



Youth Media Summit

2023 Evaluation Report

provided by 21st Century Leaders



"This program is an amazing gateway to explore different jobs in the media industry and can definitely help you find out about new careers you would've never thought of."

- Darrell Parham, Westlake HS, Class of 2025

About the Warner Bros. Discovery Youth Media Summit

The Warner Bros. Discovery Youth Media Summit was a one day intensive “All Things Warner Bros. Discovery” summer leadership summit for high school students. Partnering with 21st Century Leaders (21CL) for the 17th summer, this program, sponsored by Warner Bros. Discovery, focuses on leadership and media career development. This year’s summit was held on July 13th at WBD’s Techwood campus in Atlanta, GA for 84 high school students from across the state of Georgia with students from Alabama and Pennsylvania.

The Youth Media Summit takes our diverse leaders through an exploration of media careers while they connect with Warner Bros. Discovery professionals to learn about media production and putting on their own show. Students worked with WBD volunteers to learn about the different production jobs that it takes to create what we see live on TV, and later students continued their experience with networking, a lunch with the recruitment team, and sessions from former interns and current WBD executives. Warner Bros. Discovery’s support provides this life-changing experience at no cost to the students.



Student Diversity

84 Students

59 High Schools

43 Counties

3 States

61% Female identifying

38% Male identifying

1% Non-binary/Other

64% Black/African American

13% Caucasian/White

10% Asian

5% Indian/South Asian

4% Hispanic/Latino

4% Other/Mixed

"[It's] A worthwhile experience if you're considering the media industry in any capacity, so you can have a full understanding of all of the bits and pieces." - Sela Muto, The Hill School, Class of 2024

32% of students reported that while they enjoyed their summit experience, they agree a longer program would be more beneficial

Student Impressions & Impact



"[I learned] That you don't necessarily need to know where you are going, networking is very important, and that you must always try new things." - Thomas Zechariah, Northview HS, Class of 2023

IMPACT RESULTS

98% of attendees agree that their knowledge of Media Production expanded because of this program, while **91%** reported they are now interested in pursuing a career with Warner Bros. Discovery

90% of students reported that their Networking Skills and Business Knowledge increased after attending the summit

86% of students reported that their confidence as a leader increased because of the program, while **29%** of students reported that they were surprised at being selected to attend because they never really thought of themselves as a leader

84% of the students reported that because of their experience they are more likely to seek out or continue seeking out leadership roles

77% of students agree that their Communication Skills and Interpersonal Skills have improved

74% of students reported that their Critical Thinking Skills increased

65% of students reported that their Teamwork Skills improved

20% of students reported that their experience with WBDYMS was their first time interacting with peers outside of their geographic area

"[The Warner Bros. Discovery Youth Media Summit] is a great event to go to and reflect on. I loved meeting the people there, everyone was so willing to talk to each other and be so friendly. I was left to think about what I truly want to do and what I find my real passion in." - Pierce Newson, Allatoona HS, Class of 2024

Student Impact

21st Century Leaders' programs are focused on developing skills in seven core leadership competencies. Students reported understanding the following competencies and knowing how to use them or expand them, after attending the Warner Bros. Discovery Youth Media Summit.

86% Career Ambition

84% Integrity & Trust
Communicating Effectively
Action Oriented

82% Self Development

79% Problem Solving

72% Building Effective Teams

Each current high school student who attended the Warner Bros. Discovery Youth Media Summit will receive free access to 21CL's online leadership platform, Leadership Connect, where they can continue growing these skills through the 2023-24 school year.

"When you learn that everyone has their own story it becomes rather interesting how much you can learn by just listening." - Destiny Mitchell, Westlake H.S., Class of 2025

Student Impressions & Impact

PRODUCTION CHALLENGE TAKEAWAYS



"Truly amazing! **It was my first time actually seeing a set in-person** and the behind the scenes." - Justin Riddick, Fulton Leadership Academy, Class of 2024

"My biggest takeaway was seeing the behind the scenes aspect. I **never really knew how much went into just one show**, and seeing the different parts of it was really mind blowing." - Sarah Hayashi, Paul Duke STEM HS, Class of 2025

"I loved being able to be hands on and learn and see all about how to produce a show because **it is exactly what I want to do when I grow up.**" - Kayla Rivers, Whitewater HS, Class of 2023

"Producing the show, I was in a camera position. It was very fun and new and enjoyable. **I learned a lot I had always been wondering about** and I'm so glad I landed that role." - Dimi Deju, Grace Homeschool Academy, Class of 2023

"It was pretty fun since **I got to operate a real news camera, which is something I had never done before.** I didn't believe it at first when we were told we were gonna be able to operate the camera ourselves, but it was an amazing and exhilarating experience." - Emily Sun, Pebblebrook HS, Class of 2024

CAREER AMBITION

89% of students agree that they now see themselves as a leader after attending the program

79% of students reported that after attending the institute, they are clear in knowing their career path after high school

63% of students reported that their career interest was reaffirmed by an experience at the summit

49% of students reported that they discovered a new career field that they are now interested in that they didn't realize prior to attending



INSPIRING YOUTH TO LEAD

61 Volunteers

"I like that [the speakers] helped us with all of the questions we had and helped us get an understanding of what we should start doing now depending on the career path we want in the future." - Zaria Byrd, Tri-Cities HS, Class of 2025

"The information was, as always, insightful and **I picked up at least one big idea from every speaker that I will apply in college and beyond.**" - Tiffany Obasohan, Johns Creek HS, Class of 2024

"What I liked most about the sessions were how everyone had their own stories about how they got there." - Zoie Stevenson, North Atlanta HS, Class of 2024

"It was very interesting to learn about the different roles needed for Warner Bros Discovery. Additionally, **I was impressed by the diversity of the WBD employees.**" - Alysa Jones, Heritage HS, Class of 2025

36% of students

reported that their experience with volunteers at WBDYMS included **their first time seeing someone successful who looks like them** in a career or position they are interested in



"I got what I hoped for and more! I **THOROUGHLY** enjoyed getting to shadow **Dan Eisner**, and I'm so grateful for the opportunity, as he was so kind and really showed us the ropes. I even got to mock produce one of the mock episodes as I sat in his chair. I loved learning about the internship opportunities, too, and getting to industry-speed-date was a cherry on top I couldn't even imagine!" - Eniola Badejo, Hillgrove HS, Class 2023

"I enjoyed speaking with **Ava Goldson** and hearing her story. I also enjoyed the listening to the other presentations because they were all different and unique in their own ways." - Nora Barksdale, Lakeside HS, Class of 2025

"**Naomi Montez** at speed networking was very friendly and seemed to want to help us as much as possible. **Isis Men-Nefer** did a good job of answering our questions." - Isabelle Seward, Oconee HS, Class of 2024

"Seeing a diverse team in terms of experiences, stories, and backgrounds was really amazing to see and I loved the experience to talk to them and ask questions." - Anastasia Obideny, Milton HS, Class of 2024

WBD INSPIRING YOUTH TO LEAD

Volunteers Continued

"My biggest takeaway from the entire experience was being able to improve my networking skills and my leadership skills." - Devin Harris, Westlake HS, Class of 2025

"I think the biggest takeaway was how the set of the live show had to be operated by a lot of people and not just the people presented on the show." - Stephanie Tseng, Northview HS, Class of 2024

"My biggest takeaway from this entire experience is the Production Challenge when I learned all about the Light-Board Operator's position and how light plays a huge role on set. Another big takeaway is speed-networking and learning about the several jobs and opportunities that Warner Bros. Discovery has to offer." - Justin Riddick, Fulton Leadership Academy, Class of 2024

"My biggest take away from this experience would be that **it is important to speak up for yourself and advocate your skill sets when going into a career path** so that you can set yourself up for success always." - Derrice Hamlin, Westlake HS, Class of 2024



DIVERSITY, EQUITY, & INCLUSION

"I realized that people of all different backgrounds and who have different thought processes all have to come together." - Cedric Alexander, Creekside HS, Class of 2023

"I have learned how important diverse thought is." - Gabrielle Walthour, DeKalb Early College Academy, Class of 2023

"I realized being in a diverse environment shows anyone is welcome and can bring good ideas to groups." - Harrell Higgins, Chamblee HS, Class of 2025

"I would recommend this program to others because it was an eye-opening experience and it helped me become a better communicator in my career." - Jalana Smith, Dublin HS, Class of 2023



"[Diversity, equity, and inclusion] is present and thriving more than people give credit for in spaces like these." - Tiffany Obasohan, Johns Creek HS, Class of 2024



Youth Media Summit

AGENDA SNAPSHOT

Thursday, July 13th, 2023

Warner Bros. Discovery

Techwood Campus - Atlanta, GA

Welcome

21st Century Leaders Staff

Warner Bros. Discovery Corporate Overview

Betsy Holland, VP, Corporate Social Impact, Warner Bros. Discovery

Intro to Production

Brandi Harrison, Launch Pointe Productions, 21CL Alumna

Formerly Director of Production, WBD Studios

Production Challenge

Warner Bros. Discovery Studios and Sports Employees

Access to Action: Life on Set

Ava Goldson, Manager, Social Impact, WBD

Stevee-Rayne Warren, Workforce Program Director of NOVAC

Isis Men-Nefer, P.A, WBD Access to Action Scholar

Lunch N Learn

WBD Recruiting Team

Speed Networking

WBD Employees and 21CL Alumni

Closing Thoughts

Priscilla Medieros, EA, Corporate Social Responsibility, WBD