



MCM Youth Media Academy

The MCM Youth Media Academy is an out-of-school time program that offers media instruction and leadership training to youth aged 13-17 years-old. Taught by Montgomery Community Media professionals, using an Advancing Youth Development (AYD) framework, MCM Youth Media Academy is designed to engage youth in quality media instruction tailored to their age group. On Tuesdays, starting in February 2021, MCM Youth Media Academy participants engage in media training that revolves around editing, shooting, producing, and development. On Thursdays, youth work on producing the youth-hosted show ArtsEnPower, which airs on cable-access television channel 21 on Mondays at 4:30 pm.

MCM Youth Media Academy meets on Tuesdays and Thursdays from 3 pm to 5 pm via Zoom. The program fee is \$200 for 8-weeks (Feb. 9, 2021 to April 1, 2021). (MCM members receive a \$25 discount). Scholarships are available for those with financial needs. Homeschooled and Montgomery County public school students who participate in our media academy will be invited to earn their SSL hours working on ArtsEnPower. [To apply for participation in our MCM Youth Media Academy, click here.](#)

MCM Adult and Mixed-Ages Media Classes

Montgomery Community Media classes for adults and mixed-age groups are interactive courses intended to help students build media skills and help MCM members prepare to create digital content for broadcast on the internet and on cable channels 19 and 21. Classes are taught by industry professionals and have limited capacity.

MCM Members must have completed the MCM Orientation prior to enrollment in some of our media classes. Please check [our website](#) for the next scheduled orientation class. Not a member? Email us at mkerman@mymcmmedia.org to learn how to become one. Members receive discounts when registering for classes.

Registrants are encouraged to register early for courses to ensure they will be offered. We may cancel classes with an enrollment of less than four people.

Four-Day Classes

1. **Developing Your Television/Web Series from Scratch** (Ages 18+)

Are you interested in creating content for broadcast on cable television or the internet? MCM manages cable channels 19 and 21 in Montgomery County, and we want to help you create content for those channels. This class is a great start. In this course, learn what are some things you will need to develop your idea from page to screen. Students will be assigned readings and assignments that may require filming or recording on a smartphone, via Zoom, or with a DSLR for this class. The class will work on a common project to learn skills they will be able to apply to their own series idea. The class curriculum will focus on idea development, understanding the elements of a web series, and analyzing different popular web shows to identify the aspects that attract and keep an audience. By the end of the class, participants will have developed a web series episode, creating the storyboard for their first episode. Participants must have reliable internet access and a computer to participate actively in this virtual class. This class utilizes a flipped classroom model. This means that participants will be expected to do assignments outside of the class time to apply the knowledge learned. Course time will be spent sharing completed assignments, discussing material, and Q & A time.

Location: Online, Live Instruction via Zoom

Student Must Be Comfortable Interacting with Other Students and Being Seen on Zoom

Prerequisites: Familiarity with Zoom

Length: Wednesdays, February 3-24, 2021 from 6:30pm-8:30pm

Cost: Non-members \$200, MCM Members \$175

Instructor: Khadijah Ali-Coleman, Ed.D.

Registration Link:

<https://www.eventbrite.com/e/developing-your-televisionweb-series-from-scratch-ages-18-tickets-136329754967>

2. **Editing with Adobe Premiere Pro (for beginners)** (Ages 15+)

Students will learn how to use Adobe Premiere Pro to edit a film/video project. This class is a super choice for students interested in creating a web series, short film, or television content for MCM cable channels 19 and 21. Participants must have Adobe Premiere Pro downloaded on their computer to participate in this virtual course. The instructor will assign projects that students will work on during the duration of the course. Participants must have reliable internet access and a computer to participate in this class. Course topics include: Importing and Organizing Footage, Creating Titles and Credit Roll, Editing and Importing Audio, and More! Participants who take this course will receive a certification that will allow them to utilize our MCM editing suite when our studios reopen.

Location: Online, Live Instruction via Zoom

Student Must Be Comfortable Interacting with Other Students and Being Seen on Zoom

Prerequisites: Familiarity with Zoom, Orientation for MCM Members

Length: Thursdays, February 4-February 25, 2021 from 6:30pm-8:30pm

Instructor: Linda Lawson

Cost: Non-members \$200, MCM Members \$175

Registration Link:

<https://www.eventbrite.com/e/editing-with-adobe-premimere-pro-for-beginners-tickets-136333867267>

3. **Live Video Streaming 101** (Ages 15+)

Live streaming refers to creating content while simultaneously recording and broadcasting in real-time. If you are a media maker who is looking for ways to engage your audience via social media, live streaming is a useful skill to have. Award-winning hip hop artist and media innovator Stan “Substantial” Robinson will be hosting this four-week course on how to find and use Open Broadcast Software (OBS), how to optimize video and audio presentation, and what platforms are best when choosing to launch your live stream broadcast. Participants of this course should have access to a computer for optimal participation.

Location: Online, Live Instruction via Zoom

Student Must Be Comfortable Interacting with Other Students and Being Seen on Zoom

Prerequisites: Familiarity with Zoom

Length: Tuesdays, March 2-23, 2021 from 6:30pm-8:30pm

Instructor: Stan “Substantial” Robinson

Cost: Non-member \$200, MCM Member \$175

Registration Link:

<https://www.eventbrite.com/e/live-video-streaming-101-with-stan-substantial-robinson-tickets-136335748895>

4. **Producing Your Web Series, Short Film or Television Show** (Ages 18+)

Do you have a media project idea that you have developed and are now ready to produce? In this course, students will work on a group media project to learn how to take a developed idea from development through the production phase. Students will learn about optimal cameras for their web project, the importance of budgeting, how to form a cast and crew, planning a production schedule, and attracting an audience. During the class, students will have created a production plan and begun the steps to producing their first episode. Students who wish to air their show on MCM's cable channels will learn how to create a virtual treatment form to begin production with MCM for their own show. Individual projects will not be worked on during the class. However, the skills learned can be applied to personal projects. Participants must have reliable internet access and a computer to participate actively in this virtual class. Students will work in groups, so participants must feel comfortable interacting with others and working together.

Location: Online, Live Instruction via Zoom

Student Must Be Comfortable Interacting with Other Students and Being Seen on Zoom

Prerequisites: Familiarity with Zoom, Orientation for MCM Members

Length: Wednesdays, March 3-24, 2021 from 6:30pm-8:30pm

Instructor: Linda Lawson

Cost: Non-member \$200, MCM Member \$175

Registration Link:

[eventbrite.com/e/producing-your-web-series-short-film-or-television-show-ages-18-tickets-136337580373](https://www.eventbrite.com/e/producing-your-web-series-short-film-or-television-show-ages-18-tickets-136337580373)

Two-Day Classes

1. **Optimizing Your Photos with Adobe Photoshop and Lightroom** (Ages 15+)

Take your photos to the next level by learning how to use Adobe Lightroom and Photoshop software. Learn how to organize and process your photographs in ways that optimize the look and quality of your photos. This course is useful for those seeking to advance their skills in photo editing and management of photos to be used in media projects, on social media, and for personal photography projects. This class is taught by a live instructor via Zoom. In this fast-paced class, students are expected to have the required software already installed on their computer and access to a computer and internet access during the course of the class. *This class does not teach students how to take photos or use their cameras.

Location: Online, Live Instruction via Zoom

Student Must Be Comfortable Interacting with Other Students and Being Seen on Zoom

Prerequisites: Familiarity with Zoom

Length: Thursday, January 28 and Friday, January 29 from 6:30pm-8:30pm

Instructor: Biljana Milenkovic

MyMCMedia.org

Cost: Non-member \$125, MCM Member \$100

Registration Link:

www.eventbrite.com/e/optimizing-your-photos-with-adobe-photoshop-and-lightroom-ages-15-tickets-136337375761

2. Interviewing Your Guest as a Pro (Ages 15+)

Hosting a television, web, or podcast series is an important job that relies on an engaging interviewing style. If you struggle with interviewing guests, this is the perfect course. Learn ways to appear conversational, to make your guest comfortable, and to soothe your own anxiety as you work as a host. Course topics include public speaking anxiety, developing interview questions, and creating a memorable moment with a guest.

Location: Online, Live Instruction via Zoom

Student Must Be Comfortable Interacting with Other Students and Being Seen on Zoom

Prerequisites: Familiarity with Zoom

Length: Tuesdays, February 9 and February 16, 2021 from 6:30pm-8:30pm

Instructor: Khadijah Ali-Coleman, Ed.D.

Cost: Non-member \$125, MCM Member \$100

Registration Link:

www.eventbrite.com/e/interviewing-your-guest-as-a-pro-ages-15-tickets-136345504073

3. DIY Studio Production from Home (Ages 18+)

MCM studios are still closed due to COVID-19, but it is still possible to create studio-quality media using your own living space and the everyday tools you already have. This course will show you how to produce ideal content at home using your own living space as a studio. Participants in this course will need access to a 6ft by 6ft space during the course with the ability to use this space uninterrupted during the duration of the class. Students will need access to a recording device during the class, whether it is a smartphone, a DSLR, or a video camera. Students will also need access to at least two indoor light sources (such as a desk lamp, ring light, reading lamp, flashlight, etc.), a set of headphones, and preferably a microphone that is a standalone or part of the recording device is recommended. Get creative and power your passion in this engaging course.

Location: Online, Live Instruction via Zoom

Student Must Be Comfortable Interacting with Other Students and Being Seen on Zoom

Prerequisites: Familiarity with Zoom

Length: Saturday, February 13, 2021 and February 20, 2021 from 1:00pm-4:00pm

Instructor: Biljana Milkenovic

Cost: Non-member \$125, MCM Member \$100

Registration Link:

www.eventbrite.com/e/diy-studio-production-from-home-ages-18-tickets-136347658517

4. **Smartphone Hacks for Social Media Video Production** (Ages 15+)

This class is taught by a live instructor via Zoom. Students will learn how to create short videos on their phone for social media posting using free and low-cost video apps. Students must have access to a smartphone and a desktop computer with internet access for this course. In addition, students must have space on their phone to download software and create new media on their phone.

Location: Online, Live Instruction via Zoom

Student Must Be Comfortable Interacting with Other Students and Being Seen on Zoom

Prerequisites: Familiarity with Zoom

Length: Saturdays, February 27 and March 6, 2021 from 1:30pm-3:30pm

Instructor: Enoch Stevenson

Cost: Non-member \$125, MCM Member \$100

Registration Link:

www.eventbrite.com/e/smartphone-hacks-for-social-media-video-production-ages-15-tickets-136349171041

5. **Optimizing Your Audio for Video Production** (Ages 15+)

This course is for the savvy media maker who already is familiar with basic video production techniques. This course focuses on audio and best practices in choosing optimal equipment, setting up effectively, and using your tools in ways that enhance the quality of your video's audio. Access to Adobe Premiere Pro is recommended for this class in order to work on projects assigned outside of class.

Location: Online, Live Instruction via Zoom

Student Must Be Comfortable Interacting with Other Students and Being Seen on Zoom

Prerequisites: Familiarity with Zoom, Orientation for MCM Members

Length: Thursday, March 4, 2021 and Friday, March 5, 2021 from 6:30pm-8:30pm

Instructor: Biljana Milkenovic

Cost: Non-member \$125, MCM Member \$100

Registration Link:

www.eventbrite.com/e/optimizing-your-audio-for-video-production-ages-15-tickets-136351409737?aff=catalog

6. Editing Your Video Project on Your Mobile Device with Power Director (Ages 15+)

TechRadar rated Cyberlink's Power Director App as a quality tool to produce professional-looking media projects on a budget. This course is useful for those who want to make media on the go with their mobile device within a short amount of time. This course will focus on editing using the Cyberlink Power Director App and will require students to experiment and actively engage during the class to learn best practices in editing dynamic content.

Location: Online, Live Instruction via Zoom

Student Must Be Comfortable Interacting with Other Students and Being Seen on Zoom

Prerequisites: Familiarity with Zoom

Length: Wednesdays, April 7, 2021 and April 14, 2021 from 6:30pm-8:30pm

Instructor: Krushae Starnes

Cost: Non-member \$125, MCM Member \$100

Registration Link:

www.eventbrite.com/e/editing-your-video-project-on-your-mobile-device-with-power-director-ages-tickets-136352236209?aff=catalog

One-Day Classes

1. Producer's Guide to Submitting a Show for Broadcast to MCM (Ages 15+)

Learn the route to airing your show on our cable access channels. We start from the virtual treatment sheet to the project settings and give you a visual illustration of how you can move your project from your desktop to the television screen. We will also give tips on how to make sure your show is broadcast-ready for both television and our MCM YouTube page. This course is only available for MCM Members (no member discount applicable).

Location: Online, Live Instruction via Zoom

Student Must Be Comfortable Interacting with Other Students and Being Seen on Zoom

Prerequisites: Familiarity with Zoom, **MCM Membership**

Length: Wednesday, January 20, 2021 from 6:00pm-8:00pm

Cost: \$25 (no member discount)

Instructor: Khadijah Ali-Coleman, Ed.D.

Registration Link:

www.eventbrite.com/e/a-producers-guide-to-submitting-a-show-for-mcm-broadcast-age-15-tickets-136339092897?aff=catalog

2. Developing a Podcast Idea (Ages 15+)

Podcasts are episodic audio digital shows. Learn how to develop a podcast idea from concept to production outline. In this course, the instructor will share different types of podcasts, host set-ups and streaming options to help you make the best decisions when planning and developing your podcast idea. This course is best suited for the person who has an idea, but is not fully informed about the elements necessary to developing a podcast idea.

Location: Online, Live Instruction via Zoom

Student Must Be Comfortable Interacting with Other Students and Being Seen on Zoom

Prerequisites: Familiarity with Zoom

Length: Saturday, January 23, 2021 from 1:30pm-3:30pm

Instructor: Issac Asare

Cost: Non-member \$100, MCM Member \$75

Registration Link:

www.eventbrite.com/e/developing-a-podcast-idea-ages-15-tickets-136340561289?aff=catalog

3. Producing Your Podcast (Ages 15+)

Learn how to produce your podcast from the comfort of your own home with this interactive course that focuses on audio equipment, platforms and a brief look at distribution. This fast-paced class is best suited for media makers who have a developed podcast concept and are looking for the technical guidance necessary to make decisions regarding production as a solo podcast creator or the technical director for a podcast production crew.

Location: Online, Live Instruction via Zoom

Student Must Be Comfortable Interacting with Other Students and Being Seen on Zoom

Prerequisites: Familiarity with Zoom

Length: Saturday, January 30, 2021 from 1:30pm-3:30pm

Instructor: Issac Asare and Paul Likos

Cost: Non-member \$100, MCM Member \$75

Registration Link:

eventbrite.com/e/producing-your-podcast-ages-15-tickets-136343949423?aff=catalog

4. Attracting Listeners to Your Podcast (Ages 15+)

This course focuses on podcasting platforms and distribution, while showcasing the varied ways one can market and promote their fully produced podcast. This course is perfect for those who already have developed a podcast idea from conception to outline, and are either in the midst of production or ready to begin production soon. Those who have already created a podcast and are interested in learning ways to build their audience will find this workshop helpful as well.

Location: Online, Live Instruction via Zoom

Student Must Be Comfortable Interacting with Other Students and Being Seen on Zoom

Prerequisites: Familiarity with Zoom

Length: Saturday, February 6, 2021 from 1:30pm-3:30pm

Instructor: Issac Asare

Cost: Non-members \$100, MCM Members \$75

Registration Link:

<https://www.eventbrite.com/e/attracting-listeners-to-your-podcast-ages-15-tickets-136346053717?aff=catalog>

5. A Tech's Guide to Video Production Using Zoom (Ages 15+)

This class will go over the important steps you need to take in Zoom to set-up and run the recording of a virtual show for broadcast. The instructor will walk through each step starting from setting up a meeting, to recording and finally locating the video file for editing. Students will have ample time to ask questions and get clarification on existing roadblocks. Students should feel confident leaving this course with the necessary skills to use Zoom for a virtual production. Topics include: scheduling a Zoom meeting; defining key Zoom terms and nomenclature; focus on Zoom settings for virtual production; breakdown settings for recording and exporting video and tour of Zoom interface.

Location: Online, Live Instruction via Zoom

Student Must Be Comfortable Interacting with Other Students and Being Seen on Zoom

Prerequisites: Familiarity with Zoom, Orientation for MCM Members

Length: Tuesday, February 2, 2021 from 6:30pm-9:00pm

Instructor: Khadijah Ali-Coleman, Ed.D.

Cost: Non-members \$50, MCM Members \$25

Registration Link:

<https://www.eventbrite.com/e/a-techs-guide-to-video-production-using-zoom-ages-15-tickets-136347905255?aff=catalog>