Multimedia Service
Learning Partnerships

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Electronic News
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Background

- Broadcast Producer
- Broadcast Media Marketing
- Broadcast News Professor
  - Photography
  - Videography
  - Interviewing
  - Editing
  - Producing
  - Post production
  - Writing for radio and television
  - Media Marketing/Branding
  - Social Media
  - Client Management
  - Crisis/Disaster Management
  - Media Training
Rationale

• April 27, 2011 F-4 tornado in Tuscaloosa, AL
• May 22, 2011 F-5 tornado in Joplin, MO
• October 2012 Hurricane Sandy on East Coast
• Nonprofits held hostage by the web companies that hosted their content
• In a disaster, organizations need to make changes quickly to inform others
• You need to control your own destiny in a social and multimedia world.
• Incorporate learned skills and build on them
Senior Portfolios

- Resume
- About Me Section
- Work Examples
  - Video, articles, audio reports, scripts, etc.
- Contact Page
- Photos of student
- Social Media links
New Media Class

- Objective: Prepare for current and future media
- Rubrics clearly laid out
- Tests
- Reflections
- Media critiques
- Individual projects prep them for group projects
  - One news reporter package
  - Instagram reporting: 5 photos, 1 video
  - One photo essay
  - Media marketing analysis report
Required Steps & Multimedia

- Research partners
- Students Pitch/Professors Pitch/Partners Pitch
- Informational videos = 5 minutes content
- Assessment and additions to present social media
- Instagram Reporting using video & audio
- :30 & 1:00 Audio PSA
- :30 & 1:00 Video PSA
- Photo Essay
- Marketing Report/Suggestions
- Website created to hold all content
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<th>Brayden House</th>
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Eagles’ Wings

Mission Statement

Eagles’ Wings, Inc. is a non-profit agency that provides day habilitation services for adults with mild, moderate, and severe intellectual and physical disabilities, including those who are behaviorally fragile. We will provide a wide array of services that are individualized to meet each person’s unique spiritual, physical, emotional, social, and vocational needs and are committed to preserving and protecting individual rights of people. Our primary objective will be centered on happiness for each individual in a respectful, secure, nurturing, and structured environment which maximizes potential for independence, productivity, and integration with the surrounding community.

The Dream

As parents and family we dreamed...

Of a family-style village where our adult child will be loved and cared for by responsible, dedicated caregivers.

Of a place where our adult child’s spiritual, physical, emotional, social and vocational needs will be met.

As teachers we dreamed...

Of vocational opportunities for adults with special needs to develop independence and work ethic through meaningful employment.

Of a workplace where adults with special needs may be productive, whatever their level of ability.

As concerned friends we dreamed...

Of the privilege to serve individuals with special needs and their families.

Of the opportunity to contribute financially, emotionally and spiritually to the well being of individuals with special needs.

The Need

As parents we asked...

What will become of our adult child with special needs when we can no longer provide care in our home?

How can we ensure that our adult child with special needs will always remain in a safe, secure and happy environment?

As teachers we asked...

What services will be available to our students with special needs when they are no longer in the school system?

Where will our students with special needs work, be productive, and find vocational fulfillment in their lives?

As concerned friends we asked...

How can we help meet the needs of individuals with special needs and their families?

Why are there not adequate residential and occupational services available to adults with mild, moderate, severe or medically fragile needs?

How can we honor God by service to adults with special needs and the programs designed for them?
Special Olympics
Alabama Healthy Marriage Initiative

AHMREI

Our Initiative

The Alabama Healthy Marriage & Relationship Education Initiative, or "AHMREI", (formerly known as "ACHMI") is funded by a 5-year grant from the U.S. Department of Health and Human Services Office of Family Assistance. It is a partnership between Auburn University, Family Resource Centers, Mental Health Centers, and many other agencies and individuals at the state and local levels who have joined together to build and sustain healthy relationships and stable marriages throughout Alabama.

Our Goals

AHMREI's goal is to strengthen Alabama families by:
- Raising public awareness of the importance of healthy, stable relationships and marriages for children, family and community well-being.
- Increasing access to healthy relationship/marriage resources for all Alabama citizens.
- Training community members and professionals in research-based educational programs that strengthen relationships and marriages.
Mission Statement

Our mission is to be a positive impact in the lives of children, teens and parents by encouraging participants to reject a life of hopelessness and violence and to embrace a life of peace and success with attainable goals.

Our Motto

We believe, “Every child deserves a fighting chance and as a community of ministries fighting for the same cause, we can all make this a possibility for our youth.”

Fight 4 Life uses the fitness and boxing program to instill self discipline, self-confidence and physical fitness through boxing, mentoring, and fellowship services. Using boxing techniques helps youth and young adults deal with anger issues, stress and tension (how to control their emotions and not allow anger to control them) has proven to be instrumental in the way participants handle certain life situations.

Anger is the number one problem among young boys and girls today. Even as adults defusing anger can be a difficult task. Participants experience and learn techniques that prepare them with the ability to control anger emotions which we all have. Having the ability to turn negative energy into positive energy provides peace of mind; health and fitness for the body, while at the same time relieves stress and tension.
Tap, Inc.

Together Assisting People (TAP), Incorporated, is a non-profit foundation established in 2010, by former University of Kansas football standout, Chris Minogue. The mission of the organization is to prepare athletes to be successful in life outside of athletics. TAP develops and institutes programs catered to the unique issues facing youth and young adults and help them find purpose and direction. All of TAP's programs bases a holistic approach to addressing these issues by emphasizing the importance of having a sound mind, body, and soul working as one.
Arts ‘N Autism

Upcoming Events

How You Can Help

GOD’S CHILDREN

“God will answer and say to you, truly say to you, to the extent that you did to the least of them, you did unto me.”

Matthew 25:40

Arts ‘N Autism serves as an afternoon program for children in Tuscaloosa, Alabama. Our organization is housed in Downtown Tuscaloosa and provides transportation from area schools. Students participate in arts and crafts, exercise activities, cooking activities, music classes, field trips, and many other exciting and stimulating activities. Arts ‘N Autism creates a comfortable environment for autistic children to thrive, learn, and develop social skills and long friendships. The program not only helps the students, but was organized to provide a support system to families and raise awareness in the community.

All students with autism are welcome at Arts ‘N Autism.
Humane Society

Welcome!
The Humane Society of West Alabama, founded in 1971, is a no-kill, all-volunteer, nonprofit organization. We have no administrative costs, so most of our funds are spent on direct aid for the dogs and cats in our care. We receive no money from any governmental agency or national humane organization. We are totally dependent on donations and fund-raisers to continue our work.

What We Do
- We find loving adopters for homeless, neglected, and/or abused dogs and cats and other animals.
- We maintain files of lost and found animals.
- We maintain lists of pets needing new homes and people seeking pets, and we assist others with pet care and finding homes for rescued animals.
- We document cases concerning animal cruelty and route these cases to the proper authorities.
- We are an information-referal service and have an extensive file of contact names and numbers.

Our History

Humane Society of West Alabama
P.O. Box 70054
Tuscaloosa, AL 35407
humaneswa@yahoo.com
Tel: 205-554-0261
Please leave a message.
Fax: 205-248-7019

Hours of operation
Cat Adoption Center
Saturday: 10:00 AM - 2:00 PM
Dog Adoption Center
By Appointment Only

Address
Cat Adoption Center
3120 36th Street
Northport, AL 35473

Map location

Donate
New Media Recommendations

• High Socks for Hope
• Brayden House
• Fight 4 Life
• Tap, Inc.
This Semester: Homelessness & Poverty Topics

Guest Speakers on entrepreneurial journalism and service learning

1. Habitat for Humanity executive director
2. City employee who works with grants to help homeless and poverty; community link
3. Former CNN correspondent to talk about deeper issues
4. Former student talked about how he used this class to start new business and ministry
5. Alum with 20 years broadcast experience and community servant by using technology/streaming
Student Groups Developed Own Concepts

1. Sex trafficking: Tuscaloosa’s Problem
2. Find Hope Here: New homeless shelter in Northport
3. Finding Freedom: Domestic violence
4. Disadvantaged children in schools (300 homeless in city schools)
5. Alternative for homeless to live in tiny homes/rv’s with corporate sponsorships/donated land (1000 homeless following tornado)
6. Vacant apartments/temporary housing
TAKEAWAYS

• Education for the nonprofit/community partner
• Serve as a media marketing arm of the nonprofit/community partner
• Adds a multimedia tab for student portfolios
• Combines service learning with practical application of skills and critical thinking
• Gives students a deeper understanding of a serious issue
• More accountability with a community partner
Quantification of Services

40 community partner projects

Average group= 5 team members

50 hours total per semester

8 semesters

$23.07/hour

= $1,845,600

*The estimated value of volunteer time for 2015 according to Independent Sector is $23.07.
Questions?