

EXECUTIVE BRIEF

NEW YORK CITY PUBLIC SCHOOLS

Building Critical Thinkers,
Creative Communicators, and
Future-Ready Leaders through
Film Media Literacy Education

People 4 People Productions

Building an independent global
youth media channel for public good.



YOUTH VOICE
CENTERED



MEDIA LITERACY
FOR ALL



GLOBAL PERSPECTIVE
LOCAL IMPACT



PARTNERSHIPS
FOR CHANGE



EQUITY. CREATIVITY.
OPPORTUNITY.

“ Every student deserves
the opportunity to
understand the stories
that shape the world—
and the confidence to
create their own. ”



The Future of Education Requires More Than Technology

Artificial intelligence, social media, and digital communication are reshaping how young people learn, work, and participate in civic life. While students have unprecedented access to information, they also face an increasing need to evaluate sources, recognize bias, communicate responsibly, and think independently.

Film Media Literacy Education equips students with the ability to analyze moving images, understand how stories influence beliefs and behavior, and create media that reflects evidence, empathy, and authentic lived experience.

At People 4 People Productions, we believe that every student should graduate not only prepared to consume information, but prepared to investigate it, question it, and contribute responsibly to the public conversation.

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“ *Every student deserves the opportunity to understand the stories that shape the world—and the confidence to create their own.*



People 4 People Productions

Building an independent global youth media channel for public good.



Four Decades of Educational Leadership

People 4 People Productions is a nonprofit educational organization founded to help young people understand media, strengthen critical thinking, and develop leadership through storytelling.

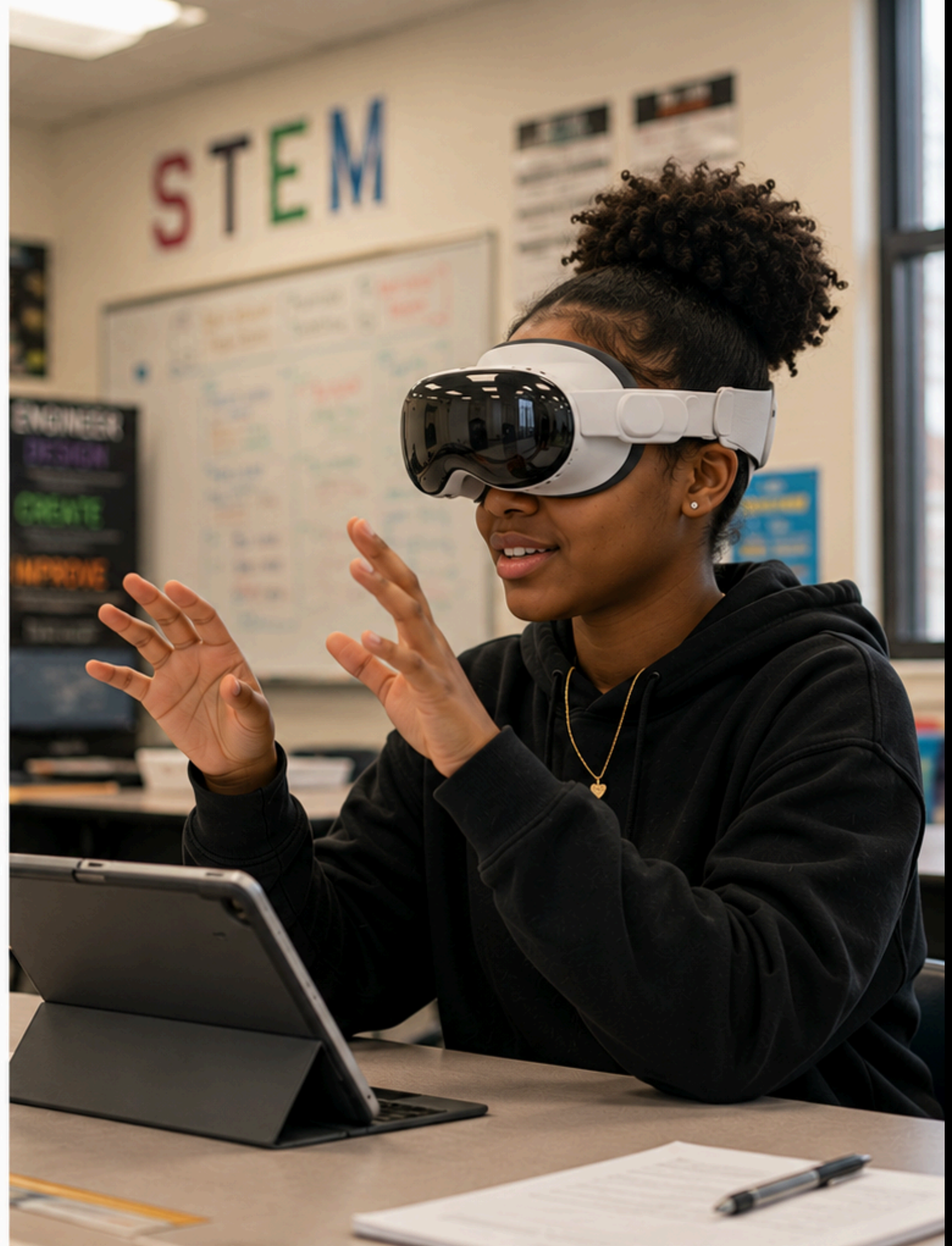
Our work builds on nearly forty years of experience in New York City classrooms and community settings, including:

-  New York City public school teaching
-  University instruction in film studies
-  Community-based youth development
-  Documentary filmmaking
-  Workforce preparation
-  Civic engagement
-  Film Media Literacy Education



People 4 People Productions

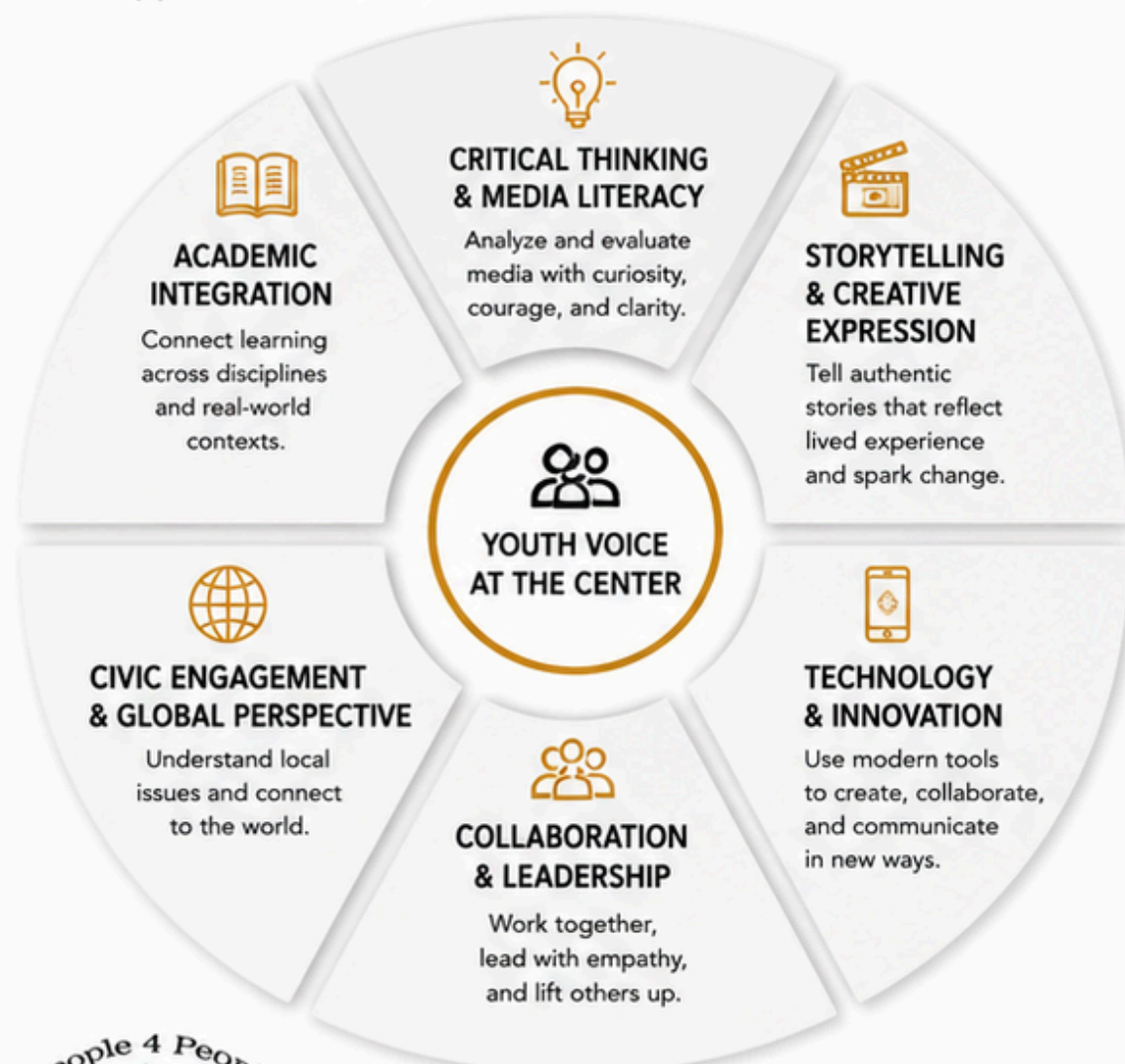
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A Holistic Framework for 21st Century Learning

Our integrated approach blends storytelling, technology, and critical inquiry to develop the knowledge, skills, and mindsets young people need to lead and thrive.

Our curriculum is built on six interconnected pillars that support the whole learner.



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“We don’t just teach students to use media—we empower them to question it, create with it, and change the world.”

WHAT STUDENTS LEARN

Practical Skills. Powerful Tools. Real Impact.

Our hands-on curriculum gives students the tools and confidence to tell their stories, explore careers, and contribute to their communities.

CORE LEARNING AREAS



FILM & VIDEO PRODUCTION

From story development to shooting and editing, students create original media that informs and inspires.



PHOTOGRAPHY & VISUAL STORYTELLING

Students learn composition, lighting, and perspective to capture powerful images.



PODCAST JOURNALISM

Students produce and host podcasts that spark dialogue and elevate community voices.



DRONE PILOTING (FAA PART 107 PATHWAY)

Students earn industry-recognized certification and learn to capture dynamic aerial storytelling.



APPLE VISION PRO & SPATIAL STORYTELLING

Students explore immersive storytelling and the future of media through cutting-edge technology.



DIGITAL EDITING & MOTION GRAPHICS

Students master editing, sound, and visual effects to bring stories to life.



VISUAL JOURNALISM & DOCUMENTARY

Students investigate real issues and produce documentaries that drive awareness and change.



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Transforming Education. Building Stronger Communities.

By partnering with People 4 People Productions, organizations invest in a proven model that delivers measurable outcomes and lasting impact.



EDUCATIONAL EXCELLENCE

Equip students with 21st century skills in media literacy, critical thinking, creativity, and communication.



YOUTH EMPOWERMENT

Amplify youth voice, build confidence, and cultivate future leaders who drive positive change.



COMMUNITY IMPACT

Address real local issues through storytelling that raises awareness and inspires action.



GLOBAL REACH

Connect students and communities to a global network of stories, ideas, and solutions.



WORKFORCE READINESS

Prepare young people for future careers in media, technology, and the creative economy.



ACCOUNTABILITY & RESULTS

We align with partners to deliver measurable outcomes and transparent reporting.



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“When students take ownership of their stories, they take ownership of their future.”

OUR MODEL

Youth-Led. Project-Based. Purpose-Driven.

We combine film, media literacy, education, technology, and real-world experiences to help young people become confident storytellers and community leaders.



HANDS-ON LEARNING

Students learn by doing—creating films, podcasts, and digital stories that reflect their voices and experiences.



REAL-WORLD PROJECTS

Projects are rooted in local issues and informed by community partnerships and real audience impact.



MENTORSHIP & LEADERSHIP

Students are guided by industry professionals and alumni who help them grow as creators and leaders.



TECHNOLOGY & INNOVATION

We integrate cutting-edge tools like Apple Vision Pro, drones, and AI to prepare students for the future.



EQUITY & ACCESS

We prioritize underserved youth and ensure access to the tools, training, and opportunities they deserve.



MEASURABLE OUTCOMES

We track growth in skills, confidence, leadership, and civic engagement.



People 4 People Productions

Building an independent global youth media channel for public good.

Building the Next Generation of Storytellers

Together, we can shape a future where young people lead the stories that shape the world.

We're creating a national movement powered by youth, driven by purpose, and built for public good.

Let's build it together.

A National Movement. A Global Impact.

People 4 People Productions will build the first independent global youth media channel for public good—training 1,000 young storytellers by 2028 and reaching millions worldwide.



NATIONAL REACH

Launch in New York City and expand to schools and communities across the United States.



GLOBAL PLATFORM

Distribute stories to 182 countries through our independent global channel.



1,000 YOUNG STORYTELLERS

Train, mentor, and empower young people to lead with their voices and vision.



EDUCATION PARTNERSHIPS

Collaborate with schools, universities, and cultural institutions nationwide.



STRATEGIC ALLIANCES

Partner with mission-aligned organizations to drive scale and sustainability.



SUSTAINABLE IMPACT

Build a self-sustaining model that fuels opportunity, equity, and democracy for generations.



People 4 People Productions

Building an independent global youth media channel for public good.



We envision a world where:

- ✓ Every young person has the tools to **tell their story**.
- ✓ **Film media literacy** is a **right**, not a privilege.
- ✓ Communities shape the narratives that **shape their futures**.
- ✓ Stories become solutions that **create real change**.

This is more than a program.
It's a movement. Join us.

OUR COMMITMENT

Stronger Together. Stories That Change the World.

We're building a future where young people lead with creativity, critical thinking, and compassion—transforming their communities and the world through the power of story.



YOUTH AT THE CENTER

Young people are not just participants—they are leaders, creators, and decision-makers.



FILM MEDIA LITERACY FOR ALL

We provide hands-on film media literacy education that opens doors to opportunity and self-determination.



COMMUNITY ROOTED

We listen, collaborate, and co-create with communities to reflect real voices and real needs.



INNOVATION WITH PURPOSE

We use emerging technology to amplify stories, build skills, and drive solutions.



EQUITY IN ACTION

We fight for access, representation, and justice in the stories told and the systems that shape them.



SUSTAINABLE IMPACT

We measure success by the change we create—in people, in communities, and for the future.



People 4 People Productions

Building an independent global youth media channel for public good.

The future is ours to tell. The world is ours to shape.

Together, we can build a movement of young storytellers who create change, spark hope, and inspire generations.



JOIN US

Partner. Support. Collaborate.

Be part of a nationwide movement that empowers youth through film media literacy education and builds a more just and creative world.

**Let's tell better stories. Together.
For our communities. For our future.**

OUR COMMITMENT

Let's Build the Future. Together.

Join us in a partnership that empowers young people to investigate, create, and lead—transforming their communities and strengthening our democracy for generations to come.

An independent global youth media channel
for public good—built by young people,
for all people.



PARTNER

Invest in youth. Invest in solutions.
Invest in our shared future.



COLLABORATE

Work alongside us to expand opportunity,
creativity, and impact.



TRANSFORM

Help us build a more just, informed,
and equitable world.



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youth media channel for public good.

OUR STORIES.
OUR SOLUTIONS.
OUR FUTURE.

