



FY23 Impact Report

07/01/22 - 06/30/23

Wide Angle Youth Media | wideanglemedia.org



Through media arts education, Wide Angle Youth Media collaborates with and amplifies the voices of Baltimore youth to engage audiences across social divides. Our programs inspire creativity and instill confidence in young people, supporting them to navigate school, career, and life.

SINCE 2000:

7,790+
youth engaged in programs

5.6+ million
audience members

3,150+ media projects | **2,740+** donors

“As a Black, queer, non-binary person, there are already so many stories telling me what my experience is. Being a part of this organization helped me find my voice and feel confident in sharing my own experience because my perspective matters. I would not be where I am today without the community I found with Wide Angle. I met one of my best friends, and I found mentors and connections that may not have been available to me if I had tried to do everything alone.”



Zakiya Muhammad
Production Intern,
2022

Our staff continued to grow in FY23.



When I think back on the past year, I am overcome with gratitude. Our shared accomplishments as learners, educators, advocates, and leaders continue to amaze and inspire me. They are a testament to what can be achieved when a community comes together with a common goal.

In our classrooms, students collaborated on projects, developed foundational media-making skills, and worked with high-tech equipment. Together they produced award-winning films, captivating designs, and thought-provoking social media content. In our expanding workforce pathway, interns and apprentices produced professional deliverables to tell client stories of social impact. Behind the scenes, we built new avenues to amplify youth voice, engaging over 800,000 audience members locally and nationally. The achievements of our participants and our team truly fill me with pride.

We remained innovative and committed to mission-driven, value-aligned decision-making across the

organization. In programs, instructors sought to spark creativity and build engaging, safe spaces that centered student learning and interests. We expanded course offerings to include acting and animation, highlighted local creatives in our curricula, and strengthened our community partnerships. Our Emergency Fund continued to provide youth with access to food, technology, housing, and educational assistance to ensure their basic needs were met.

It was also a year to put our values into practice as we crafted a Tactical Road Map to guide our operations over the next 3 years, added new team members, and made significant investments in pay equity for employees across the organization. We also focused on our sustainability by securing record amounts of local and state government support and increasing multi-year funding to fuel our programs in the coming years.

This is an unprecedented time for Wide Angle, as we also laid the foundation for a new home with a capital campaign for our Studios

at the Service Center. The doors of this state-of-the-art facility will open in 2024. It will provide students with the tools and resources they need to excel and also serve as a hub for creativity, innovation, and community engagement—deepening our regional impact in the spheres of youth development, media arts education, and workforce training.

As we look forward to the exciting future that lies ahead, I want to express my deepest gratitude to our students, families, and supporters. Your unwavering dedication and belief in our mission are the driving force behind our success. Together, we are creating a brighter, more creative, and more inclusive future for our community.

With sincere appreciation,



Susan Malone
Executive Director

FY23 Program Pathways

519
youth served

640+
media projects

1,740+
hours of instruction

Ages 10-24

Youth Demographics

- 82% Black
- 7% White
- 4% Multiracial
- 4% Not disclosed
- 2% Hispanic
- 1% Asian, American Indian or Alaskan Native



COMMUNITY PROGRAMMING

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

- 326 youth
- 330 final projects
- 6 partners



MIDDLE SCHOOL PROGRAMMING

Baltimore Speaks Out is a trimester-long creative youth development workshop, run in partnership with three Baltimore City Public School sites during the academic year.

- 62 youth
- 72 personal projects
- 2 program partners



HIGH SCHOOL PROGRAMMING

Introductory-advanced after-school workshops at our headquarters and online, with offerings in video, design, acting, and photography.

- 62 youth
- 99 videos, photos, & graphic design projects
- 2 events



SUMMER ENGAGEMENT

MediaWorks is a paid media arts, college, and career development program, run in partnership with Baltimore City and Baltimore County summer youth employment programs.

- 52 youth employed
- 1 client
- 50 client deliverables & youth projects
- 5,760+ hrs worked by youth



APPRENTICESHIPS & INTERNSHIPS

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

- 17 youth
- 90 production shoots
- 90+ client video & design deliverables
- 11,486 hrs worked by apprentices & interns
- 5 FT & 3 PT nationally accredited apprentices

Measuring Success

COLLEGE & CAREER



100%

of seniors enrolled in spring high school programs had a college or career pathway in place & 100% moved on to higher education, compared to 37% citywide* (BCPS data).

* Baltimore City Public Schools, [student data](#)

** Annie E. Casey Foundation, [Kids Count Data Center](#)



100%

of apprentices were enrolled in college and/or had other employment, compared to 84% of older youth citywide** (Annie E. Casey Foundation).



26%
average skill growth

Students in classes that offered 20+ hours of instruction were measured through pre- and post-evaluations to track Creativity, Literacy, Listening, Public Speaking, Technical Skills, Professionalism, and Teamwork/Leadership.

DISTRIBUTION

Youth created work that was shared with audiences locally and globally.



822,660+
audience members



32 countries
where videos were viewed



“What I enjoyed most in MediaWorks is the community. It’s genuinely unlike any other. They’ve given me such a big outlet of expression. I didn’t even know what Canva was before joining and now I’m making websites, posters, magazine covers, you name it!”

Laila Davis
MediaWorks student



Highlights from the Year



Wide Angle Productions uplifted stories of social impact for Maryland State Arts Council and other clients.



Social media reels and blogs continued to amplify student perspectives over the year.




Wide Angle Productions joined Baltimore Homecoming in LA, to document their event and speak about its impact.



Hannah Shaw, Sydney Smith, and De'Shaun Fortune attended Sebrof-Forbes Cultural Arts Center's *Noted in COVID* opening reception, where several youth projects were on exhibit.

"I really enjoyed my apprenticeship at Wide Angle because it was a lot of hands-on experience and on-the-job learning hours. There's a difference between learning something with YouTube tutorials and textbooks and experiencing it for yourself."



Tahir Juba
Producer II, Editor II,
& Journeyworker



Baltimore Speaks Out engaged youth in-person at Mt. Royal School and Baltimore Design School.



Our Development and Communications Department collaborated with Wide Angle Productions to produce a [capital fundraising video](#) for our Studios at the Service Center.




Social Media Interns hosted the first ever content creation session where developing professionals across all teams (video, design, and social media) collaborated on creative content for our channels.



POV: The social media team hyping up the productions team on a cool shoot

Social Media Interns established Wide Angle's [TikTok presence](#) and continue to highlight youth voices across platforms.

"The design teachers at Wide Angle have been a big part of shaping my creative journey, from teaching me how to navigate the complicated Adobe programs to showing me the many different ways of design can be applied through media creation. Their dedication, patience, and expertise have helped me grow as a designer and artist."



Chanae Winston
High School Student



Wide Angle received a 2022 Maryland Apprenticeship Award for its ongoing efforts in partnership with the Alliance for Media Arts and Culture to bring creative youth apprenticeships to the state.



High school students ZZ, Kamise, and Ravonna facilitated a session at the annual Arts Education Partnership convening.



Middle school students created photography projects at KIPP Ujima Village Academy, through Community Voices workshops.

Community Impact

“My favorite part about **Baltimore Speaks Out** is that we can go with ideas off the top of our heads and we collectively decide what ideas we’re going to do.”



Thunder B
BSO student

“I really never thought I had a creative passion. It wasn’t until I got to **Wide Angle** that I realized that I did. I started to explore writing more, it became kind of my niche, and I was pretty good at it. It didn’t look the same as everyone else on our team. Other people pick up cameras, do design, draw, act...I write.”



Lacey Cottman
Social Media Intern

AMPLIFYING YOUTH VOICE

Our team cultivated new channels to uplift youth work, yielding three published articles celebrating youth-produced media in the Baltimore Beat; one article in the Baltimore Banner; new partnerships to infuse youth voice in regional journalism outlets; a WJZ community spotlight; partnership with the Smithsonian Museum and a video screening on the National Mall as part of the Smithsonian Folklife Festival; and three articles announcing the development of Wide Angle’s new headquarters, the Service Center. A segment of MPT’s ArtWorks series featured Wide Angle Productions videos (developed in FY23 and aired in FY24). These efforts were supported by special funding from the Annie E. Casey Foundation and the William G. Baker, Jr. Memorial Fund, creator of the Baker Artist Portfolios, www.BakerArtist.org.



Stereotypes in Pop Culture by Z Esguerra

CONFRONTING STEREOTYPES

MediaWorks summer participants explored the theme “Breaking Barriers: Getting at the Heart of Stereotypes and Stigma”. They identified the impact of stereotypes on their communities, and then created infographics, photographs, and social media posts to address cultural misperceptions, labels, and generalizations that have touched their lives. They also created a marketing campaign (infographics, social media templates, website design components, and branding collateral) for their community-based client, Sankofa Children’s Museum of African Cultures.

DESIGNING FOR DIGITAL EQUITY

Design Apprentices teamed up with Comcast and Baltimore City Information and Technology to create accessible design materials that share information about the [Affordable Connectivity Program](#), a broadband internet service for low-income households aimed at closing the region’s digital divide. They produced over 40 deliverables, including designs for social media advertisements, print billboard ads, bus station posters, and Maryland Transit Administration advertisements (campaign launched in fall FY24).



SOMOS VIDEO

Wide Angle teamed up with Media Justice, Shadow Work Media, and City College’s Students Organizing a Multicultural & Open Society (SOMOS) group to highlight the experience of immigrant and refugee students. The [final video](#) serves as a starting point to discuss the larger need for ESOL educators and student support in Baltimore City Schools. It has been shared with the district, as well as area film festivals and other screening venues.



In Focus: Wide Angle's Studios at the Service Center

Wide Angle's Studios at the Service Center are coming to life! The capital build-out and fundraising campaign is well underway, with doors opening in fall 2024. Key partners include Seawall Development (developer, landlord), PI.KL Studio (project architects), CapEx Advisory (owner's representative), and Plano-Coudon (Wide Angle's build-out general contractor). Youth engagement has helped to shape our plans: PI.KL Studio developed a vision for the space with staff. As concepts came together, high school participants gave their feedback, ensuring their needs were addressed. Developing professionals on staff also shared how the space could support their career endeavors (social media content creation space, industry-level equipment, and studio access), artistic growth (reception area gallery, displays for critiques), and future youth-centered events (artists in residence, film screenings, community forums).



Image credit: PI.KL Studio

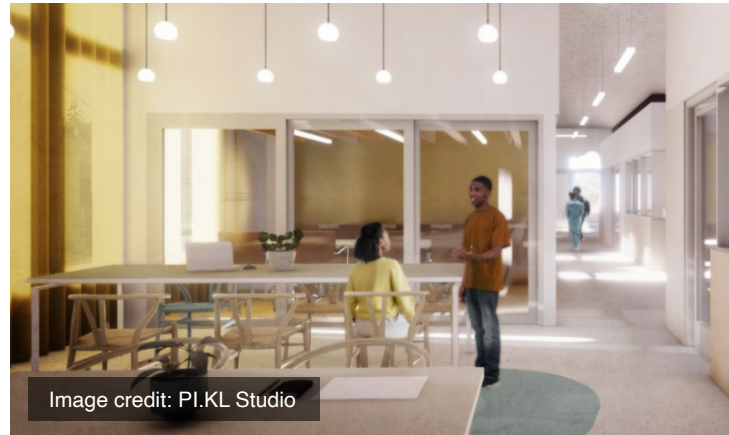


Image credit: PI.KL Studio

WHAT WE WILL ACCOMPLISH AT THE STUDIOS



expanding our team
with 12+ new staff positions over 5 years



becoming a community hub
for family events, town halls, & more



generating revenue streams
to direct more funds to youth supports



opening our own gallery
to host event series and media residencies



developing new programs
through school system partnerships, pre- apprenticeships, added high school media tracks, new middle school sites, & Baltimore County expansion



broadening regional influence
by supporting advocacy efforts & training employers for a more diverse workforce

SNEAK PREVIEW: THE IMPACT OF OUR GROWTH

Over just our first 5 years at the Service Center:



2,500+ program participants served



4.5+ million live and virtual audience members across the world



60,000+ hours of workforce training for apprentices & interns



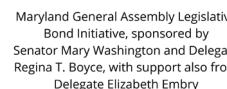
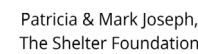
\$1,750,000+ directly invested in youth through wages & stipends



Image credit: Ben Althoff, BA Art Services

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Help us open our doors with a gift in 2024! Visit wideanglemedia.org/support



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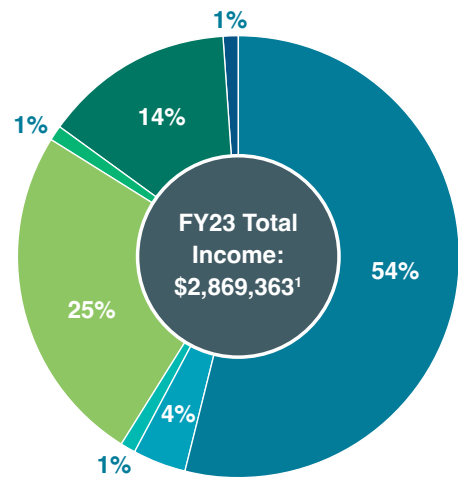
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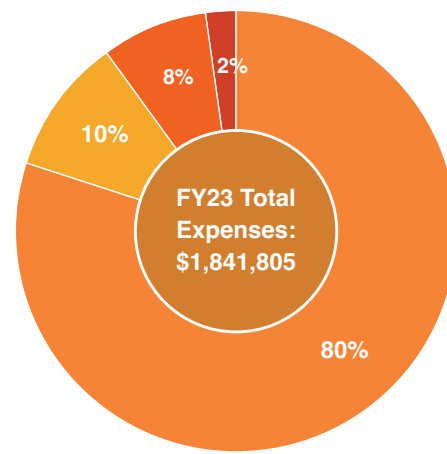
We worked towards our long-term goals of sustainability, preparing for our growth, and cultivating equitable employment pathways. Organizational actions included adding new full-time positions to our team to strengthen programming and community partnerships; crafting a [Tactical Road Map](#); continuing to support students, alumni, and staff through an Emergency Fund; and adding new HR policies and procedures. Here's a snapshot of how we met the needs of the moment, thanks to your support.

	FY22	FY23
Developing professionals on staff	14	17
Developing professionals hours worked	9,568	11,486
Youth wages & stipends	\$178,785	\$208,240
Emergency Fund	\$9,242	\$6,441
Home access technology distributed	30	12
Youth freelance revenue generated by using WAYM equipment & resources	\$60,000	\$80,000
Financial reserve balance	\$206,239	\$262,290
Public agency (government support)	\$292,356	\$873,127

FY23 Financial Statements








INCOME








EXPENSES

Support:

	Grants	\$1,554,775
	Contributions ²	\$106,926
	In-kind goods & services	\$35,401
	Service center support	\$730,226
	Other Income ³	\$17,200

Revenue:

	Program service fees	\$400,800
	Program expense reimbursements	\$24,035

	Program services	\$1,468,191
	General & administrative	\$194,638
	Fundraising	\$139,422
	Service center	\$39,554

Net Assets, end of the year: \$2,967,633



82¢

of every dollar raised supports programming.⁴

All financial data corresponds to Wide Angle Youth Media's [FY23 Financial Statements](#) prepared by CohnReznick and approved by Wide Angle's Board of Directors on November 29, 2023.

Thank you to the many individuals and organizations who made gifts between July 1, 2022 and June 30, 2023. We are deeply grateful for every contribution made to help move our mission forward.

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 Baltimore Office of Promotion and the Arts, Creative Baltimore Fund
 Maryland Film Office
 Maryland State Arts Council
 Maryland State Department of Housing and Community Development, Office of Statewide Broadband
 Maryland State Department of Labor
 National Endowment for the Arts
 National Endowment for the Arts: American Recovery Support

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¹Multi-year funding for operations and capital received in FY23, to be distributed in FY24 - FY25, accounts for greater income than expenses

²Includes: Individual, Corporate, and United Way

³Other FY23 Income: Interest from Investments

⁴Calculated from operating revenue and does not include capital campaign funds

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. 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.

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“Wide Angle Youth is the change that Baltimore seeks to become. The next generation of media genius is being cultivated here. Stay tuned for greatness!”

- David Moon, Donor

“Storytelling is an art form that needs to continuously evolve to be preserved. It's time for the next generation to leave their mark.”

- Hillary Davis, Donor

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 Joy Holly, In Honor of John P. Ashworth, IV
 Erika & Jon Hornstein, In Honor of Austin Rief & Talia Schwartz
 Erika & Jon Hornstein, In Honor of Zack Garber
 Cindy Howard, In Honor of Andy Ruff & David Shapiro
 Charles D. Hylton III, In Honor of Martha Hylton
 Mia Johnson, In Honor of Tyre Nichols, because he was a photographer
 John Kern, In Honor of Matt
 Hal & Bruno Malone, In Memorial of Eleanor Daly
 Dale Meyer, In Honor of Jeffrey Obike
 Dale Meyer, In Honor of Susan Malone
 David Moon, In Memorial of Ms. Adu
 Daniel Reilly, In Honor of Thomas Reilly
 Susan Seitz, In Honor of Dr. Jack Seitz
 Susan Seitz, In Memorial of Jake Seitz
 Elizabeth Schroen, In Honor of Cory Yeboah
 Pamela Sheff, In Honor of Tom Reilly
 Alex Teitelbaum, In Honor of Brittany Powell
 Ravonna Tobias EL, In Honor of Destiny Brown, she is one of my finest mentors
 Lori Twiss, In Honor of Lisa Twiss
 Christina Weiss, In Honor of Francisco Rivera
 Julie Wolf, In Honor of Liam Higgins
 Paul & Dorothy Wolman, In Honor of Sue Malone
 Matan Zeimer, On behalf of Ran Zeimer
 Avi Zenilman, In Honor of Teddy and Becky

COMMUNITY EMPLOYMENT & WORKFORCE PARTNERS

American Institute of Graphic Arts
 The Alliance for Media Arts + Culture, Arts2Work
 Baltimore City Information and Technology
 Baltimore County Department of Economic and Workforce Development,
 Summer Youth Employment Program
 Bay Area Video Coalition
 Ikonik Visions Multimedia Group
 Johns Hopkins, Community Impact Internship Program
 Johns Hopkins University
 Maryland Department of Labor
 Mayor's Office of Employment Development, Youthworks Program
 Sundance Labs
 Towson University

Volunteer Spotlight: David Shapiro



David sporting his new Wide Angle jacket.



David volunteered over 80 hours in FY23. Here he is helping staff member Peymaan to build charging stations for programming equipment.

I discovered filmmaking in high school - a spark that lit a fire that still burns today. Wide Angle's mission, to inspire creativity, build skills, instill confidence and give resource access, is a perfect runway for young people touched the way I was. Working as a volunteer, being part of the growth of the students and staff, is a joy."

- David Shapiro, Donor & Volunteer



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FY23 BOARD OF DIRECTORS**

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Board Leadership also serves as Executive Committee &
Audit Review Committee
*Board or committee service completed prior to end of FY23



Board member Samantha R. Gillyard with
Social Media Intern Tia Thomas.



“When I initially joined Wide Angle, I really just joined as a thing to do. I don’t think I even knew what happened at the Baltimore Speaks Out middle school program...when I learned how videos were edited, I realized it was something that I could do. And, I realized that I could use those skills in my personal life and bring them to projects with friends.”



Jeffrey Obike
Arts2Work Multimedia Apprentice

“I’m growing because I’m able to understand how to design things in a team, collaborate with others, and build on top of their ideas. At school, I’m only designing for myself, and not with others. When I’m working for actual clients, I have to do a lot of research and understand their brand, in order to build something for them. They have to actually like it, and if they don’t, I need to understand what I have to do for them to like it. It’s fundamental for me to build these skills to get into the profession of being a designer.”



Alecia Townes
Design Intern



“I find it fascinating how immigration, whether forced or by choice, has brought us together to naturally form a multicultural space and community...I like to think of this as the emergence of something new. After all, no matter where I go my stories will always find me and I hope to continue learning and give justice to those narratives and personal connections.”



Estefany Lara
High School Student



   @wideangleyouthmedia

 @wideanglemedia

wideanglemedia.org

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



View our report online:
bit.ly/WAYMImpactReportFY23

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