



Philadelphia Media Activism Guide



This guide was created by the [Media, Inequality, and Change Center \(MIC\)](#)--a media activism scholarship collaboration between the University of Pennsylvania's Annenberg School and Rutgers University's School of Communication and Information. The content and design for the guide was generated by MIC research fellow, Antoine Haywood. Photos were provided courtesy of A. Haywood, PhillyCAM, WHYY, University Community Collaborative at Temple University, and the Technology Learning Collaborative.

Big Picture Alliance

<http://bigpicturealliance.org/>

North Philadelphia

Big Picture Alliance (BPA) is committed to helping Philadelphia youth reach their full potential through its transformative and engaging media arts education programs. BPA's mission is to engage and educate youth by developing self-expression, academic, life and job skills through the inspiring and collaborative process of creating digital communication and media arts. Through these experiences, youth have opportunities to have their voices heard, while building literacy, critical thinking and vocational skills.

Media Mobilizing Project

<https://mediamobilizing.org/>

West Philadelphia

Media Mobilizing Project (MMP) works with movements to communicate and organize to win. It amplifies the voices of communities that are fighting for justice, equity and human rights. Through media production, training and advocacy, MMP builds relationships of solidarity and mutual support. A community partner and collaborator, it works with people at the grassroots to take up strategic organizing campaigns that fill gaps, shift power relations, and have the potential to activate large-scale social movements. [Visit the MMP YouTube Channel.](#)

Mighty Writers

<https://mightywriters.org/>

Multiple locations in Philadelphia & Camden, NJ

Mighty Writers is driven by its clear mission--"we teach kids to write." As a youth-centered literacy program, Mighty Writers offers weekly writing academies at its six neighborhood locations in Philadelphia, and at its site in Camden, New Jersey. This program takes students through every genre of writing, but always with the same goal: to get kids to think clearly and write with clarity. In addition to its weekly academies, Might Writers also offers dozens of writing workshops, Mighty Toddler classes, mentorships, Teen Scholar programs, and college essay writing nights.

Northeast Philadelphia Community Radio

<https://www.nephillyradio.com/>

Northeast Philadelphia

Northeast Philadelphia Community Radio is a community-based freeform internet radio station that serves the varied communities that call northeast Philadelphia home. The mission of this online radio platform is to educate, inform, and entertain our listeners by presenting locally produced talk/forums, news, spoken word, and music/arts programs from our contributors.

One Step Away

<https://www.osaphilly.org/>

Center City Philadelphia

One Step Away gives a voice to those on the streets. As a monthly street paper, One Step Away advocates for social justice in the Philadelphia community and around the world. This street press creates meaningful income and personal growth opportunities for people in need. The people who work as Street Vendors are able to make money by selling magazine editions.

[Watch the One Step Away Video Trailer.](#)

Philadelphia Community Access Media (PhillyCAM) & WPPM 106.5 FM - PhillyCAM Radio

<https://phillycam.org/>

Center City Philadelphia

PhillyCAM is a non-profit membership organization designated by the City of Philadelphia to operate its public access television network. Through PhillyCAM, community members air original content on Comcast 66/966HD/967 and Verizon 29/30 (as seen by cable subscribers in Philadelphia).

In addition to offering television production training classes, PhillyCAM provides diverse programs for youth, citizen journalists, and radio producers. PhillyCAM is the license holder of WPPM-LP, which is a low-power radio station that serves as an outlet for community members to discuss current affairs and share music not hear on mainstream radio. [Visit the PhillyCAM YouTube Channel.](#)

Resolve Philadelphia

<https://resolvephilly.org/>

City-wide network

Resolve Philadelphia develops and advances journalism built on equity, collaboration and the elevation of community voices and solutions. Resolve emerged from a 2016 initiative by the Solutions Journalism Network to catalyze sustained solutions reporting on prisoner reentry, a critical issue facing the city. Throughout 2017, The Reentry Project with its 13 newsroom partners reported and broadcast approximately 200 stories, bringing a topic previously on the margins to, literally, the front pages. In April 2018, Resolve launched Broke in Philly, a collaborative reporting project on solutions to poverty and economic mobility. This initiative includes 22 partner organizations.



Scribe Video Center & WPEB 88.1 FM

<http://www.scribe.org/>

West Philadelphia

Scribe Video Center is a non-profit membership organization that seeks to explore, develop and advance the use of electronic media, including video and audio, as artistic media and as tools for progressive social change. "Scribe" is a metaphor for the use of electronic recording technologies as a modern tool to document significant contemporary concerns and events. It offers a variety production trainings, master classes, community screenings, and multi-generational community documentary projects. [Watch the Scribe Videos.](#)

Scribe also facilitates WPEB 88.1 FM, a low-power radio station that provides a much needed local, progressive, and accountable media outlet to serve as a voice for West Philadelphia. Community members engage this forum to discuss issues that affect the many communities that make up west Philly, play music not heard on mainstream media and promote education, and creative substantive expression.

Southeast by Southeast - Mural Arts

<https://www.muralarts.org/program/porch-light/sexse/>

South Philadelphia

Through public art and a vibrant neighborhood hub, Southeast by Southeast creates a welcoming, supportive community space for immigrant and refugee families. Started in 2011, this initiative has grown and evolved, welcoming in neighbors, helping new families connect to support systems, and becoming a focal point for community activities and social services. In the hub space, volunteers, neighbors, and artists teach classes on a range of subjects, stretching from sewing and weaving to English as a Second Language. Entrepreneurship and highly skilled craft making are culturally significant to many of the immigrant and refugee families, and providing a warm, inviting hub space with familiar activities has opened doors for other social services. Southeast by Southeast makes a new place into a home, connecting neighbors to services and each other while transforming the neighborhood through vivid art and activity.



Mural Arts - SXSE community documentary project



Scribe Video Center's *Precious Places* community documentary series

Technology Learning Collaborative

<http://www.tlcp Philly.org/>

City-wide network

The mission of the Technology Learning Collaborative is to sustain a robust network of community-based organizations doing digital literacy work, to improve and expand programming across Philadelphia, share and promote member resources to the wider communities we serve, offer professional training and development for member staff, collaborate on high priority interest areas, and advocate for projects and programs that promote digital literacy and reduce the digital divide. As a professional association TLC brings together agencies with diverse missions to accomplish common goals through digital literacy programming.

University Community Collaborative - POPPYN

<https://uccollab.org/program/poppyn/>

North Philadelphia - Temple University

The University Community Collaborative (UCC) at Temple University prepares and supports youth and young adults to become confident, effective leaders and creates cultures that value and integrate the contributions of youth, thereby building stronger communities. As a part of UCC, POPPYN (Presenting on Perspective On Philly Youth News) is an award-winning youth news program that covers events and explore topics of interest to youth in Philly.

[Visit the POPPYN YouTube Channel.](#)

Village of the Arts and Humanities

<http://villagearts.org/>

North Philadelphia

The Village is driven by its mission--to amplify the voices and aspirations of the community by providing opportunities for artistic expression and personal success that engage youth and their families, revitalize physical space and preserve black heritage. This organization values the power of creativity as our most powerful and effective tool for catalyzing healthy and sustainable change—with, for and as neighbors to our community. Its legacy is anchored in artist-facilitated community building that began over 40 years ago in north Philadelphia.



WGGT 92.9 FM - G-town Radio

<http://www.gtownradio.com/>

Location: Northwest Philadelphia

G-town Radio is a community internet radio station that broadcast 24 hours a day. Located in the heart of the Germantown community, G-town Radio serves as an exceptional outlet for local content, community news, and a diverse spectrum of music. This community of local radio producers strives to broadcast sounds, ideas, and talk not found on mainstream media. G-town Radio believes that a strong community is one that offers a platform for neighbors, community members and listeners to share news and generate discussion on topics that impact neighborhoods, the city, and the world.

WJYN 98.5 FM - JAWN Radio

<http://www.jawnradio.org/>

Location: North Philadelphia

One of Philadelphia's newest low-power radio stations, JAWN Radio is a new community enterprise born from the joint efforts of individuals working to create healthy, vibrant neighborhoods in North Philadelphia and the Uptown Entertainment & Development Corporation (UEDC). JAWN Radio strives to empower communities by broadcasting information that inspires and uplifts. This organization also position itself as a vital institution that serves individuals who are passionate about using radio as a tool to improve their lives and the lives of others.

Youth Media Labs at WHYY

<https://whyy.org/youth-media-labs/>

Location: Center City Philadelphia

WHYY's Media Labs program is a media instruction partnership with the School District of Philadelphia. Over the course of three years, WHYY has engaged about 4,000 students in 28 schools throughout Philadelphia in hands-on media arts training through the program. Participating students learn video and audio production, critical thinking, STEM education skills, problem solving, research, develop a strong sense of self-efficacy and are better prepared for a wide variety of workplaces.

