

YR MEDIA




2022 Annual Impact Report

Amplifying the Next Generation of Voices for Change

Learn more at yrmedia.org



Table of Contents

Mission Statement	4
Message from Content Creator Council	5
Letter from CEO	6
Letter from Board Chair	8
YR Stars on the Rise	10
 Our Overall Impact 	12
Career Track Training Programs	14
YR Podcasts Expand Reach	16
<u>YR Media Expansion</u>	18
Fundraising and Financials	20
Individual Donors	22
Institutional Giving	24
30-Years of Amplifying Youth Voices	 26
Board of Directors	28
Thank You Staff	30

Mission Statement

YR Media is an award-winning nonprofit media, technology and music training center and platform for emerging BIPOC content creators who are using their voices to change the world.

Headquartered in downtown Oakland, California with a soon-to-open hub location in Chicago, the organization is invested in helping youth build foundational

skills in journalism and multimedia content creation.

Through the YR.Media online platform youth correspondents from underrepresented communities all across the country produce journalism, music, graphic design, podcasts, and documentaries that disrupt and shape the mainstream narrative.



Hello Friends of YR Media,

As a content creator, I find that there is nothing as exciting as discovering that your passion, talent, and what you're willing to work on until it's done just right can all converge into one project, one story, and one solution that makes a difference.

My work with YR Media has given me and other content creators the space, encouragement, training, and resources needed to start our career paths in media arts.

Whether we're writing about health disparities in communities of color, producing podcasts about climate change, or creating original music, videos and design, our mentors at YR Media give us the autonomy to use our voices to change the world.

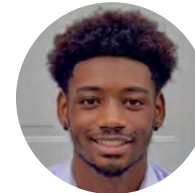
The biggest impact of this organization, at least to me, has been the ability to experiment, fail upwards and learn and grow from our mistakes. With the support of YR Media leadership and staff, I've learned that persistence is what will help us achieve exceptional results.

I became a financial reporter for YR Media in 2022. Over the past year, I've developed columns on "Figuring Out Your Career Path As a Teen" and other stories geared toward teaching young people how to manage their money and careers.

My focus for 2023 is to continue to develop my talents as a writer and a financial source for young people just starting out.

On behalf of YR Media, and my fellow content creators, let me be the first to thank you for your generosity.

I hope you will continue to follow my journey, and the overall organization, as we continue to amplify the voices of our generation.



Kamaal Morris
YR Media Financial Reporter



Resilience. Adaptability. Agility.

These have been the guiding principles for the last three years of my tenure as CEO at YR Media. I took on leadership of a nearly 30-year-old Oakland institution during an unprecedented time, not only for this country, but the world at large.

Through the pandemic and the racial reckoning that rightfully accompanied it, our amazing staff and the diverse 14- to 24-year-old content creators we serve came together to fulfill our media mission. With unyielding support from our Board of Directors, we pressed forward despite wave after wave of variants and increasingly worrying forecasts of economic recession.

Instead of shrinking back in fear, we rose to the challenge. We grew, adding staff, increasing services, broadening our plat-

forms and even launched a new, robust virtual hub in Chicago serving the Midwest.

In 2022, we took our mission even further. We added to our longtime scaffolds of counseling, healthy food and case management by bringing back academic advising, and laid the groundwork for financial coaching for our YR Stars.

We added learning stipends, versus free training, for students enrolled in our Media Education program, further smoothing their pathway to the paid roles we've consistently offered in a world where some companies still believe "exposure" is currency for content creators.

Our virtual Midwest hub is now a physical one, as we are opening a 5,200 square-foot space in Chica-

go, centrally located so that we can serve the communities that a majority of our BIPOC young people call home.

This year, YR Media's downtown Oakland headquarters, already an oasis in a rapidly gentrifying district, will undergo extensive improvements to ensure we have even more production capacity and community spaces where our YR Stars can connect.

Your support through 2022 was paramount to our success. Thanks to your support we innovated even more platforms and career pathways. For example, we partnered with podcast distributor Critical Frequency and the show's co-creators to launch season two of "Inherited," a critically acclaimed climate change storytelling vehicle that centers BIPOC voices on a global level.

In addition, our YR Music team spent 2022 preparing to launch an exciting equitable licensing initiative. As a result, YR Stars will earn a majority of the profit from the audio they create for forth-

coming podcasts, films, advertising spots and TV series.

As we make these major moves, I am grateful to have the guidance of our YR Stars, including our Content Creator Council (aka C3) to help shape 2023 and beyond. I hope that you too, will be inspired by what you read in this report and join us on the next leg of this journey.

With your support and continued investment, we will continue to be bold, unapologetic and ascendant, as we create a blueprint for another 30 years of media magic.

With Gratitude,



Kyra Kyles
Chief Executive Officer

Executive Team



Cari Campbell
Chief Technology Officer



Demetria Huntsman
Chief Operating Officer



Pedro Vega Jr.
Chief Creative Officer



Rochelle Reeder
Chief Development & Growth Officer



Ai Le
Outgoing Chief Financial & Administrative Officer

Dear Friends and Supporters,

The last two years of the global pandemic exacerbated old problems and created new challenges for young people - especially those from the most vulnerable communities.

Through your donations and partnerships, YR Media was able to continue its mission to help future generations build crucial skills in journalism and multimedia content development, through compensated career pathway training and support resources.

In 2022, more than 100 talented graduates of our Media Education program earned stipends while participating in training, and went on to become paid peer teachers, producers within full-service video and music production facilities, and reporters for our podcasts and in our newsroom.

As the multimedia landscape continues to evolve at a rapid pace, it's more important than ever for YR Media to provide training and robust, high-traffic platforms for young people to tell their stories and advocate for change in their communities.

In addition to partnering with various media outlets to amplify these stories, YR Media continues to provide wraparound services to young people in our programs. As we start 2023, we are steadfast in our mission to provide a safe

place for young people to not only share their stories but address the specific challenges they face daily.


The new year will continue to foster expansion for YR Media. I am excited about the expansion of services into the Midwest. For the first time in our 30-year history, we are expanding our full model beyond our Bay Area brick-and-mortar location. The services we currently provide in Oakland will be accessible to the young content creators of Chicago and they too, will have the opportunity to increase their share of voice and employment options through paid multimedia training.

Thank you for making 2022 another successful year for YR Media. Let's continue to work together to shape the future of the mainstream media this year and beyond.



Julius Toledo
Board Chair





In 2022, YR Media employed 71 youth in 184 paid positions.

In 2022, YR Stars enrolled in the Core and Bridge Media Education program earned learning stipends before joining paid career pathway programs across several creative departments.

"YR Media provided me with a safe environment to foster my journalistic skills. At the same time, my experience with YR has exposed me to unique, valuable perspectives in today's society. I enjoy covering a variety of topics affecting our community, from legislative developments to the latest trend. More specifically, I try to focus on the issues that affect other youth in the nation."

✦ **Pranav Thurgam**
Content Creator

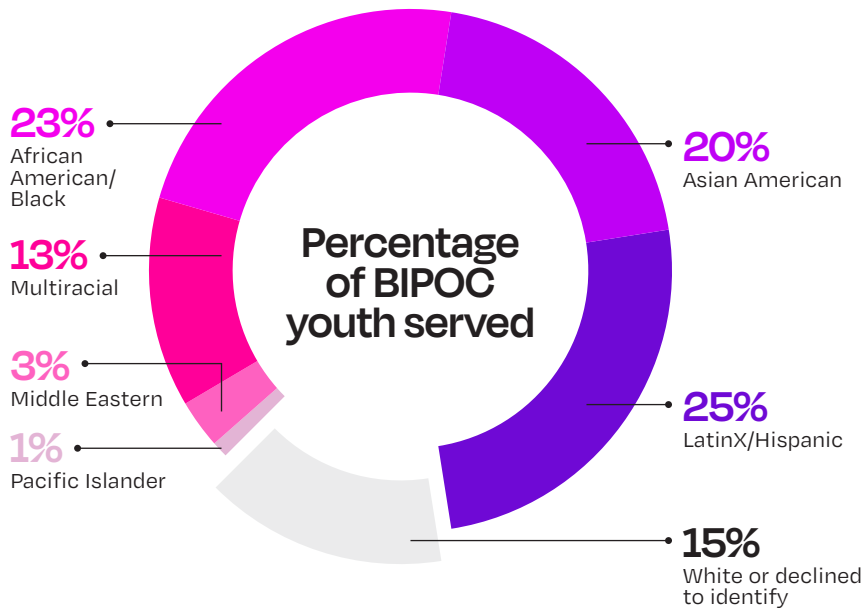
"When I became part of the YR family I was in high school. I wanted to be part of the video team to gain experience for my career. After my completion of the Core and Bridge program, I was able to progress from intern to Production Assistant, then to being a Fellow and progressing to Video Instructor and now, I'm a Video Editor. Being part of the YR family has allowed me to grow throughout the years and I look forward to seeing what future growth is in store."

✦ **Liz Tril**
Associate Video Editor/Producer

Our Oakland Impact

In 2022, students from across the Bay Area gathered in YR Media's state-of-the-art headquarters daily to participate in the Media Education Core and Bridge programs.

Through experiential learning in media creation, music production, graphic design and more, students gained the tools they needed to prepare for and pursue creative careers.



Media Education Core & Bridge Program Outcomes

In response to Covid-19 and a spike in cost for food and housing, YR Media launched a stipend for students enrolled in the Media Education program. At the completion of their core classes students earned \$400. Those who went on to enroll in the Bridge Program received \$700 after a successful session

- Core graduates go on to earn internships in creative fields
- 71 students earned 184 career track positions this year

88% of students in the Media Education program reported that the projects they create feature stories and ideas that are important to youth and their community.

80% of youth enrolled in the program received individualized wellness assistance, including mental health support.

93 high school students from the Oakland area completed the Media Education Core and Bridge programs in 2022.

Quick Stats



80
journalism contributors



17
design employees



69
audio employees



10
video employees



64
contributors of color



59
female-identifying content creators



Correspondents reporting from **24 states**



International correspondents in **London and Nigeria**



Career Track Training Programs

Supporting the next generation of media makers

In 2022 support from our funders helped future creative leaders build skills in media through various positions in YR Media creative departments.

YR Design

Led by a team of acclaimed professionals, young creatives employed in the design department learned to translate creative expression into design and production skills that parallel industry standards, while gaining experience working in an agency setting with various external clients and internal partners.

YR Music

With a focus on creating pathways into viable careers in music, content producers in the YR Music program worked in a virtual studio community, learned about equitable licensing and partnerships, and grew their community in an environment that fosters peer-to-peer learning.

YR Video

With access to state-of-the-art tools, video content creators worked to develop creative and technical skills in audio, film, new media and video while gaining hands-on experience gathering and editing footage to tell their stories through original projects. In 2022, the Video Team won an AVA Digital Award for the work of a YR Media Fellow-turned-employee for "The Low Down," a digital series that deftly combines humor and hard news.

YR Newsroom

YR Media's newsroom continued to grow in 2022. Led by editors on the West Coast, in the Midwest and beyond, young journalists developed daily content for the YR.Media online platform on topics ranging from mental health to personal finances.

YR Media's Youth Voices Have a National Reach

YR Media expanded its podcasting capacity in 2022.

With new hosts, award-winning shows, and even more national contributors, the "Pod Squad" spent the year tackling diverse topics including climate change, the arts, politics and more through the lens of young creators whose narratives are often missing from the airwaves.

Adult ISH and Inherited are available for free on the YR Media content platform and across all major podcast platforms, including Apple Podcasts, Google Podcasts, Stitcher, Spotify, TuneIn, Overcast, and Amazon Music.

Adult ISH

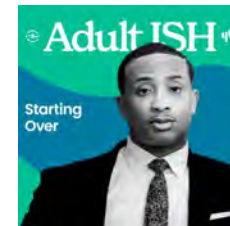
302,517
downloads

Adult ISH concluded its eighth season in 2022, with a new host added to the media mix.

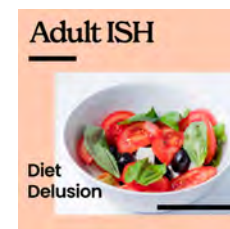
Created in 2018 after a national talent search, Adult ISH was named by CNN and Discover Pods as an unmissable podcast raising marginalized voices.

In 2022 the podcast, produced by YR Media and brought to audiences in partnership with Radiotopia from PRX, was nominated for an inaugural Signal Award in the Best Bedtime Podcast category for an episode titled "It Was All a Dream." The episode, which originally aired in April 2022 featured tactics to create an imaginative haven with guidance on lucid dreaming techniques and the power of subconscious mind.

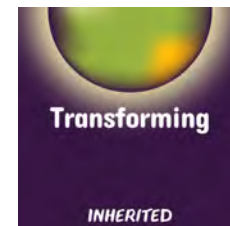
Most Popular Episodes



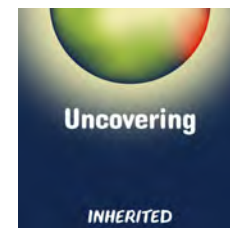
Starting Over
81,720 downloads



Diet Delusion
26,251 downloads



Transforming
2,234 downloads



Uncovering
1,913 downloads

INHERITED

14,256
downloads

8 new
storytellers

In 2022, Inherited introduced a number of new voices that represent the global impact of climate change. Season two, presented in partnership with YR Media and Critical Frequency, explored social inequity through a series of topics including the environmental racism poisoning Oakland public schools, African activists who have been excluded from the climate conversation and the effects of climate change on farms in India.

The podcast garnered new listeners last year when NPR aired an abridged version of "When the Water Rises" by storyteller Mukta Dharmapurikar, freelance journalist and student at Harvard University.

Lauded by The New York Times as a podcast that will inspire listeners to find their own spheres of climate activism, the Inherited will launch its third season in the summer of 2023.



Opening of Physical Midwest Hub Location Dramatically Expands Reach and Impact

Before 2022 ended, funding from Pivotal Ventures allowed YR Media to finalize its acquisition of a 5,200-square-foot space to transform the organization's existing virtual journalism hub from virtual to physical and expand its scope.

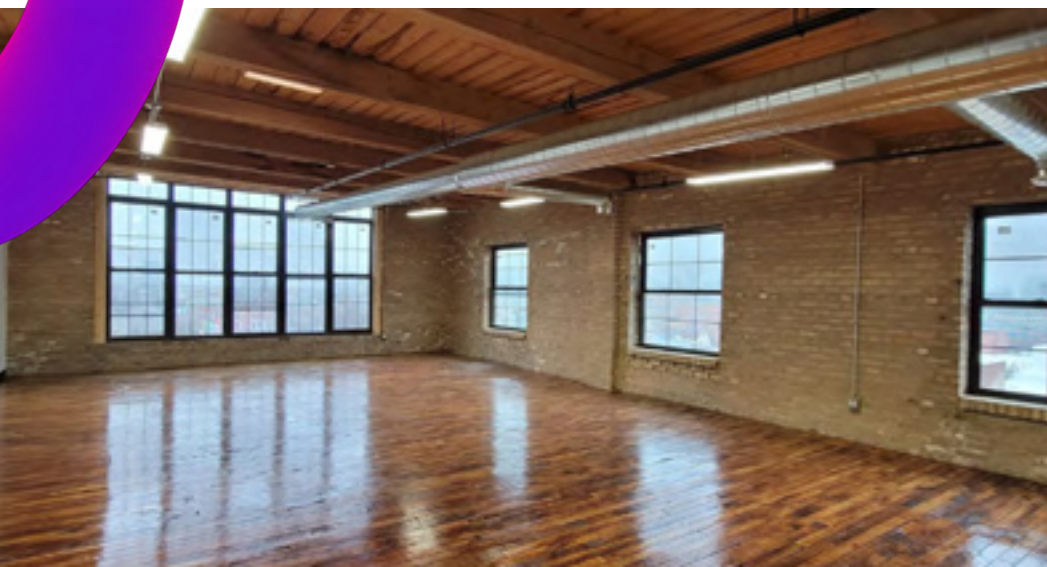
Located in Pilsen, a community with ease of public transit between Chicago's South and West sides, the hub location at 1100 W. Cermak Rd. will include state-of-the-art studios and learning spaces for young content creators in the city and the wider region. It will parallel the acclaimed model YR Media established and evolved over the last 30 years, offering not only a youth-powered newsroom but paid training, multimedia production and wellness supports for all who enter its doors. The community selected for expansion has special significance.

"Pilsen is a diverse community, largely Latinx and Black with residents and businesses that fall along the socioeconomic spectrum," explains executive producer Kathy Chaney, who is the inaugural employee of the Midwest hub and leads YR Media's

national newsroom, including its journalism training program. Chaney was key to the launch of the virtual hub and is now excited for a physical space for YR Media's award-winning programming. "This is a melting pot neighborhood with a large creative community of artists and makers as well as small artisan businesses. There's a vibe that you can feel; creatives are mixing it up and amplifying each other's work."

With a fully functioning newsroom to parallel the Oakland headquarters as well as music, podcast and broadcast production facilities, the space will also welcome in YR Media's growing number of contributors from Midwest regions ranging from Michigan to Minnesota.

Chicago, as the third largest media market in the nation and home to a robust and respected music scene, is the ideal location for YR Media to continue its mission of developing the next generation of content creators. We hope you will join us in our excitement for our expansion into what is affectionately known as the City of Win.



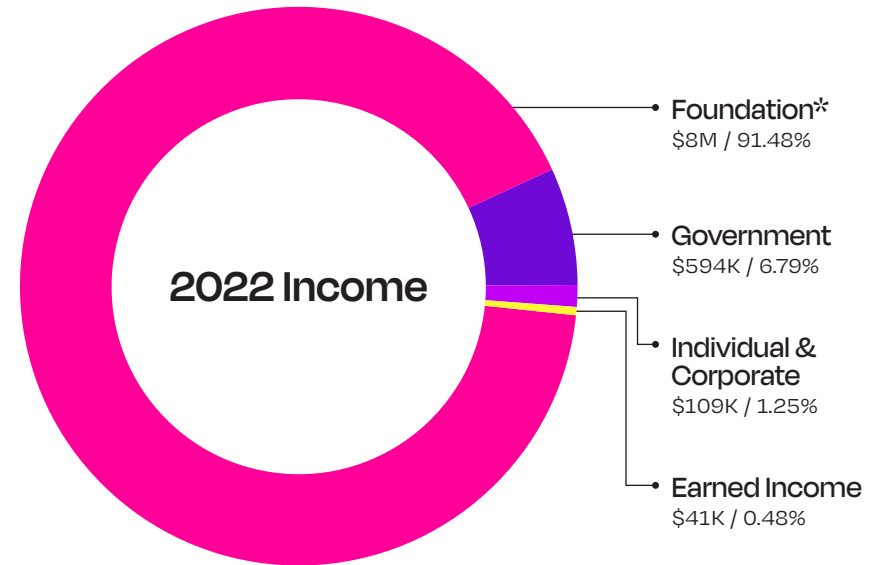
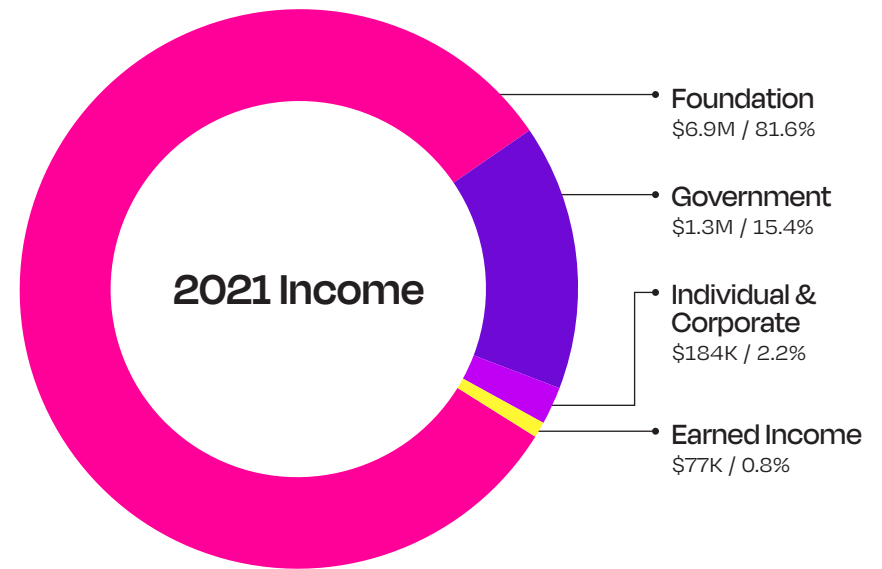
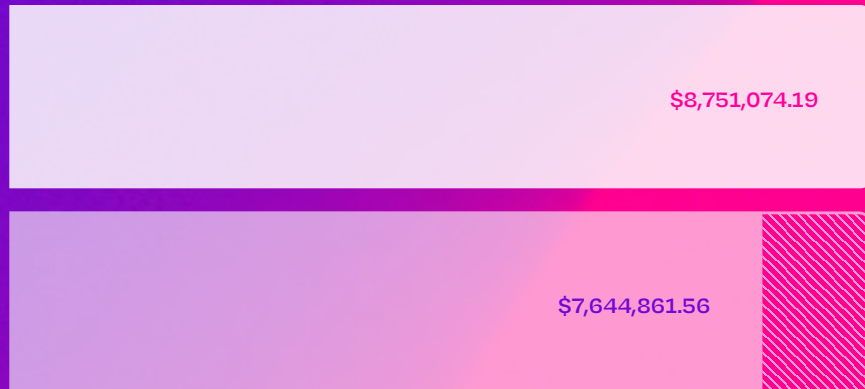
Maintaining Sustainability Through Alignment of Revenue and Budget

In 2022, YR Media received an unprecedented gift from Pivotal Ventures and secured new funding specific to supporting the new Midwest hub.

Along with increased support from major institutions, the organization also made significant inroads towards increasing individual giving through the launch of the Annual Giving Membership Program, the Alumni Engagement and Giving Initiative and Friendraising supported through donor engagement events.

YR Media is excited to report that the organization concluded 2022 by raising \$8.7M while holding spending to \$7.7M.

2022 Income vs. Expenses



*YR Media's significant increase in foundation funding reflects the organization receiving the largest unrestricted grant in its 30-year history.

Individual Donors

Jennifer Abele
Trish Ang
Christine Angeles
Amy Arbretton
Jerome Atendido
Paula Baessler
Mark Baker
Rhonda Barovsky
Carolyn Beahrs
Luc Bellet
Ann Belzner
Howard Berkes
Richard Berlin
Annikka Berridge
Eric Berridge
Lorraine Bonner
Zelda Bronstein
Eric Brown
Alyssa Lein Bryant (Smith)
Charles Bryant
Eve Buckner
Jazmyn Burton
Carly Calbreath
Cari Campbell
Leslie Campbell
Evelyn Carlson

Nik Carlson
Philip Catalfo
Ed Cavagnaro
Zoe Chace
James Cirelli
Monica Clark
Amy Cohen
Simone Coxe
Nicole Crosby
Tom David
Elissa Dennis
Andrea Dooley
Patrice Easley
Alfonso Estrada
Mark Fainaru-Wada
Steve Fainaru
Nancy Falk
Susan Feichtmier
Catherine Ferrier
Barbara Flores
Barry Galvin
Adi Gevins
Roger Gilbert
Terry Gilman
Karen Goodwin
Ann Gordon
Rebecca Graciano
VaNonda Harmon-Fielder
Andrew Hattori
Crystal Hayling
Barbara Hooks
Nicole Hunter
Darrell Jackson
Jena Janovy
Julie Jensen

Jane Kaplan
Prudence Katze
Ashleigh Kenny
Andy Kivel
Kyra Kyles
Emily Loeb
Stacy Lorish
Barbara Ludlum
Laura Luster
Grinling Mac Clelland
Sherri Madison
Maria Madril Hernandez
Diana Malin
Kat Malinowska
Julie Marcus
Kathryn Marple
Frank Martin
Joseph Martin
Noah Martin-Ruben
Rebecca Martin
Jean Mastagni
Stephen Matava-Knighten
Rob Matthew
Marianne McCune
Tiffany McNeil
Barbara Meislin
Karen Meryash
Pat Mesiti-Miller
Robin Miller
Marlene Millikan
Richard Millikan
Norma Minor
Evan Moore
Albert Francis Moreno
Della Mundy
Davia Nelson
Donna Nicoletti
Margaret Norman

Ellin O'Leary
Kara Obradovic
Lawrence Organ
Lynne Painter
Linda Paul
David Petta
Donna Pinkney
Babette Pinsky
Steven Pinsky
Claudia Polsky
Dometi Pongo
Megan Post
Channing Power
Scott Power
James Quay
Helen Raiser
Deepali Rajguru
Courtney Reeder
Rochelle Reeder
Glenn Reedus
Dustin Relethford
Michella Rivera
Silvia Rivera
Louise Rosenkrantz
Laura Ruberto
Jesse Russell
Gary Rydstrom
Jonathan Ryshpan
Raylene Samson
Allison Sanford

Lucia Savage
Mark Savage
Jack Sawyer
Jane Scantlebury
Martin Schiffenbauer
Ari Shapiro
Steve Shapiro
Leila Shockley
Murray Silverman
Paul Smith
Elisabeth Soep
Jackie Sojico
William Sokol
Doug Sovern
Susan Springborg
William Springer
Valerie Stoll Schwimmer
Jessica Strange
Maureen Sullivan
Malcolm Talcott
Diane Tate
Rosa Terrazas
Stephanie Thomas
Stephen Thorpe
Julius Toledo
Joanna Uribe
Kathleen Vail
Jhana Valentine
Kyle Valiton
Felica Vargas

Joel Vargas
Deborah Walker
Max Walker
Karen Weil
Matt Werner
Lex Whitham
Jim Williams
Patti Williams
James Wilson
Eli Wirtschaffer

■ Board Member
■ In-Kind Donations

In addition to institutional funders, every single incredible individual supporter that volunteers their time and talents makes a huge impact. Whether they clicked a link, shared a post, spoke at a YR Stars workshop or just mentioned YR Media in conversation, their partnership helped make 2022 another successful fundraising year.

Institutional Giving

Generous support from institutional donors plays a critical role in helping YR Media fulfill its mission to place power in the hands of young content creators, especially those from historically under-represented groups, and ensure their diverse voices lead the way in shaping the future of our world.

Alameda County Health Care Services Agency

Alameda City Arts Commission

The Vance R. and Colleen H. Andrus Family Foundation

Bill and Melinda Gates Foundation

California Arts Council

The California Endowment

Chan Zuckerberg Initiative

City of Oakland Cultural Funding Program

Clifford Family Foundation Charitable Trust

The Clorox Family Foundation

Crankstart

Dubose Family Foundation

FAST Collaborative

The Field Foundation of Illinois

Ford Foundation

FThree Foundation

The Generational Recovery Fund

Google News Initiative

Heising-Simons Foundation

Hellman Foundation

Henderson Family Foundation

The William and Flora Hewlett Foundation

Hirsch Philanthropy Partners

The James Irvine Foundation

Kelson Foundation

The Lewis Prize For Music

The John D. and Catherine T. MacArthur Foundation

Macpherson East Bay Performing Arts Fund

Miami Foundation

National Endowment for the Arts

National Science Foundation

The Oakland A's Community Fund

Oakland Fund for Children and Youth

Oakland Thrives Youth Joy and Wellness Fund

The Oregon Community Foundation

Pivotal Ventures

Public Welfare Foundation

Seattle Foundation

Simons Foundation

The Wallace Foundation

Wells Fargo Foundation

ZM Communications

BILL & MELINDA
GATES *foundation*

The
California
Endowment

The **James Irvine**
Foundation

FORDFOUNDATION

Hirsch
PHILANTHROPY PARTNERS

NATIONAL
ENDOWMENT *for the* **ARTS**
arts.gov

pivotal
VENTURES

Chan
Zuckerberg
Initiative 

CITY OF OAKLAND

MacArthur
Foundation

OFCY
OAKLAND FUND FOR CHILDREN & YOUTH

Public Welfare
Foundation

THE
FIELD
FOUNDATION
OF ILLINOIS

30 Years of Amplifying Youth Voices

1993

Youth Radio was founded by **Ellin O'Leary**

in Berkeley, CA, in response to a wave of violence in the Bay Area that led to the overcriminalization of young people of color. Through Youth Radio's platform, Bay Area teens were able to share their stories and combat the prevailing media narrative.

2000

Alfred I. duPont-Columbia University Award

for the production of "Emails from Kosovo."

The series, which aired on National Public Radio, recounts email exchanges between a high school student named Finnegan in California and an Albanian schoolgirl in Kosovo.

2001

Youth Radio receives a Peabody Award

The Institutional Award for its work to uplift youth voices.

Edward R. Murrow Award

for the "Making the Grade" news series.

2004

Youth Radio established Teach YR,

a public-facing learning division to bring media analysis into classrooms. Teach YR produces curriculum in tandem with, and focused on, the content created by our YR stars, as well as engages with academia and beyond through virtual and in-person events and rigorous research.

2005

Edward R. Murrow Award

for "Reflections on Return from War: Youth Voices" series.

2007

Youth Radio Purchases Building

With the help of our funders and community support, Youth Radio purchases, and renovates a four-story building in downtown Oakland, creating a unique, creative space for young people in the heart of the city.

2010

Youth Radio receives its second Peabody Award

In collaboration with Huffington Post and NPR, for the work "Trafficked: A Youth Radio Investigation," a multiplatform series investigating the child sex trafficking epidemic.

Youth Radio receives third Edward R. Murrow Award for "Trafficked"

2012

Youth Radio receives a White House award

Youth Radio receives the White House Arts and Humanities Awards and establishes the Youth Radio Arts Pathway, now known as YR Music.

2018

Youth Radio Becomes YR Media

YR Media changes its name to reflect expansion and evolution beyond traditional broadcast journalism into music production, interactive programming and documentary filmmaking.

Launch of YR.MEDIA content platform

Run by youth content creators, the online platform publishes daily content that drives conversations around social justice, arts/entertainment, politics and pop culture. Select content is distributed via national media partners, including The New York Times, Teen Vogue and NPR.

YR Media launches inaugural podcast, Adult ISH after a national talent search to find millennial hosts.

2020

YR Media Introduces New CEO, Kyra Kyles

Former EBONY Editor-in-Chief and Senior Vice President of Digital Editorial, joins YR Media after nationwide search.

"UNADOPTED" Film Selected for Film Festivals

"Unadopted," created by youth staffer Noel Anaya and co-produced by YR Media youth staffer selected for Bronze Film Festival and Salute Your Shorts Festival.

YR Media launches a virtual Midwest hub in Chicago, covering news and issues from contributors in Illinois, Michigan, Minnesota.

2021

YR Media plans physical expansion for Midwest hub,

aiming to provide award-winning Media Education and Career Pathway programming from Chicago.

2022

YR Media partners with the Washington Post for "Teens in America,"

a limited series podcast on "Race in America".

Inherited

YR Media introduces a second podcast centered on climate change and under-represented voices within the movement in collaboration with co-creators and distributor Critical Frequency.

Board of Directors

YR Media's innovative Board of Directors is over 50% BIPOC. True to our mission, our Board is increasingly mirroring the diversity of the organization, which is 90% BIPOC.



Julius Toledo
Chair
He / Him



Neha Tiwari
Vice Chair
She / Her



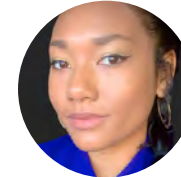
Kat Malinowska
Secretary
She / Her



Paul Smith
Treasurer
He / Him



Luc Bellet
He / Him



**Alyssa Lein
Bryant (Smith)**
She / Her



Chris Clermont
He / Him



Frank Crowson
He / Him



Steve Fainaru
He / Him



Keven Guillory
He / Him



Darrell Jackson
He / Him



Julie Jensen
She / Her



Lori Kaplan
She / Her



Sherri Madison
She / Her



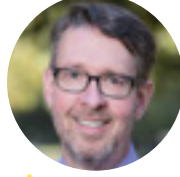
Marlene Millikan
She / Her



Dometi Pongo
He / Him



Gary Rydstrom
He / Him



**Christopher
Shearer**
He / Him



**Gerald "Whiz"
Ward II**
He / Him

In 2022, we welcomed several new members to our stellar Board of Directors.

YR Media sends a special thanks to those who left their positions on the Board in 2022. We are stronger than ever because of your support.



Thank you
to our incredible
funders and every
single one of our
innovative, talented
team members for
a wonderful 2022!

We're looking
forward to another
great year ahead.