



**“See Their Voices”
M3 Youth Film Crew**

M3 YOUTH FILM CREW PROGRAM



Mobile Movie Makers (M3) Youth Film Competition and Festival was launched as an innovative and creative approach to support youth as filmmakers, television producers, online content creators, and industry professionals. The purpose of M3 Youth Film Competition and Festival is to support the next wave of young content creators. M3 is dedicated to nurturing budding young filmmakers and sharing the transformative power of their creativity. M3 empowers youth to use smartphones and ai tools to create personal stories that will positively influence their peers and community.

- For years, we have been committed to elevating young filmmakers through dynamic film festivals, competitions, mentorship, and hands-on workshops. We recognize the critical need to cultivate and empower the next generation of content creators, filmmakers, writers, producers, directors, executives, and entrepreneurs. In response, we created the **M3 Youth Film Crew & Professional Development Program**—an initiative designed to advance skills, provide meaningful mentorship, and deliver industry-relevant training for emerging filmmakers and future leaders.
- Our inaugural pilot program launched in conjunction with the **National Battle of the Bands** in Houston, Texas, on August 25, 2024. Four high school students were selected to participate in an immersive weekend experience, capturing the energy of the event through the lens of mobile filmmaking. Participants learned how to conduct interviews, create event-specific content, edit under deadline, and engage in professional networking opportunities.
- The **Mobile Movie Makers Youth Film Festival and Competition** further expands this mission by offering a national platform that engages and inspires young filmmakers, empowering them to showcase their creativity, voice, and storytelling talent on a larger stage.

THE BIZ OF M3 FILMMAKERS & WHY IT MATTERS...



M3 Film Crew equips young filmmakers with the skills, experience, and confidence to succeed in media careers. Equipping young creators with the tools to build futures through hands-on projects, workshops, and mentorship, students gain:

- **Career Readiness:** Builds confidence, accountability, professionalism, and real workplace awareness
- **Industry-Ready Skills:** Hands-on training in mobile filmmaking and ai tools allows young creators to develop valuable skills in video production, editing, Ai, and digital storytelling
- **Communication & Collaboration:** Strengthens storytelling, interviewing, teamwork, adaptability, and leadership
- **Mentorship & Networking:** Connects youth with experienced filmmakers and industry professionals for guidance and growth
- **Creative & Entrepreneurial Development:** Teaches content strategy, audience engagement, meeting deadlines and how to turn platforms into businesses
- **Exposure & Opportunity:** Showcases youth work on local and national platforms, preparing students for festivals and competitions
- **Cultural & Social Impact:** Empowers youth to tell authentic stories, celebrate communities, and advocate for social change

2026 PILOT PROGRAM



Pilot Program: Mobile Film Crew Youth Activation

Preparing the Next Generation of Storytellers

Program Overview:

- The Mobile Film Crew Youth Activation Pilot Program equips middle and high school students with professional filmmaking, content creation, and business development skills through real-world event coverage. Using mobile devices, students will document, produce, and distribute authentic youth-driven storytelling



Phase 1: Program Planning & Funding Alignment

Pilot Program: Mobile Film Crew Youth Activation

Phase 1: Program Planning & Funding Alignment

- **Objectives:**

- Secure funding, partnerships, and community buy-in
- Align program outcomes with sponsor

- **Key Actions**

- Identify funding partners (corporations, foundations, brands, media companies)
- Secure local & national partners (City of Atlanta, Atlanta schools, HBCUs, youth orgs, arts & film nonprofits)
- Confirm activation locations (fan zones, cultural events, community activations)
- Develop program budget, timeline, and evaluation metrics

- **Deliverables**

- Funded pilot budget
- Confirmed partners and activation sites
- Program branding + sponsor visibility plan

Phase 2: Student Recruitment & Selection



Pilot Program: Mobile Film Crew Youth Activation

Phase 2: Student Recruitment & Selection

- **Objectives:**

- Recruit diverse, motivated middle and high school students from Atlanta-area schools

- **Key Actions**

- Open application process (essay/video submission)
- Conduct interviews and portfolio reviews
- Select **10-15 students** for the pilot cohort

- **Selection Criteria**

- Interest in filmmaking, sports, politics, lifestyle, community media, or storytelling
- Commitment to teamwork and deadlines
- Representation of diverse voices and communities
- Final student cohort announced
- Student onboarding packets distributed

Phase 3: Professional Development Bootcamp



Pilot Program: Mobile Film Crew Youth Activation

Phase 3: Professional Development Bootcamp

- **Objectives**

- Build foundational filmmaking, business, and professional skills

- **Curriculum Focus:**

- Mobile filmmaking fundamentals (shooting, framing, sound)
- Editing for social and broadcast platforms
- Interview techniques & storytelling
- Brand representation & professionalism
- Business basics: deadlines, contracts, content ownership
- Media ethics, permissions, and public storytelling
- Time management, scheduling, and punctuality
- Professional networking and communication

- **Instruction Methods:**

- Hands-on workshops
- Industry guest speakers
- Mock event simulations
- Team-based content challenges
- Student demo reels
- Certification of completion



Phase 4: Local Event Coverage & Skill Application

Pilot Program: Mobile Film Crew Youth Activation

Phase 4: Local Event Coverage & Skill Application

- **Objectives**

- Apply skills through real-world Atlanta-based events

- **Key Actions**

- Students serve as official **M3 Mobile Filmmakers**
- Capture:
 - Behind-the-scenes moments
 - Live interviews
 - Cultural and community events
 - Sports-related activations
- Edit and deliver content under deadlines
- Work alongside professional media teams

- **Deliverables**

- Published event content
- Performance evaluations
- Expanded student portfolios



Phase 5: Activation Prep

Pilot Program: Mobile Film Crew Youth Activation

- **Phase 5: Activation Prep**
- **Objectives**
 - Prepare students for local and national activations
- **Training Focus:**
 - High-volume content creation
 - Storytelling for global audiences
 - Cross-cultural storytelling
 - Crisis management & professionalism in high-profile environments
 - Advanced editing and live content workflows
- **Mock Activations**
 - Live interview drills
 - Rapid-edit challenges
- **Deliverables**
 - Final student crew assignments

Phase 6: Atlanta & National Activations



Pilot Program: Mobile Film Crew Youth Activation

- **Phase 6: Atlanta & National Activations (Event Period)**

- **Objectives**

- Deploy students as official youth content creators

- **Student Roles**

- Mobile Filmmakers
- Interviewers
- Social Content Editors
- Youth Brand Ambassadors

- **Coverage Areas**

- Cultural celebrations
- Community events
- Sponsor activations
- Youth & global fan experiences

- **Deliverables**

- Youth-led storytelling campaign
- Sponsor-branded media assets



Phase 7: Showcase, Evaluation & Legacy Building (Post-Event)

Pilot Program: Mobile Film Crew Youth Activation

- **Phase 7: Showcase, Evaluation & Legacy Building (Post-Event)**
- **Objectives**
 - Celebrate student work and measure impact
- **Key Actions**
 - Evaluate program outcomes (skills gained, content reach, engagement)
 - Archive content in a youth digital media library
 - Prepare students for the **Mobile Movie Makers Youth Film Festival & Competition (Fall 2026)**
- **Deliverables**
 - Impact report for funders
 - Student certificates & letters of recommendation
 - Long-term youth content archive
 - Pipeline into future cohorts

THANK YOU!



By amplifying the voices and stories, we aim to celebrate their contributions to the fabric of our society and inspire future generations of students.

The Mobile Movie Makers Film Festival and Competition pilot program represents the first step in our larger initiative to empower youth through the art of filmmaking and storytelling. We believe that by providing them with the tools, resources, and platform to express themselves creatively, we can cultivate the next generation of filmmakers and storytellers who will shape the future of our industry.

We are excited about the potential of this collaboration and the impact it will have on the lives of young people.

Thank you for considering our proposal. We look forward to the opportunity to work together to make a difference in the lives of young filmmakers.