

CLUB LATINITAS MEDIA, TECHNOLOGY AND CULTURAL LITERACY PROGRAM

Grade Level – 3rd-8th

Topics – Media and Technology Literacy, Language Arts, Journalism, Writing, Computer Science, Photography, Art, Self-esteem, STEM, College and Career exploration, History/Cultural Literacy, Health and Wellness

Duration – Fall and Spring school semesters (*summer programming available.)

Description – This is a year-long after-school program that meets 1-2 times a week for 1-3 hour sessions in which club participants learn digital media publishing and production and the technology skills to do so.



Objectives – The Club Latinitas Program:

- Increases English language arts, research and technology skills;
- Offers educational opportunities that lead to media awareness, participation, critical thinking, and career exploration;
- Offers character development activities which promote self-confidence, self-esteem, cultural pride and personal responsibility;
- Lessens the digital divide and cultivate more diverse and positive images of Latinas and minorities in media;
- Offers more bilingual forums to promote inclusivity and diversity;
- Increases number of presentations and speakers which encourage academic and professional advancement, cultural awareness and pride;
- Offers more programs which provide Latina youth positive role models/mentors;
- Increases opportunity to instill confidence and pride in Latina youth by providing an opportunity to have their voices heard, validated and published
- Provides more support and mentorship that encourages Latina youth to finish high school and strive for a college education.

Mission:

Latinitas, an Austin-based nonprofit organization, is dedicated to empowering Latina youth using media



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and technology, providing direct digital media and technology training and esteem-boosting services to nearly 3,000 girls and teens across Texas annually, 2000 in Central and 1000 more in West Texas. Latinitas envisions a future in which all Latinas are strong and confident in their image.

About Us:

Founded in 2002, by Alicia Rascon and Laura Donnelly then-journalism students at UT Austin fed up with the misrepresentation of Latinas in media, Latinitas has served over 20,000 girls and teens through after school clubs, weekend workshops, camps and conferences at 112 schools, libraries and community centers generating content for Latinitas magazine, still the first and only magazine made for and by young Latinas. Latinitas puts girls of all races at the helm of media production, but not just magazine publishing; they learn the latest Web 2.0 platforms design websites, produce video, record audio, blog, do photography, develop video games and apps and, recently – code and robotics.

While Latina girls ages 9 to 17 are the largest minority group in the country, they are more likely than their non-Hispanic peers to face the four most serious threats to teens achieving success: depression, pregnancy, substance abuse and dropping out of school. The solution lies in empowering these young Latinas strengthening their confidence and expanding their opportunities.

What we do:

Publications: Latinitas and Teen Latinitas Magazines online (www.latinitasmagazine.org), Latinitas in Print (annually), MyLatinitas.com (1400 active members), Radio Latinitas and Channel Latinitas www.YouTube.com/LatinitasMagazine.org.

Programs: Club Latinitas, Teen Leaders, Youth Editorial Advisory Board, Camps, Workshops and Conferences.

To date Latinitas has:

- 25,000 readers per month accessing www.latinitasmagazine.org
- Served 20,000 elementary, middle and high school Latinas with after school enrichment programs
- Provided over 19,000 hours of free digital media production and literacy lessons
- Published over 1500 empowering articles for and by Hispanic girls and teens
- Developed Spring & Summer camps
- Incorporated mentors, interns and community partners to enrich the program and provide positive role models for the girls.
- Expanded the program to ten cities; new office opened in El Paso
- Developed a Teen Reporter in Training program for high school students



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We launched these efforts in response to startling information regarding Latina girls and teens. Hispanics statistically participate in at-risk behaviors such as using drugs, teenage pregnancy and dropping out of high school more than any other ethnic groups. Amidst these issues, Latina youth face the challenges stemming from the persistent lack of positive representations in the media and the equally limited access to digital technology. Now the largest minority, Latinos make-up only two percent of our newsrooms; of the 49 percent of Hispanics using computers in the United States, a majority are not on their own terminals. Our programs are reversing these trends by teaching our participants how to use digital technology to succeed in the modern world.

Club Latinitas is a digital media and technology mentorship program where Latina students are mentored and guided by trained program leaders teaching blogging, photography, video and audio production, web and graphic design, podcasting ,but also game and app design, coding, robotics and virtual and augmented reality. Having the mentors we do has made Latinitas the only bicultural and bilingual tech education agency in Texas for over 15 years and one of a handful nationally. As a result, girls are empowered to develop their own voice in the world of media and at the technology development table.



Program Goals - To provide a forum where Latina youth have a voice; to foster positive self-images and empower Latina girls to accept and appreciate themselves; combat the digital divide; to encourage cultural awareness and pride; to inspire young Latinas to be strong, smart, successful, and most importantly, themselves.

After School Club Breakdown

I. Meeting information

- 1. Session length:** 1.5 - 3 hours
- 2. Meetings:** Weekly
- 3. Session break-down**
 - a. 15 min. lesson
 - b. 60 min. guided activity
 - c. 15 min. reflections
- 3. Group size:** 15-20 girls (capacity for more with additional leaders)
- 4. Facilitators:** Two facilitators with academic and professional experience in the journalism field as well as experience working with youth. In addition, regular guest speakers will attend club sessions to provide in-depth expertise and perspective of specific topics.



5. Format: Latinitas provides each Club Leader a TEKS aligned lesson plan which introduces students to a new media-related topic followed by a hands-on activity. Each club meeting will be conducted in an entertaining and educational environment. Club members will be encouraged to develop their academic and personal skills through interactive activities and fun games.

II. Media Activities

1. Writing
2. Video production
3. Interviewing
4. Desktop Publishing
5. Art
6. Photography
7. Web design
8. Media awareness
9. Radio and/or Video Production

III. Technology Activities

1. Video Game Design
2. App Design
3. Virtual and Augmented Reality
4. Coding
5. Robotics
6. 3D Printing

IV. Writing/Grammar/Literacy Activities

1. Entertainment reviews
2. Commentary
3. Interview/ Surveys/ Polls
4. Advice
5. How to... (DIY)
6. Diary
7. Feature
8. News
9. Poetry
10. Fiction

IV. Publications/Channels: Latinitasmagazine.org, MyLatinitas, our own social media network, Channel Latinitas (youtube.com/latinitasmagazine), Radio Latinitas (Soundcloud Latinitas), Twitter (@latinitas), Instagram (latinitasmagazine, latinitaselpaso) Snapchat (laslatinitas)



SAMPLE LESSON PLAN

<p>Subject:</p> <ul style="list-style-type: none"> · I Love School! Video Commercial
<p>Activity</p> <ul style="list-style-type: none"> · Students create a video advertisement about what they love about school
<p>Materials</p> <ul style="list-style-type: none"> · Pens and Paper · Video Cameras · Microphone · poster, markers · props
<p>Objectives</p> <ul style="list-style-type: none"> · To increase student awareness of the value of an education · To empower girls to advise others to stay in school · To develop video production skills and facilitate group work
<p>Notes: Latinitas provides each club with a video camera</p>

Preparation	Prepare some slogans and a script for the commercial in order to save time during the commercial planning process. Think about a good space in the school to film the video.
Opening "Grito" (Cheer) 5 minutes	Gather all the club members into a circle. Do the same opening cheer each week
Ice Breaker	Favorite Commercial: Sit in a circle and ask the girls what their favorite



10 minutes	commercial on television is right now. Write the name of the product on the board or tablet. Ask them what makes those commercials appealing to them. What messages do they remember?
Attendance 5 minutes	Write down the names of the girls who are present. Add them to your attendance log and check them off each week.
Introduction 5 minutes	<p>WHY SHOULD WE LOVE SCHOOL? Unfortunately, there are many kids who drop out of school. When people drop out of school this makes it very hard for them to go to college and to get a job.</p> <p>Our mission is to send a message to younger girls about the importance of staying in school and loving it! Engage the club members in a brief discussion about the rewards of completing high school and the consequences for dropping out. Today's activity will be to design a commercial encouraging kids to stay in school!</p>
Activity 30 minutes	<p>Girls will create a commercial showcasing their love for school. Incorporate different media such as posters, slogans, interviews, and skits. Remind the girls that this commercial is meant to inform and inspire students about school.</p> <ol style="list-style-type: none"> 1) Plan out the commercial (10 min) – What technique you will be using, what will happen in the commercial, background/set, visual aids 2) Write the script (5 min) - what people will say, slogans 3) Give girls different jobs in commercial (5 min) - different characters/parts in commercial, creating signs/set for commercial, filming 4) Shoot the commercial! (15 min) <p>If time permits, plug the camera into a TV to show the girls their footage. Create a closing by filming the group saying "This message was brought to you by Latinitas!"</p>
Reflections & Feedback 5 minutes	<p>Review the objectives of this week's club meeting and see if the girls met all of the objectives.</p> <p>What new ideas do they have loving school?</p>
Looking Ahead 5 minutes	<p>Inform the girls of the theme and activity for the following club meeting. If time permits the girls can begin to discuss ideas about the theme.</p>



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CLUB LATINITAS SUPPLIES & EQUIPMENT

Recommended Equipment–

Computers with internet access

Tablets with internet access (can be provided by Latinitas)

BUDGET

- Standard rate is \$35-45 per hour
 - 1.5 - 2.5 hours of club time on average
 - *Note: clubs can be as short as 1 hour and as long as 3 hours
- Includes trained program leader with a background in journalism, mass communications, education, social work or social sciences
- Access to Latinitas iPads, hot spots, video and photo cameras, 360 cameras, 3D printer and more
- 10-15 weeks per spring & fall semester on average
- 32 weeks a year on average of media, technology and cultural literacy lessons and training

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