Dear Sacramento youth and adult allies, join us in taking the region in a new direction by connecting youth-led social media for community change to mainstream media partners. We can’t do it alone. We need your voice!

An exclusive report on the 2nd Annual Youth Media Forum for Social Change
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The 2nd Annual Youth Media Forum For Social Change was held on May 7th, 2011 at the Sacramento Bee. The forum provided over 100 youth and adult allies the “real-talk” connection to youth produced social media with the primary purpose of creating community change. The young social media producers ranged in age from 11-21 and live in the Sacramento region. Celebrated for their unique contributions to the digital media world, the forum highlighted three core areas that connected the social media projects to youth identified social topics of concern: 1) Race, Culture, Gender, and Class; 2) Health and Fitness; and 3) Summer and Out Of School Time.

For many youth and adults in attendance the social media projects highlighted issues that create social barriers for many youth to succeed. The forum provided a safe venue to raise concerns and discuss current events that led to their development. Furthermore, the forum provided an opportunity for the youth social media producers to directly engage in a dialogue with forum participants to collectively identify “3 Big Ideas” to move the efforts of the forum from discussion to action. For example Kengi Brown from the Met High School showcased a documentary about the Mr. Success program at Sam Brannan Middle School (his alma mater). The documentary featured current students in the program and the success the program has had by focusing on African American males, at a time when schools and districts are struggling to meet the academic, social, or emotional needs of this “high or at risk”
population. His documentary focused on the highlights and learning's that participants receive through the after-school Mr. Success program and the mentoring that has prepared Kengi to be a successful high school student. Over and over the audience heard from forum participants that their ability to amplify issues that concerned them had a huge impact on what projects they choose to develop. Click Here To View "Mr. Success"

As adult allies we continue to be amazed at the power youth have to envision and actualize social equity. Social media has provided an opportunity, "digital window – front row seat" into how this current youth generation is going to use technology to change the world. We as adults can sit by and watch this phenomenon unfold or we can shape the connection our youth have to revitalizing our democracy and civic engagement though the use of social media.

The 2nd Annual Youth Media Forum for Social Change represents an active community media partnership through the UC Davis School of Education and Access Sacramento Cable TV foundation and a host of other community partners. This partnership is unique in its ability to bridge relationships and community collaborations with local mainstream media partners to provide leadership and recognition of youth voice through social media.

These partnerships are extremely valuable in that they are at the root of a growing issue for most media outlets. How do you get younger generations to pay attention to us and find “news” credible? Loyalty comes with time and age. The solution is to pay close attention to youth culture and social media connections. Tom Negrete, Managing Editor at the Sacramento Bee, demonstrated this essential connection at the forum by delivering the keynote. During his talk he was able to connect with student participants in a real way, explaining his up bringing in the South Sacramento area, his issues with dropping out of school, dead-end jobs, and ultimately his career rise through self-determination and community connection. This type of relationship building is core to how the media industry moves forward with building core constituency and how community media is really of the community and for the community. Social media is a viable solution to the failing mainstream media woes. Build genuine social capital through social media, with youth as active media partners – the opportunity to create community media solidarity is limitless. So consider this a call to ACTION, get involved! Support, connect and link to youth media for social change. Youth Media Forum For Social Change - View Media Featured Submissions

Tom Negrete, Managing Editor Sacramento Bee

South Sacramento Youth Media Council May 7th, 2011