“Turner Voices Youth Media Institute was the best opportunity that you can partake in. I enjoyed being assured about my aspirations for my career. Experiencing like-minded people in this environment was absolutely amazing. I truly enjoyed this opportunity and I think others will too.” - Erica Glover, Class of 2020, Twiggs County High School
About Turner Voices Youth Media Institute

Turner Voices Youth Media Institute (TVYMI) is a week-long intensive “All Things Turner” summer leadership institute for Georgia high school students. Partnering with 21st Century Leaders for its 12th summer, this institute, sponsored by Turner, focuses on leadership and media career development. This year’s institute was held from June 24th through June 29th on the campus of Georgia Institute of Technology and Turner’s Techwood Campus in Atlanta for 75 high school students from across the state of Georgia.

Turner Voices Youth Media Institute takes our leaders through a week full of exciting workshops, roundtables, and behind-the-scenes tours, which included CNN, Turner Studios, and Adult Swim led by Turner Executives.

Statewide Student Diversity

75 Students
58 High Schools
25 Counties

53% Female
47% Male

47% African American
21% Caucasian
15% Asian/Pacific Islander
11% Hispanic/Latino
6% Other

“I would 1000% recommend. This program is truly incredible. The program is made up of accomplished, caring, driven, and compassionate students from all over the state. I feel honored to be surrounded and included in such a group. The opportunities that this program presents are so rare and elite. To meet business professionals across the entire company in all different positions is such a privilege. TVYMI allowed me to learn so much more besides just stats and looks of all the networks. This Turner Voices program has allowed me to educate myself about what it takes to make it in the business world aside from paperwork: compassion. I grew internally in my communication and leadership skills from my peers at this program and the professionals that we were able to meet.”

- Haley Hooper, Class of 2019, The Lovett School
“I already have recommended this program to others, because it teaches how to be successful in both high school leadership and a real career. I have never learned more from another leadership program I have attended and truly believe that it is life changing.” - Elle Jacobsson, Class of 2019, Richmond Hill High School

**IMPACT RESULTS**

100% of students reported that TVYMI helped improve their Networking Skills

98% of students reported agree or strongly agree that their Teamwork, Interpersonal, and Communication Skills greatly improved since attending TVYMI

98% of students reported that their Business/Media Knowledge improved since attending TVYMI

97% of students reported that their Critical Thinking Skills have improved since attending TVYMI

“Originally, I didn’t know what to expect because I thought it was just going to be another plain summer camp, but it sure wasn’t. I was pleasantly surprised by what I experienced here and I most certainly want to do this next year.” - KJ Washington, Class of 2020, Atlanta International School

“It's a once-in-a-lifetime experience to learn everything you can about media.” - Avel Triana, Class of 2019, Newton High School
Student Impressions & Impact

21st Century Leaders' programs are focused on developing skills in seven core leadership competencies. Students reported improving upon or personally growing in the following leadership competencies at TVYMI:

- Communicating Effectively: 85.7%
- Career Ambition: 76.2%
- Self-Development: 68.3%
- Problem-Solving: 57.1%
- Building Effective Teams: 42.9%
- Integrity/Trust: 41.3%
- Action-Oriented: 34.9%

"I was hoping to better my communication skills and possibly get more ideas about what career path I want to take." - Alani Pace, Class of 2020, Martha Ellen Stilwell School of the Arts

"If I put a lot of effort into myself there is going to be a great outcome in the end." - Ashley Lagunas, Class of 2020, Gainesville High School
What was your impression of Turner before attending? How has that impression changed?

“Before, I didn't know too much about Turner; I thought it was just another corporation that produces media. Throughout this week I have met many people that work here and have seen that there is a clear theme of cooperation and positivity, as well as hard-working people.” - Daniel Jensrud, Class of 2020, Alpharetta High School

“I knew very little about Turner before coming here so I learned almost everything about Turner in this camp. I know now how expansive and powerful it is but welcoming at the same time.” - Lara Macedo, Class of 2020, Chattahoochee High School

“I honestly just did not know much but I think that Turner is amazing after TVYMI. I think Turner is such a wonderful company between product, outreach and employee engagement.” - Elle Jacobsson, Class of 2019, Richmond Hill High School

98% of students reported that TVYMI met or exceeded their expectations

93% of students reported that because of TVYMI, they are more likely to pursue a career at Turner and/or in the field of media/production

After participating in the Turner Voices Youth Media Institute, how would you describe this program to others?

“I would describe this program as an amazing opportunity to strengthen your business knowledge, as well as what you know about yourself. You’ll meet so many outstanding people and be immersed in a culture of support and learning. It’s amazing go apply right now!” - Anon, Class of 2019, Hillgrove High School

“TVYMI is an amazing program to improve your public speaking, to learn to network with several important people, and a ton of tiny little things that could help out later on in life.” - Ashley Lagunas, Class of 2020, Gainesville High School

“I would describe it as more than just a leadership program. It gives you such great opportunities to interact with employees and executives that you would otherwise never have a chance to meet. You're also presented with opportunities to learn about what the behind-the-scenes of the industry are, and best of all, you meet peers that are so inspirational and so inspiring.” - Jenny Chen, Class of 2020, The Lovett School
“Invaluable. No other summer camp will ever compare if you’re interested in a creative company for work. No other institute will teach you about yourself, others, and creating relationships between each other like this one has either. TVYMI is tiring and takes a ton of effort to get into, but the process is so worth it. You’re going to meet individuals just as motivated and leader-like as yourself, and you won’t regret a single moment of it at all.” - Shelby Olive, Class of 2020, East Coweta High School

“I have done this (21st Century Leaders) for three years and the people I have met have been the best people I have ever interacted with. These are life-long connections.” - William Dorn, Class of 2019, Maynard Jackson High School

“I would recommend this program because it provided me with so many opportunities to interact with some top executives within the media industry and to experience what the industry is truly like behind the scenes.” - Jenny Chen, Class of 2020, The Lovett School

“An amazing experience that gives you insight into the the inter workings of a large media company with multiple network companies.” - Kira Green, Class of 2019, Woodward Academy

“An opportunity to connect with like minded, motivated teens. You learn so much and are exposed to so many networks and opportunities that you wouldn’t get in any other program.” - Kenya Oliver, Class of 2019, Decatur High School
“I would honor everyone! Everyone was amazing under the program! Everyone had good energy, was very helpful, and every last person that was a part of this program deserves to know that they were amazing. It really makes me want to be a part of Tuner and follow my dreams in the editing/film program/cartoon/photography and impact others while doing it.” - Faris Bienemy, Class of 2019, Westlake High School

73% of students reported that they discovered a new career field that they are now interested in that they didn't realize prior to attending TVYMI

“Terry White at adult swim was an amazing speaker who helped me realize what I should be looking for in a career. He helped me understand that I can combine the factual and logical essence of engineering with the creativity and design of an artist to create a career.” - Gio Diaz, Class of 2019, Forsyth Central High School

“Michael Quigley, because of his amazing personality and friendliness.” - Josiah Harris, Class of 2020, Centennial High School

“Carl Azuz was very impactful, probably because I used to watch his news back in 5th grade.” - KJ Washington, Class of 2020, Atlanta International School

“Mallom Liggon of Turner Sports was amazing. He inspired me to start a sports blog. He was giving me a lot of tips and he believes in me.” - Amanda Carter, Class of 2020, Charles R. Drew Charter School

“Scott Doyle, the Senior Vice President of Product Strategy at Turner was a great inspiration. I introduced him Friday morning.” - Alani Pace, Class of 2020, Martha Ellen Stilwell School of the Arts

"I would love to honor Danette Johnson. Because of her energy and encouragement, it really helped me to be confident in myself.” - Erica Glover, Class of 2020, Twiggs County High School

76% of students reported that their career ambition grew during their week at Turner Voices Youth Media Institute
SUNDAY: Welcome to TVYMI
Students arrive to Georgia Tech’s campus. Leadership welcome workshop led by the 21CL Summer Leadership Team

MONDAY: Turner Day
Welcome & The Daily Briefing: Danette Johnson, VP of Human Resources, Org. Development, Diversity & Inclusion
Turner Overview & Trivia: Betsy Holland, Director, Culture & Engagement at Turner
All About Turner’s Business Model: Michael Quigley, Exec. VP of Commercial Operations, Content Strategy & Monetization
Storytelling: Coleman Breland, President of Content Experiences, Turner Classic Movies & FilmStruck
Intro of Final Project: Amanda Comer, Sr. Director, Brand Relations & Comm.; Nick Levan, Campus Recruiter
Speed Networking: Over 30 Turner Professionals with Host, Wendy Ho, Marking Director at CNN

TUESDAY: CNN Day
Inside CNN Studio Tour at CNN Center
CNN 101: Erin Malone, Sr. Director, CNN Marketing
Newsgathering & Production: Dianna Hill, Newsroom producer
Breaking News - Credibility in News: Rachel Clarke, Sr. Editor, National Planning and Enterprise; Marianna Spicer Joslyn, Exec. Dir. of News Standards Practices; Tim Langmaid, VP & Sr. Editorial Dir. for CNN Worldwide; Drew Shenkman, Senior Counsel, CNN

WEDNESDAY: Turner Studios Production
Turner Studios Overview & Tour
Screening of TBS’ Miracle Workers & Discussion: Joel McLean, Dir. of TBS/TNT Multiplatform Programming, Content Strategy & Planning
Turner Studios Show & Tell: Kendra Russell, Sr. Manager, Design VFX; Paul Markowski, Creative Dir. Design VFX; Sarah Sykes, Sr. Manager, Edit & Design Operations; Brianna Melilli, Brand & Fan Activation Manager; Rich Dascher, VP Creative Services
Leadership Dinner: Over 30 Turner Execs. & Professionals, including: Welcome: Carl Azuz, Anchor, CNN 10; Moderator: Betsy Holland, Director of Culture & Engagement; Panelists: Christina Miller, President, Cartoon Network, Adult Swim & Boomerang; D. Quincy Johnson, VP, Distribution Technology Strategy & Integration; Rich Warren, President of Turner Content Distribution

THURSDAY: Adult Swim
From TVYMI to TV Intern: Panelists: Jestini Jordan, Viviana Barreto, and Samuel Calloway
Cartoon Network: James Anderson, SVP, Communications, Cartoon Network, Adult Swim & Boomerang
TNT/TBS Overview: Missy Chambless, Sr. VP Brand Marketing TBS/TNT
Adult Swim Tour: Williams Street Swap Shop, Media Room Panel, Adult Swim Tour

FRIDAY: Final Project Presentation
Presentation Judges: Jennifer Dorian, EVP, Turner Portfolio’s 360 Brand Strategy & GM of TCM & FilmStruck; Scott Doyne, Sr. VP, Product Strategy, Turner; Ade Patton, Sr. VP of Corporate Finance and M&A; Valerie Meraz, Sr. VP of Content Acquisitions & Strategy
Leadership Celebration

www.21stcenturyleaders.org