

People 4 People Productions



PEOPLE 4 PEOPLE PRODUCTIONS

INDEPENDENT GLOBAL YOUTH MEDIA CHANNEL FOR PUBLIC GOOD

EXECUTIVE BRIEF

YOUTH FILM MEDIA LITERACY, DIGITAL WELL-BEING &
NARRATIVE POWER



CREATED
1991



PREPARED BY
Jennifer Saunders



HEADQUARTERS
Brooklyn, New York



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Executive Summary

Own The Story • An educational response for NYC schools

Own The Story is a school- and community-based youth film media literacy initiative connected to an Independent Global Youth Media Channel for Public Good.

01 WHO WE ARE

People 4 People Productions is a nonprofit media and educational organization created in 1991 by Jennifer Saunders and her late brother, David Saunders. Jennifer brings more than four decades of educational experience.

02 THE CHALLENGE

Young people navigate misinformation, persuasive design, algorithms, and social comparison without enough opportunities to understand these systems or shape the stories affecting their lives.

03 OUR SOLUTION

We combine film media literacy, platform literacy, smartphone filmmaking, civic storytelling, and ethical media creation. Students analyze media influence and apply their learning through original public-interest stories.

04 WHY IT MATTERS

Our goals are to amplify youth voice, build film media literacy, prepare future leaders, foster global connection, and strengthen informed civic participation.

05 FOUNDING SCHOOL OPPORTUNITY

We invite New York City's founding schools to explore an Own The Story pilot, identify student needs, and select an appropriate structure. School-based learning can help build a Brooklyn-rooted model with wider reach.

Critical understanding. Creative agency. Public good.

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OUR VISION

We're building an independent global youth media channel for good, where young people learn to understand the media systems shaping their lives, investigate the issues affecting their communities, create original media, and connect across cultures to advance solutions for a more informed, equitable, and democratic world.

WHO TELLS THE STORY
SHAPES THE FUTURE.



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Why We Exist

Created in 1991, People 4 People Productions believes the stories a society tells shape its future. We equip young people to investigate, create, and share stories that can change their communities.



1. FROM DETROIT TO BROOKLYN

Detroit's culture, resilience, and civil rights legacy taught us that communities deserve the tools to define themselves.



2. FOUR DECADES OF TEACHING AND INNOVATION

Jennifer Saunders brings more than four decades of educational experience to film media literacy, smartphone filmmaking, digital storytelling, and youth leadership in schools and communities.



3. WHY WE BUILT PEOPLE 4 PEOPLE PRODUCTIONS

Young people deserve opportunities to understand and shape media—not just consume it. They deserve critical understanding, creative agency, and ownership.



4. THE NEXT CHAPTER

Our Independent Global Youth Media Channel for Public Good will connect young storytellers across communities and cultures to inform, educate, inspire, and advance solutions.

“

When young people own the tools to tell their own stories, they don't just change the narrative—they begin to change their communities.

”

OUR HISTORY IS ROOTED IN
COMMUNITY. OUR FUTURE IS
GLOBAL.

DETROIT



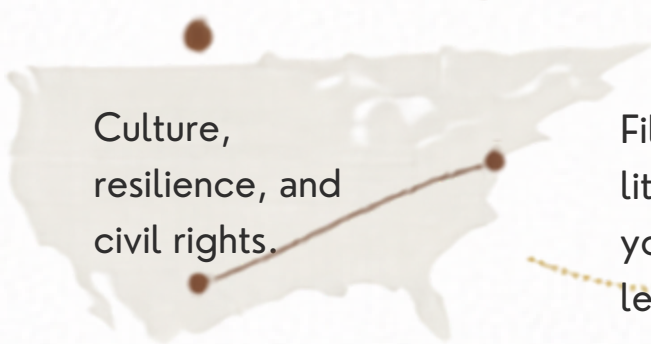
BROOKLYN



NATIONAL



GLOBAL

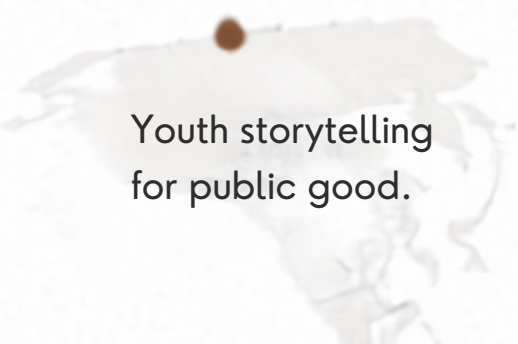


Culture, resilience, and civil rights.

Film media literacy and youth leadership.



School and community partnerships.



Youth storytelling for public good.



WHY THIS MOMENT MATTERS

The multistate Meta settlement, valued at up to \$17.1 billion and subject to court approval, calls for youth-safety reforms. Restrictions matter—but education must help young people understand the media systems shaping their lives.

FIVE REALITIES DEFINE OUR MOMENT



1. A GENERATION SURROUNDED BY MEDIA

Students learn how platforms capture attention, collect information, influence behavior, and shape what they see.



2. ALGORITHMS SHAPE PUBLIC CONVERSATION

Platforms reward engagement, not necessarily understanding. Algorithms and emotional content influence what students see and how long they stay.



3. FILM MEDIA LITERACY IS CIVIC LITERACY

Students decode images, framing, music, and editing, then use smartphone filmmaking to communicate responsibly and participate in civic life.



4. COMMUNITIES NEED THEIR OWN STORIES

Community journalism and films preserve culture, elevate truth, challenge distortion, and build bridges across differences.



5. THE WORLD IS INTERCONNECTED

Climate, health, equity, migration, and democracy demand informed collaboration. Young people can investigate these challenges and lead the conversation.

BY THE NUMBERS



UP TO \$17.1 BILLION

Value of the multistate settlement with Meta.



2 HOURS DAILY

Default combined teen limit for Instagram and Facebook.



SCHOOL HOURS

Default notification restrictions, subject to parental settings.



15 MINUTES

Continuous-use notices and additional daily pauses.



Sources: Settlement agreement and NY/CA attorneys general, Aug. 26, 2026.

RESTRICTION IS ONE RESPONSE. EDUCATION MUST BE THE NEXT.

Own The Story builds critical understanding, creative agency, and responsible participation through film media literacy, original films, community inquiry, and informed dialogue.

THE STORIES YOUNG PEOPLE TELL TODAY WILL SHAPE THE WORLD WE ALL INHERIT TOMORROW.
THE TIME TO ACT IS NOW.



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The School-Based Response

Understand the media. Create with purpose.

Own The Story connects film media literacy, platform literacy, and smartphone filmmaking—helping students question the media shaping their lives and create stories for the public good.



01 UNDERSTAND THE SYSTEM

PLATFORM LITERACY & DIGITAL WELL-BEING

Students investigate algorithms, recommendations, notifications, and persuasive design. They examine how platforms compete for attention and practice making informed choices about their digital participation.



02 DECODE THE IMAGE AND MESSAGE

FILM MEDIA LITERACY

Students analyze how framing, camera choices, editing, music, and representation shape meaning. They ask who is telling the story, whose perspective is missing, and how images influence understanding.



03 CREATE FOR THE PUBLIC GOOD

SMARTPHONE FILMMAKING

Through community inquiry, ethical interviewing, and collaboration, students apply film language to short public-interest stories. One- to two-minute films offer a focused format for purposeful creation.

LEARNING GOALS

- Recognize how platforms influence attention and exposure.
- Analyze how cinematic choices shape meaning.
- Evaluate sources and practice ethical storytelling.
- Apply smartphone filmmaking to public-interest media.

Film media literacy is civic literacy.



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The Platform

Independent Global Youth Media Channel for Public Good

Our vision connects school-based learning to a youth-led channel where original stories inform, educate, and advance the public good. Six interconnected areas guide its development.

01 YOUTH STORYTELLING

Young people investigate, document, and share stories that reflect their lives, communities, and visions for the future.

02 FILM MEDIA LITERACY & PLATFORM LITERACY

Students decode images, cinematic messages, and algorithmic feeds while developing smartphone filmmaking and responsible digital-production skills.

03 COMMUNITY REPORTING

Neighborhood journalism, local documentaries, and solutions reporting elevate community stories and deepen public understanding.

04 GLOBAL CONNECTION

Young storytellers connect across communities and cultures, sharing perspectives and learning from one another.

05 EMERGING TECHNOLOGIES

Smartphone filmmaking, AI, spatial storytelling, and immersive tools can expand young people's creative possibilities.

06 PUBLIC IMPACT

The channel's goals include civic participation, film media literacy, digital well-being, workforce readiness, and community problem-solving.

INDEPENDENT • YOUTH-LED • GLOBALLY CONNECTED

Youth stories. Shared understanding. Public good.



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Help students understand the
media shaping their lives—and
create media capable of shaping
the future.

JOIN NEW YORK CITY'S FOUNDING SCHOOLS

OWN THE STORY.
YOUTH VOICES. FILM MEDIA LITERACY. PUBLIC GOOD.



CRITICAL THINKERS | ETHICAL CREATORS | ACTIVE CITIZENS | MEDIA LEADERS