



**Richmond Community Services  
Advisory Committee**

To: Mayor Brodie and Councillors  
 From: Lisa Whittaker (FSGV) & Colin Dring (Richmond Food Securities Society)  
 CC: Cathy Carlile, Lesley Sherlock and John Foster  
 Date: April 7, 2014  
 Re: Richmond Addiction Services Society and the Richmond Youth Media Program

Issue	Potential impact	Agency or individuals affected	Suggested action
<p>1. To advise Council of renewed support for the Richmond Youth Media Program (RYMP) from the VCH-SMART fund in partnership with RASS. This will be the 4<sup>th</sup> year of funding for the RYMP at the Richmond Cultural Centre.</p> <p>2. That the RYMP funding has only been secured for 2014 at this time and it depends currently on outside grants and donors for funding operations.</p>	<p>The Richmond Youth Media Program continues to operate for one more year within the Richmond Media Lab, whose facilitator is partly funded through the VCH-SMART Fund for attracting vulnerable youth, to help support the development of multi-media skills and mentoring – see attached 2013 annual report.</p>	<p>Youth accessing the Richmond Youth Media Program, and The City of Richmond’s Youth Media Lab. Richmond Addiction Services Society (RASS) is striving to access funds to support its internal programming but also programming within the community through partnerships such as RYMP.</p>	<p>To inform Richmond City Council of the partnerships that are funding a very worthwhile resource (RYMP) that is demonstrating successful outcomes for Richmond Youth!</p>



# Richmond Youth Media Program Annual Report 2013

Prepared by: Lauren Burrows Backhouse

The Richmond Youth Media Program (RYMP) is a free program for youth (13-24 years old) and is presented in partnership with the Richmond Collaborative Committee for Children and Youth (RCCCY) and supported by the Vancouver Coastal Health Sharon Martin Community Health (SMART) Fund.

RYMP sessions are held in the Richmond Media Lab, located in the Cultural Centre at 7700 Minoru Gate, on Thursdays from 3-8pm and Saturdays from 12-4:30pm. Programming includes drop-in sessions, where supervised youth can work independently, and a variety of structured classes. Participants learn media literacy skills that are relevant to their interests in a supportive environment where they can engage with positive role models

### Attendance data for 2013

In 2013, the RYMP received 27 referrals, bringing the total number of active members to 68.

Referrals came from a variety of sources, including Family Services of Greater Vancouver, Richmond’s Roving Youth Leaders, Kaleidoscope, Vancouver Coastal Health, Richmond Art Gallery, Richmond Youth Service Agency, Richmond Addictions Services, family members, and from youth themselves.

The program gained a new adult volunteer, musician Rob Fillo, and also hosted “meet and greet” sessions with local musicians and producers Amanda Silvera, Grainfield, Kuma and Stevie Ross.

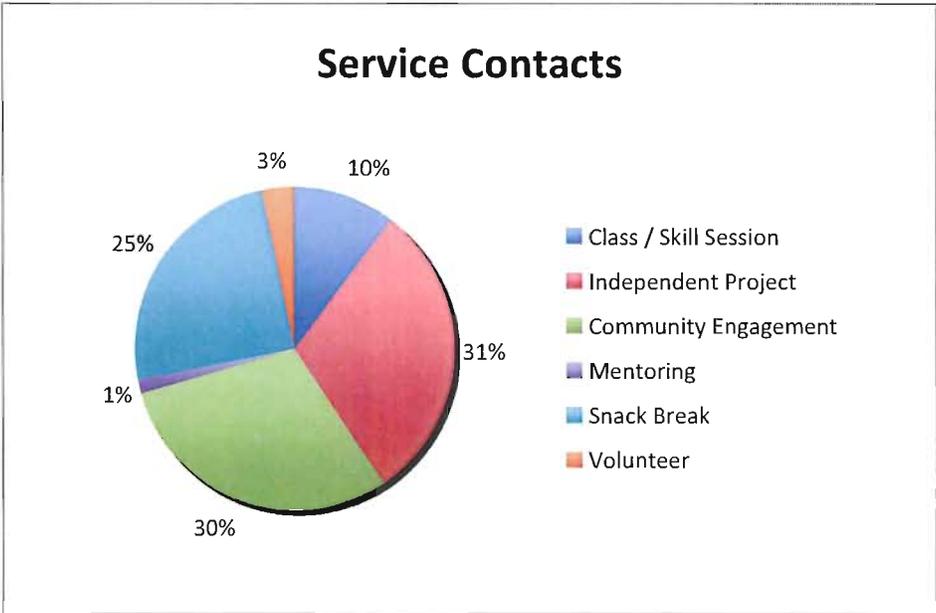
RYMP 2013 Attendance Summary Statistics	
Number of RYMP members who attended a session in 2013	68
Number of new RYMP referrals in 2013	26
Number of RYMP volunteers in 2013	7
Number of hours spent by all members and volunteers in 2013	3,587.5
Average number of members and volunteers in attendance each session	14
Number of total service contacts in 2013	2,279
Percentage of members who spent less than 10 hours at RYMP sessions/events	40%
Percentage of members who spent between 10-99 hours at RYMP	48%
Percentage of members who spent between 100-400 hours at RYMP	12%

### Skill Development

The activities undertaken by the RYMP fall under 4 main categories:

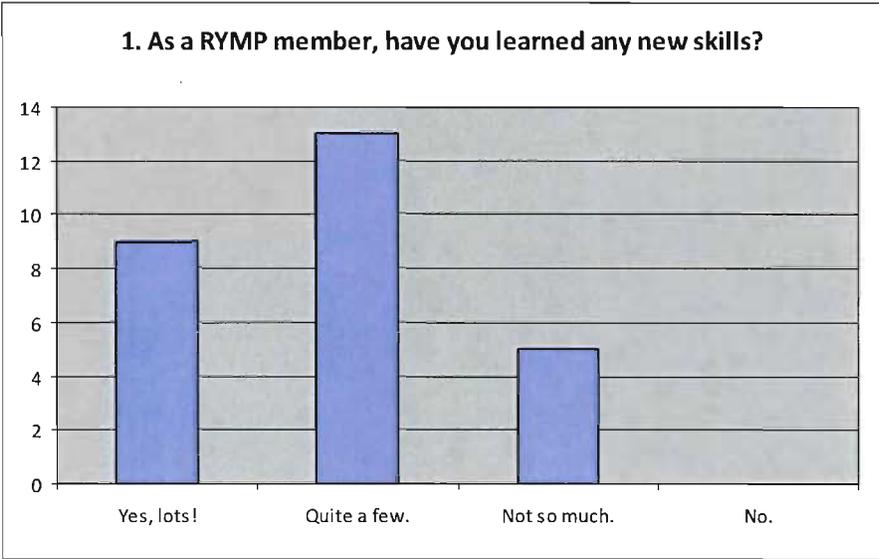
1. Skill Sessions
2. Independent Projects
3. Community Engagement Opportunities
4. Mentoring Sessions





The aim of these activities, overall, is to help participants develop multimedia skills as well as make new connections in the community. To determine how well this is happening, participants are asked:

- As a RYMP member, have you learned any new skills?
- Have you experienced any other benefits?
- In the future, will you continue to use the skills developed in the Media Lab?



Skills that participants report learning include: Photoshop, Illustrator, After Effects, Blender, "how to DJ," video editing, animation, Garageband, "Interesting computer programs that are free to access," beatmaking, "Getting

better at art,” basic coding, HTML, “Relational Skills with people,” using a green screen, ascii art, and “a few new keyboard shortcuts.”

Skill Sessions are presented on Thursday evenings from 6-8pm. In 2013, the Skill Sessions included tutorials on:

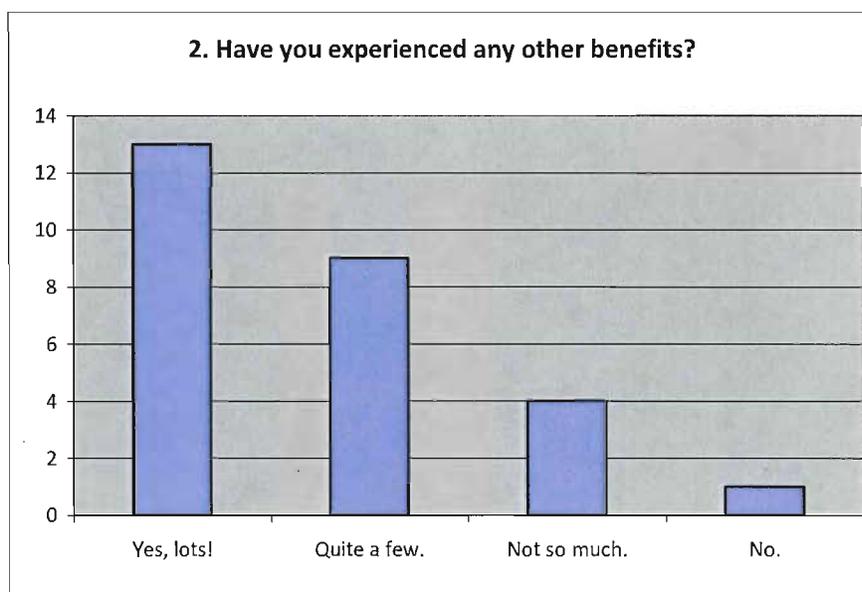
- Photoshop (Kaleidoscope Image, Zombie Face, Button designs)
- Illustrator (Trace Your Face, Cartoon Duckie. Design a Business Card)
- After Effects (Talking Photo, Ye Olden Days (fx), Making Fire)
- Elements of Filmmaking (Scriptwriting with Celtx, Storyboarding, Roles on Set, Video Poem)
- Garageband (Sampling/Looping)
- Logic Pro X (Introduction)
- Blender (3D Text)
- Learn to Code (with CodeAcademy.com)
- Podcasting (with Amanda Silvera interview)
- Ascii Art

Additional comments:

*“Learned how to use camera and laser graffiti art, as well as some basic using adobe premier software”*

*“I learned to scratch today!”*

*“I’m so into this”*



Benefits that RYMP participants report experiencing include: volunteer and work opportunities, “made new friends,” “meet new people,” and “Youth Kontinent Festival” [Your Kontinent Film Festival].

Additional comments:

*“Access to equipment to practice and further my skills, as well as opportunities to showcase those skills and use them.”*

*“Met more people who have the same interests as me”*

*“Was given Opportunity to work with city employees by referral and create network relationships. Thanks Lauren!”*

*“Meeting many wonderful people”*

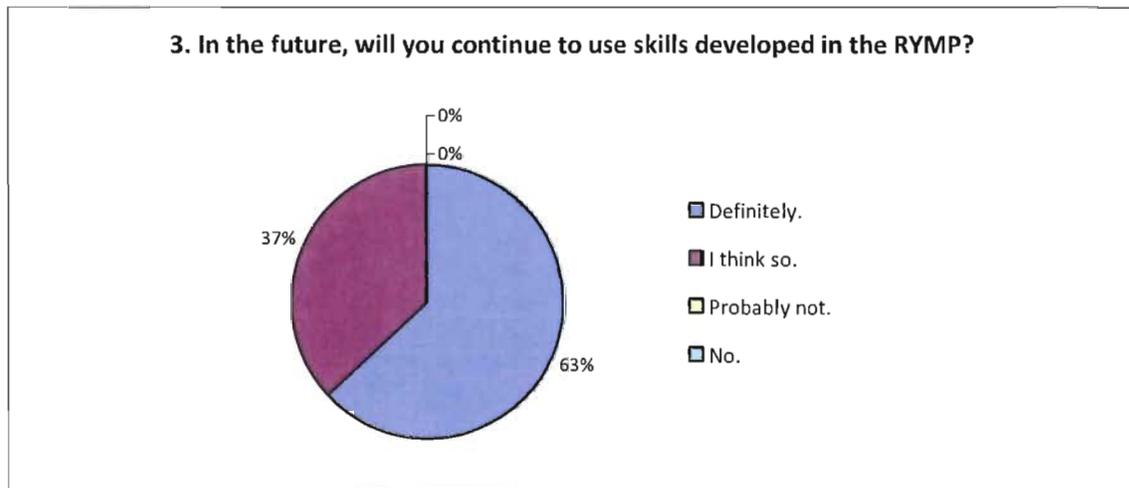
*“The best benefit for me is meeting Lauren”*

*"Producing cool video projects in the summer, making friends, the great warm feeling of helping other members"*  
*"Citywide events, networking opportunities, work opportunities with external artists/organizations."*  
*"Photographing/filming Natalia's quince was so much fun. I really learned a lot about photographing huge events. I think Natalia liked my photos because one of them is her [Facebook] profile picture"*

Facilitator observation:

*"I have friends!"*  
*"I was surprised I was able to do it!"*  
*"I think it's perfect. I think I love it."*  
*"Dude, I'm so stoked about my video!"*

When asked about future use of skills developed in the lab, **100% of participants** said yes.



RYMP Youth Advisory Board

The Youth Advisory Board (YAB) leads the programming of the RYMP. This group of 5 youth met quarterly in 2013, and is scheduled to increase meeting frequency to bi-monthly in 2014.

In addition to providing feedback on how the program is running, and suggesting topics to cover in future skill sessions, the YAB is also responsible for updating our participant surveys, sending friendly survey reminders out to program participants, and developing a RYMP recognition plan. Here is an overview of the plan:

**RYMP Superstar Recognition Program**

You're a hard-working Richmond Youth Media Program member – let's celebrate!

Everything you do here is worth points. Points = achievement and prizes 😊

5 Categories	5 Levels	Points	Superstar?
Photography / Photoshop	Noob / Wallflower (Intro)	4 X 25 pts = 100	A RYMP superstar has mastered all 5 categories (earning 2500 points) and an
Graphic Design / Illustrator	Start-up (Beginner)	4 X 25 pts = 100	



DJ / Audio Editing	Manager (Intermediate)	4 X 25 pts = 100	additional 500 points through community engagement and special events programming.
Audio / music production	Champ (Expert)	4 X 25 pts = 100	
Filmmaking	Mastermind /Guru (Pro)	4 X 25 pts = 100	

Every time you complete a class or activity (estimated time: 2 hrs), you earn 25 points.

There are at least 5 activities per level for each category – and you don't have to do these specific things! Propose a project to the RYMP facilitator and it can be eligible for points too ☺

Or, try earning bonus points by combining two categories on a project (for example, designing your own soundtrack for a video).

What can you earn?

- Complete 1 level (100 points) = Certificate of Achievement
- Complete 1 category (500 points) = Category Button
- Collect 1000 points = \$20 gift card (your choice) / Branded USB drive/lanyard
- Collect 2500 points = RYMP Medal of Achievement
- Collect 3000 points = RYMP Grandmaster trophy!

### Stories of Change

1. A youth-led Pink Shirt Day poster campaign, designed in the Media Lab, grew into a school-wide initiative at R.C. Palmer Secondary school. This project began when a RYMP participant asked for help with a personal matter. She felt like she was being bullied at school, which is a situation she had faced in the past, and she was feeling extremely anxious about it.

Here is the story of what happened, as told by the youth involved:

*"There was a problem with bullying going on at school, and it was starting to stress me out pretty badly, so I mentioned it to Lauren one day when I went to the Media Lab. We came up with the idea of a poster project, but before we could put our idea into action, I had to go to my school's principal and ask him if he was alright with the idea. There was only positive feedback and other ideas from him, so next time I went to the Media Lab Lauren and I started on making the posters. I also ran the idea by a few of my friends, and when the posters were finished, they helped put the posters in the school hallways, and also helped put a bunch of the posters together to make a big poster in which was placed in the gym for our mini We-Day. A lot of other students noticed the posters and commented about them, saying things such as 'that's a cool idea' and 'nice job'. It was really fun to do, and my friends and I were pretty proud of ourselves."*

#### **BULLIES ARE...**

- UNCOOL
- NOT RESPECTED
- OFFENSIVE
- NOT WELCOME
- ALL OF THE ABOVE



2. One of the RYMP members is described in his high school as being a “special needs” student, and as he approaches graduation, he has been thinking a lot about post-secondary education and possible career paths. His biggest passion is film, and he has an encyclopedic knowledge of the art form. He would also like to work in the film industry. In the summer, we started talking about working as an extra. This youth was inspired by the idea, so we looked up a few casting companies online, took some headshots in the Media Lab, and worked together to establish a profile on two different websites. By the end of the summer, he had been on a casting call and was selected to work as an extra on the new George Clooney / Disney movie *Tomorrowland*. This is an incredible achievement for this young man, and he is very proud of his accomplishment.

3. After being referred to Cambie Community Centre as an Earth Day volunteer photographer, a RYMP member was referred to the Richmond Review and she is now a backup freelancer for this local paper.

4. Another story comes from one of the original RYMP members, a young man who joined the program in 2011. His interests lie in music production, and one of the first skills he wanted to develop was as a DJ. He spent many hours practicing on the turntables, and over the years, became a top pick for community outreach DJ opportunities. In 2013, the Richmond Arts Centre launched a “Learn to DJ” class for preteens, and this RYMP “alumni” was hired as the instructor! Here are some thoughts from this youth as he reflects on his experiences with RYMP:

*“My experience with RYMP has been amazing! I was given lots of opportunities and was also able to formulate great relationships with the members. I was always informed in projects that were being taken place and was able to collaboratively work with a couple members applying my knowledge and helping them achieve their goals while also strengthening mine. Examples projects such as “Arts in the park” I helped with managing the sound and being technical while working with other RYMP members to create a city exclusive community show. I also was able to sit in on pod cast interviews and was offered work experience with city members. RYMP has definitely help me establish myself in the city and as a person seeking to develop life skills.”*

### Program Highlights

#### **U-ROC Awards**

The RYMP was a big part of the U-ROC Awards ceremony this year; RYMP members were running a photo booth for attendees and performing as DJs. Plus, facilitator Lauren Burrows Backhouse co-hosted the show.

The U-ROC (ROC stands for Richmond Outstanding Community) Awards recognize outstanding youth, youth groups, and asset champions in the community. Two RYMP members won Outstanding Youth Awards, and Lauren was recognized as an Asset Champion.

Lauren’s nomination came from a RYMP participant, who has this to say:

*“Lauren runs the amazing Richmond Youth Media Program (RYMP) at the Richmond Cultural Centre. RYMP is an awesome place that youth go to learn new media skills, meet interesting people, and have fun. One of the reasons that this program is so successful is because Lauren puts so much love, time and energy into it, and she genuinely cares for each and every youth in the RYMP. Helping youth to develop on their weaknesses and build on their strengths, Lauren is a patient and supportive mentor and role model, and the RYMP is very lucky to have her!”*

#### **Your Kontinent Festival / YOU+ME Day & “My Kontinent”**

Cinevolution Media Arts Society presents the annual Richmond International Film and Media Arts Festival “Your Kontinent” each summer. This year, RYMP members were heavily involved in the planning and production of both



the YOU+ME Youth Media Day and a public poster project called "My Kontinent." Based on the Inside Out project, participants were asked to complete this sentence, "My Kontinent is \_\_\_\_\_." As a group, we photographed close to 40 people, made poster-sized prints of the images, and displayed them for the duration of the festival. In this way, many of the RYMP youth became the face of the festival.

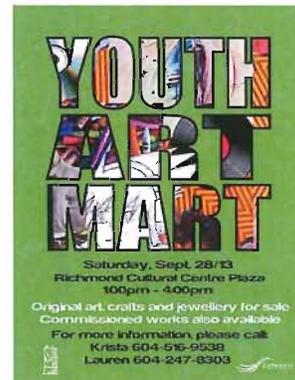


#### Culture Days - RYMP Presents "Sing Like A Robot"

The Richmond Youth Media Program hosted an open house on Saturday, September 28 (as part of Culture Days) where members of the public could "sing like a robot" using an audio effect (like "auto-tune") in Garageband. There were nine RYMP members on hand to share their skills with 73 community members of all ages.

#### Culture Days - Youth Art Mart

Youth Services, in partnership with the Richmond Youth Media Program, presented the Youth Art Mart on Saturday, September 28. Inclement weather prevented the Art Mart from setting up in the Cultural Centre plaza, and the organizers gratefully accepted the use of Minoru Activity Centre's lounge (providing an opportunity for youth to interact with seniors) to host the event. There were 14 youth artists selling their handmade goods, with about 50 people in attendance, and approximately \$150 worth of sales.



#### Remembrance Day Simulcast

At the beginning of the year, the RYMP was approached by the Richmond Remembrance Day Ceremony planning committee. Mayor Malcolm Brodie had suggested an idea - to create a video broadcast of the Remembrance Day Ceremony, so that community members who would not otherwise attend, would have a chance to take part and watch the ceremony from inside City Hall.

The RYMP suggested building a team of experienced youth to work with professional filmmakers. Kryshan Randel, of Frames Film School in Vancouver, became the technical lead for the project, and he brought in Flick Harrison (who teaches at a Media Lab in Burnaby's Shadbolt Centre) to help him mentor the youth. A total of 3 camera operators and 3 production assistants were recruited from RYMP, Kaleidoscope and Frames Film School.

The group members were able to experience a new and unique opportunity, and the planning committee was thrilled with the result (a mixed feed of 3 camera angles "simulcast" live into Council Chambers). The audience members in Council Chambers gave positive feedback, and one woman even asked for a DVD copy!

Everyone involved agreed that this pilot project was a success, and the RYMP has been invited back to do it again next year.

#### Additional Feedback from RYMP Members



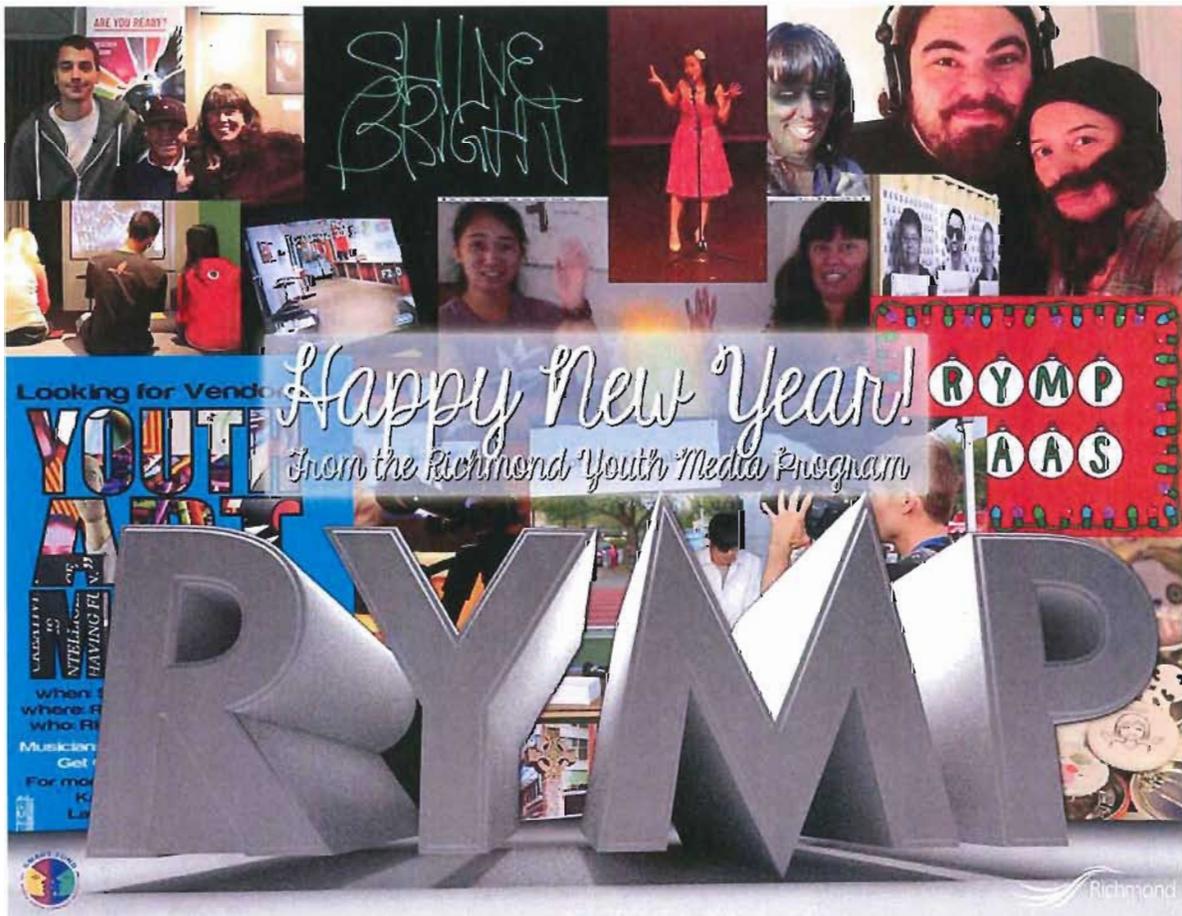
Before the RMCS Culture Club Diversity Talent show, *"Pre-talent show finals tonight! So excited to share my thoughts on diversity and send a positive message!! Having a blast backstage."*

Describing a cosplay self-portrait made in Photoshop, *"My friends don't like it, 'cause it creeps them out – but I'm so happy! You told me these steps before, but it took me like 2 hours to do it... and I learned all sorts of other things while I was trying."*

Listening back to a freshly produced song, *"Do you think this song is emotional?" "Why?" "Cause I really feel moved by it."*

*"My name is Maria and I go to the Richmond Media Lab quite often. Maybe once a month. I have been going for a couple of years now. It has provided a place of support where I can be myself, learn skills that I can use to create art and socialize with like minded people, and has provided community events as well. I am now considering going to school for design."*

*"Wow! It's been three years! Even I can't believe how old I am now (LOL). I'm super glad that I got to be a part of RYMP – it has changed me in to many ways that I think, without these experiences, I would have become a totally different person. Thank you for sticking it through with us and continuing to help mentor and inspire new participants. Thank you for your endless patience and silly jokes. Thank you for being there, even if it's for an extra cable or a quick run to the DVD dispenser. There are so many more less moody teenagers because of you!"*



RYMP member referrals for 2013

Date(s)	Event/Group	Type of support	RYMP referral?
Jan-Mar	Lulu Series Artist Lectures	Video production support	Julia, Zach, Daphne
Feb-May	Richmond SD38 Enex project	Recording Arts mentor for youth	
Feb-Dec	RAG Tear It Up! Collage Night	Event and promotion partner	Rob Fillo, Luan
Feb 18	Children's Arts Festival / Family Day	DJ referrals	Luan, Steven, Iggy, Josh
Feb 21-22	RMCS Culture Club video shoot	Equipment / facility coordination	Emily May, Lawrence
Feb 26-17	Youth Services video production	Support for Sisters Surfari video	Holly
Mar 7	RYDC performance "Omilia"	Photographer	Iggy
Mar 20	Kaleidoscope Gala	Venue partner / host / DJ referral	Cooper
Spring Break	RAC / Media Lab spring break camps	Volunteer recruitment	Elsa, Christina
Spring Break	Brighthouse Library spring break camps	Videographer recruitment	Daphne
April 18	RAG Tear It Up! Collage Night	Event partner / DJ referral	Luan
April-May	Localvore Cooking Contest (Ian Lai)	Video/photographer referral	Zach, Emily May
May 2	U-ROC Awards ceremony	Host / DJs / Photo Booth team	Luan, Iggy, Eva, Daphne, Johnson
May 3	Richmond Pecha Kucha #1	Sound engineer referral	Steven
May 10	Move For Health Day event	Media Lab booth / DJs	Luan, Elliot
June 8	West Richmond private party	Video/photographer referral	Julia, Jasmine, Jenna
June 4-16	RYDC recital at Gateway theatre	Projectionist training / referral	Clayton
June	RYDC recital at Gateway theatre	Video production for projection	Emily May
July	StoreFront, objects of desire (Nicole Dextras Pubic Art @ Lansdowne)	Video/photographer referral, to support professional production	Luan, Silvia
July	Media Lab summer camps	Volunteer recruitment	Clay
July 1	Steveston Salmon Festival	Video/photographer referral	Emily May
July 11	Steveston Community Centre event	DJ referral	Steven, Iggy
July 12	Richmond Pecha Kucha #2	Sound / video production referral	Steven
July 20	City Centre Summer Concert Series	DJ referral	Luan
July 20	Your Kontinent: YOU+ME Day	Planning, implementation, promo	Lawrence
July 25	Kaleidoscope Gala screening	Host / DJ referral	Cooper
July 27	Your Kontinent: Digital Carnival	Planning, implementation, promo	Lawrence
August 8	Thompson Community Centre video	Videographer referral	Emily May
August 9-11	Richmond Maritime Festival	Emerging artist referral	Silvia
August	RAC Resident Arts Group photo shoot	Photo support	Emily May
Sept 14	RYMP Back-to-school BBQ	DJ Referral	Elliot
Sept 27-29	Culture Days – various events	Host / photo and video referrals	Colin, Daphne
Sept 27-29	Culture Days – "Cabinet of Curiosities"	Media documentation	Silvia
Sept 28	Richmond Pecha Kucha #3	Host / event support	Steven
October	Media Lab "Learn to DJ" program	Instructor recruitment	Steven
Oct 25	Minoru Arena youth skate event	DJ referral	Iggy
Oct 31	South Arm Hallowe'en event	Photographer referral	Colin, Brian, Silvia
Nov 11	Remembrance Day Ceremony	Live simulcast to Council Chambers	Daphne, Emily May
Nov 29	Minoru Arena youth skate event	Equipment / DJ referral	Elliot, Angus
Nov 29	Richmond Pecha Kucha #4	Host / event support	Steven
Dec 28	RYMPmaas Party	Organizers	Dimitri, Florence