluation Plan Creation
4:30 PM – 6:30 PM	<i>DINNER</i> <i>Keynote Speaker</i>	<i>DINNER</i> <i>Team Presentations</i>	<i>DINNER</i> <i>Team Presentations</i>	<i>DINNER</i>	<i>DINNER</i>
6:30 PM – 8:00 PM	Good Storytelling (film screening)	Industry Panel	Social Activity	Focus Groups	Final Team Presentations



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Day-by-Day Program Overview

Monday: Getting Started

8:30 AM – 10:00 AM: Group Welcome

- Staff and student introductions.
- Review of goals, objectives, and schedule for the week.
- Review of group and individual expectations regarding conduct and ethics.
- Transportation and other registration issues.

10:30 AM – 12:00 PM: Identifying Common Themes

- Introductions and team building: Each team is paired with three mentors: an OTIN mentor, a Porter Novelli mentor, and a media mentor. The OTIN and media mentors will stay with the group throughout the whole week, while the PN mentors will participate in scheduled presentations during the program's first three days.
- Subject exercise: "What I know, What I think I know, What I want to know." This three-column exercise will be completed individually and then as a group to establish the knowledge and interest base of the group, which will have been established prior to the week. The subjects will most likely fall into the themes of health, the environment, human and civil rights, and poverty. This information will subsequently inform each team's communications plan.

12:00 PM – 1:00 PM: Lunch and Mentor Introductions

- Day One: OTIN mentors introduce themselves to the group and give presentations on their projects.

1:00 PM – 2:30 PM: Introductions of Porter Novelli and the Communications Plan

- Porter-Novelli staff give a presentation introducing students to the firm, public relations, and the use and composition of a communications plan.

3:00 PM – 4:30 PM: Digital Storytelling Introduction

- The Digital Arts Alliance introduce digital storytelling, including the processes of pre- and post-production, hardware and software, and the problems and challenges participants can expect.

4:30 PM – 6:30 PM: Dinner and Keynote Speaker

- Over dinner, a keynote address is presented by a local or national leader in media, business, or global affairs with the purpose of motivating and exciting the students about their endeavor.

6:30 PM – 8:00 PM: Good Storytelling

- Porter Novelli, DAA, and GlobalTribe present images and short films and videos that illustrate good and not-so-good examples of awareness-raising media.



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Tuesday: Developing a Strategy

8:30 AM – 10:00 AM: Issue and Goals Definition

- Define the overall issue: Teams broadly define the overall issue or problem to be addressed (e.g., HIV/AIDS, war-affected children, global warming, etc.).
- Establish the goals and objectives for the way they hope to highlight the problem and prospective solutions to each issue. These must be realistic, specific, and action oriented, and measurable where possible. Exact objectives may be tied to increasing awareness or knowledge, changing attitudes, improving skills, raising money, or reducing barriers.
- Define the primary and secondary audience(s) for the campaign.

10:30 AM – 12:00 PM: Key Messages, Materials, and Activities Identification

- In addition to the key messages emphasized, teams briefly establish any additional information, attitudes, or skills they want to communicate to the target audience(s). Also, they identify any supplementary materials in addition to media that need to be developed, such as press kits or audio.

12:00 PM – 1:00 PM: Lunch and Mentor Introductions

- Day Two: OTIN mentors introduce themselves to the group and give presentations on their projects.

1:00 PM – 2:30 PM: Communications Channels Establishment

- Teams identify the most credible and popular communications channels among the target audience(s). Teams determine those that will best achieve their objectives and consider cost, exposure, and diversity.

3:00 PM – 4:30 PM: Timeline Creation

- Teams develop a step-by-step timeline to keep the team, staff, and partners on track over the rest of the week. They also create an implementation timeline that describes how the plan may be enacted.

4:30 PM – 6:30 PM: Dinner and Team Presentations

- Over dinner, teams present their draft communications plans.

6:30 PM – 8:00 PM: Industry Panel

- A panel consisting of public relations, media, and international affairs professionals talk about the role of young people in these industries, describe careers in this field, respond to some of the communications plans presented over dinner, and engage in Q&A.



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Wednesday: Drafting a Narrative

8:30 AM – 12:00 PM: Writing and Asset Gathering

- Writing: Teams engage in writing activities to prepare narratives and text for their media.
- Asset gathering: Teams also begin collecting, generating, and organizing all of the media assets they need to complete their project, such as video, audio, photos, and graphics.

12:00 PM – 1:00 PM: Lunch and Mentor Introductions

- Day Three: OTIN mentors introduce themselves to the group and give presentations on their projects.

1:00 PM – 4:30 PM: Storyboarding and Layout

- First, teams plan their storyboards on a worksheet, then write their narrative and establish narrative ideas on the back of each. Once asset ideas are completed, participants review their narrative index cards to ensure the best possible flow of their film. Finally, they transfer the information onto a large storyboard and start identifying assets that have yet to be found.

4:30 PM – 6:30 PM: Dinner and Team Presentations

- Over dinner, teams present their storyboards and share responses.

6:30 PM – 8:00 PM: Social Activity

- Participants join in a night of fun. For example, they attend a baseball game, the theater, or an amusement park.



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Thursday: Assembling a Rough Cut

8:30 AM – 12:00 PM: Media and Audio Production

- Media capture: Part of the team scans and imports the media they need for their films. They also edit the individual clips and images to fit their storyboards.
- Audio production: The remaining team members work on recording, capturing, and editing audio and voice-over clips.

12:00 PM – 1:00 PM: Lunch

- Participants work on production through lunch.

1:00 PM – 4:30 PM: Rough Editing

- Teams begin editing their videos with the goal of creating a rough edit, including organizing elements and editing sequences, to present to a focus group after dinner. The rough edit may not include transitions, effects, or audio and voice-over.

4:30 PM – 6:30 PM: Dinner

- Over dinner, teams continue to work on their videos.

6:30 PM – 8:00 PM: Focus Groups

- Team members' friends and family join staff from Porter Novelli and the Pearson Foundation, as well as other local professionals, to be part of a focus group to whom teams will present their communications plans and their rough-cut videos. In the process, participants obtain feedback from fresh eyes.



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Friday: Completing the Message

8:30 AM – 12:00 PM: Post-Production and Audio

- Final post-production: Teams respond to focus group suggestions and make any additions or revisions to clips and sequences.
- Audio and voice-over: They also conclude adding audio and voice over to their sequences.

12:00 PM – 1:00 PM: Lunch

- Students work on production through lunch.

1:00 PM – 4:30 PM: Final Production and Evaluation Plan Creation

- Transitions and effects: Teams add effects, such as transitions between scenes (wipes or dissolves), titles, and credits.
- Output: Once a final product has been produced, teams burn the video onto DVDs for distribution.
- Evaluation plan: Teams or individuals who have completed work on their media projects add an evaluation plan to their communications plan. This helps determine if the program has met its goals and objectives, demonstrates to supporters that the program is effective, guides future adjustments to the program, and generates continued and new supporters.

4:30 PM – 6:30 PM: Dinner

- Over dinner, teams work on organizing their final presentations.

6:30 PM – 8:00 PM: Final Team Presentations

- Teams make their final presentations, including video, communications plan, and evaluation plan (if applicable).

Program Support



Our Time Is Now Summer Institute

The **Our Time Is Now Summer Institute** is sponsored and organized by **Porter Novelli** and the **Pearson Foundation**, with support from the International Youth Foundation, GlobalTribe, Summer Search, and Counterpart International.

Porter Novelli

Porter Novelli is a global public relations company founded on the revolutionary idea that the creative, strategic marketing approaches used in the commercial sector could and should be applied to help nonprofit organizations address social issues. With employees working in nearly 100 cities, Porter Novelli helps clients in 60 countries achieve their business goals in the commercial, government, and not-for-profit sectors. Local staff will work closely with Institute students to develop and implement their communications plans.



The Pearson Foundation

The Pearson Foundation is the philanthropic arm of Pearson plc, one of the world's leading media and education companies. The Pearson Foundation extends Pearson's commitment to education by partnering with leading nonprofit, civic, and business organizations to provide financial, organizational, and publishing assistance across the globe. The Pearson Foundation will oversee the planning and facilitation of the Institutes, facilitate the production of media during the Institutes, and make available all the artifacts from the four sites to educators and students worldwide. These artifacts will serve as exemplars of how service-learning, digital storytelling, and social entrepreneurship can be integrated across a school curriculum and play a positive role in community improvement.



International Youth Foundation

The International Youth Foundation (IYF) is working in close to 70 countries and territories to improve the conditions and prospects for young people where they live, learn, work, and play. Established in 1990 to bring worldwide resources to young people in need, IYF works with hundreds of companies, foundations, and civil society organizations to strengthen and "scale up" existing programs that are making a positive and lasting difference in young lives.



GlobalTribe

GlobalTribe is a nonprofit media and education organization whose mission is to nurture informed and active global citizens by building a community of young people united in efforts to increase their voice in world affairs and use the power of media to effect positive social change. Based in Los Angeles, GlobalTribe collaborates with schools and community-based organizations around the world to provide them with tools and services that facilitate the integration of global service-learning, social entrepreneurship, and media production into their programming.

Summer Search

The mission of Summer Search is to find resilient, low-income high school students and inspire them to become responsible and altruistic leaders by providing year-round mentoring, life-changing summer experiences, college advising, and a lasting support network.

Counterpart International

The mission of CPI is to give people across the globe a voice in their own future through smart partnerships offering options and access to tools for sustained social, economic, and environmental development. CPI delivers programs in humanitarian assistance, civil society development, environment and conservation, enterprise development, global health and nutrition, and food security and sustainable agriculture.