

#### TABLE OF CONTENTS

Meet Our Staff

<u>Our Primary Goals</u> <u>Our Methods for Kids (age 16 and under)</u> <u>Our Methods for Young Adults (age 17 to 22)</u> <u>Our Methods for Adults (over age 22)</u> <u>Testing Methods</u>

Quotes from the Students...PartnershipsGuest SpeakersFeature-Length and Short Documentaries ProducedStudent Projects: Music Recording and Music VideosSomali Bantu Refugee CommunityVideo-Taping and Editing of Live EventsOther Notable CAC Student Projects and OutcomesStudent Spotlight on CAC WebsiteAlumni Returning to CAC for ProjectsSection 3 and Student HiringInternships Provided for City High School Students

<u>Testing Numbers and Outcomes</u> <u>Attendance Numbers</u>

### Meet Our Staff

**Preslav Lefterov:** Preslav founded Machine Age with business partner Joseph Bartolotta in 2004 initially as a recording studio facility on Bigelow Blvd in Pittsburgh. Since then the business has expanded as a full service multimedia consultancy with experience in music recording, video production, and mobile television. The client list for Machine Age includes CBS Sports, ESPN, Molehouse Post, Netflix, as well as numerous internationally recognized music recording acts. Preslav is also an accomplished music producer and performer who regularly tours the United States and Europe.

**Michael Strati:** Michael has extensive teaching and classroom management experience, working with students ages 6 to 76 at HACP CAC facilities since 2009; as well as producing 3 feature-length documentaries, multiple short documentaries, and PSAs alongside CAC students. Michael has worked as Director, Camera Operator, Video Editor, Motion Graphics Designer, and Production Assistant for such entities as: Summit Ent., Lionsgate Ent., ESPN, NBC, Lukoil, Rosedale Tech, and NFM Marketing; and is a graduate of Bennington College.

**Liz Klehm:** Liz has given private drum lessons to students ranging from ages8 to 16, was part of a US touring ban, and has worked on over 30 projects as a Recording and Mix Engineer at Treelady Studios in Pittsburgh. Liz Klehm graduated Berklee College Of Music in 2010 with a degree in Music Business and Products. Liz has been with the CAC since 2015.

**Teddy Williams:** Theodore Williams attended the University of Pittsburgh for Business and Education. Teddy operates his own Video, Photography, and DJ business with his partner Jasmine Moore. Teddy completed an internship with Cut'N'Run Studios as part of his CAC education; after which time he then became an instructor at the CAC Studio.

### **Our Primary Goals**

The Creative Arts Corner has two primary goals: **First, being a sanctuary for positive after-school activities**, very similar to an after-school sports program, with Audio & Video in place of athletics. Our second goal is to **have an Audio Professional and Video Professional on-site and able to lead Advanced Training for the HACP Community** whenever necessary; to guide any HACP resident with an earnest interest in advanced training in Audio, Video, or both.

As the Creative Arts Corner is open to any HACP resident above the age of 6, our Methods and Approach differs depending on the age of the interested student.

### Our Methods for Kids (age 16 and under)

When teaching the HACP youth--age 16 and under--our goal is to first expose students to *the magic of technology*: showing the HACP youth what can be achieved with the equipment and software available at the Creative Arts Corner, under the precept that **all that is required to complete bold projects is patience and creativity**.

We aim to give the HACP youth a significant technological leg-up as they move into their teens, focusing on: hands-on equipment usage, basic equipment tests, off-site activities and field trips, projects involving personal expression, and video projects that promote interviewing fellow students and adults.

Audio and Video projects aim to involve all facets of the film production process: **Writing, Camera Operation, Lighting, Green Screen, Video Editing with Special Effects, Musical Scoring, Sound Designing, and adding in Sound Effects.** CAC Students have participated in creating many recent projects including: a mock Movie Trailer based on their own original movie idea; a 'Welcome to Pittsburgh' video for previous HUD visits to the City of Pittsburgh; a pre-roll Introductory Video for the Northview Heights movie theater; multiple Music Videos; and a continuing series discussing issues affecting children and teens entitled 'Kid Talk'. Many CAC projects can be found on the CAC Youtube Channel, or by simply searching 'HACPCreativeArtsCorner' on Youtube. (LINK: https://www.youtube.com/channel/UCfkJJOCNUkhJ\_lcS\_SVEoKg)



### Our Methods for Young Adults (age 17 to 22)

When teaching the HACP young adults--age 17 to 22--our goal is to recognize swiftly what each student is hoping to achieve at the CAC (artistically, and in terms of education), and **tailor an approach to incorporate that student's intended project(s) with a track to self-sufficiency in terms of operating the CAC equipment and software.** 

HACP Residents in the 17-to-22 age range with an interest in the CAC program largely have a project already in mind when enrolling, with a significant percentage of our 17-to-22 age CAC students being interested in Music Recording and Production. **Students primarily interested in Music Production are immediately guided in learning the basics of the ProTools software under the tutoring of our Audio Instructors, progressing soon to the advanced details of audio recording**: mixing techniques, applying vocal effects, production workflow, studio etiquette, and more.

Any CAC student whose central interest is music is strongly encouraged to film an accompanying Music Video, opening the door to learn the HD Cameras and Video Editing Software. With the rise in popularity of Youtube/Vine/Instagram during the past few years, the younger generation has a growing interest in short video projects. It is always our goal to properly convey that no matter the new technology or platform, the same principles for achieving satisfying Audio/Video Production endure.

### Our Methods for Adults (over age 22)

When teaching the HACP adults--over age 22--our goal is very similar to teaching the Young Adults, however we also aim to be very sensitive to the level of technical knowledge and familiarity

that an older HACP resident may have, and find an approach to self-sufficiency on the CAC equipment that fits that student.

### **Testing Methods**

The CAC has four Basic Tests: the Basic Audio Recording Test, the Basic Video Camera Test, the Basic Video Editing Test, and the Studio Equipment Identification Test.

Young-Adult and Adult Students are encouraged to pass one test per month, with the goal of completing all tests in under four months. Students passing all four tests are considered 'Completely Proficient', are given a Flash Drive with the CAC insignia, and are able to schedule Independent Studio Time for work on media projects outside of regular class time. Any CAC Student planning to work on a Music Video project must complete the Basic HD Camera Test and the Basic Video Editing Test first before beginning filming.

The CAC has also begun Basic Testing for Kids. To date, 36 under-age-16 students at Bedford have completed the Basic Camera Test for Kids, effectively 100% of the Bedford Students ages 16 and under. As well, 18 under-age-16 students at Northview have completed the Basic Camera Test for Kids, effectively 50% of the Northview Students ages 16 and under.

### Quotes from the Students...



"The Creative Arts Corner was instrumental in my career. It has been a strong and main foundation in my development as an artist."

-Chris Hall, CAC Student



drianne Brown tudent/Producer, Creative Arts Corne

"I feel like I am able to speak to the public in a positive way through video. People listen. Everyone (at the CAC) is helpful. Everyone is master of their craft. So they are willing to pass those on and give us crafts that we can actually take into the community and turn it into a financial standing so that we can take care of our families."

-Adrianne Brown, CAC Student



# Partnerships





Machine Age has participated in and fostered partnerships with: **Carnegie Mellon University's HearMe Initiative, Carnegie Museum of Art, Duquesne University School of Music, Family Resources, Girls Rock Science, the Grable Foundation, KDKA-TV, The Hill House, Kidsburgh, McAuley Ministries, New Pittsburgh Courier, the Pittsburgh Pirates, Unity Consultants, WQED, and WTAE-TV.** 

#### **Guest Speakers**



During Machine Age's time at CAC, the CAC Studio has been host to many guest speakers, including: Brandon Glova aka DJ Bonics, Fantasia Barrio, Tubby Daniels, Charles S. Dutton, and James Wilcox. CAC students and staff have also provided video services documenting those in-studio speaking events.

#### **Feature-Length and Short Documentaries Produced**

Alongside the CAC Students, Machine Age has co-produced, directed, and edit three feature-length documentaries: *The Beat of the Hill*, a conversation about the generational changes within media and music. *The Pittsburgh Black History and Culture Series*, documenting high school aged students in their walking tour of Pittsburgh's Hill District. Students interviewed many local civic leaders, business owners, and historians. And finally, *Enter to Learn, Go Forth to Serve: The Story of Schenley High School*. Featuring interviews with former staff and students at Schenley High School, this documentary chronicles the legacy of Schenley High and it's effect on the hearts and minds of Pittsburgh residents.

These projects have premiered at the **August Wilson Center**, the **Jeron X Greyson Center**, and **Pittsburgh Filmmakers**, respectively; and have been featured on local television **PCTV** and **WQED**. The Creative Arts Corner was profiled in the *Tribune Review*, the *Pittsburgh Post Gazette*, and **WQED's Filmmaker's Corner** as a result of the *Enter to Learn* project. As well, **the documentary received a proclamation from the Allegheny County Council** in September of 2013.

# WQED TO AIR CREATIVE ARTS **CORNER ORIGINAL PRODUCTION**

Posted on September 25, 2013

WQED's Filmmakers Corner: Enter to Learn, Go Forth To Serve

'Enter To Learn' documentary premieres on WQED



CAC receives a Proclamation from the Allegheny County Council



CAC profiled in Pittsburgh Post-Gazette

Machine Age and CAC Students produced Short Documentaries along with multiple in-house Promotional and Introductory Videos including: a Video Summary of the Bedford community for the purpose of entering a contest to win a free playground installation, sponsored by 'Kaboom'; a profile on the HACP Boxing Gym in Fineview; an Introductory Video to play before all movie showings at the Northview Heights Gym; and a Promotional Video for the City of Pittsburgh for both the NAHRO Conference as well as visit from HUD in Fall 2016.





# Student Projects: Music Recording and Music Videos

As music has proven to be the *first love* of many of the CAC Students, Machine Age has helped CAC Students record countless songs and albums.

To name a few: DeQuan Allen, Levi Ball, Quincey Boyd, Jermaine Grey, Chris Hall, Rob Henderson, Marquis Hickman, Darnell Ingram, Kenny Jackson, Ikeem Johnson, Erika Martin, Roger Martin, Eric Redding, John Trammell, Grover Walker, Alonzo White, and Vontay Willingham **have all recorded full length albums (over 13 songs each) at the CAC Studios** under the supervision of Machine Age. Machine Age has helped CAC Students conceive, film, and edit **upwards of 40 Music Videos.** 



CAC Student Jory Strothers garnered **approximately 4,000 Facebook Video views in 7 days** with his most recent Music Video *'No Limits'*.





http://triblive.com/aande/music/8592696-74/pittsburgh-music-com



CAC Alumni Kenny Jackson recorded multiple albums at the CAC Studio, has **approximately 34,000** views on Youtube. CAC Alumni Asco Jones is one of the most well-known artists in Western Pennsylvania, has over 575,000 views on Youtube. CAC Alumni Roger Martin recorded multiple albums at the CAC Studio, has **approx 19,000 views on Youtube**. CAC Alumni Dion Bowles, Jermaine Grey, and Vontay Willingham have all recorded albums at the CAC Studio, and have approximately 3,000 Youtube views each.

For those keeping track, that is <u>over 17 Students who have completed full-length albums</u> at the CAC. <u>Over 40 Music Videos</u> have been completed. And <u>over 10 Million Youtube</u> <u>Views</u> from CAC Students and Alumni.



### Somali Bantu Refugee Community

Northview Heights has been home to the Somali Bantu refugee community for many years, with a number of new CAC Students at Northview Heights are included in that community. Going by the moniker 'DJ 108' CAC Students Abass Jama, Aweso Jama, Abdullani Hamadi, Hassan Hamadi, Hussein Hassan, Gabriel Matusera, and Abdekadir Rega have recorded multiple original songs at the Northview Studio. (LINK to DJ 108 Youtube Channel: <u>https://www.youtube.com/channel/UCJkB9-QVkJuizPognavJ6-Q</u>)

### **Video-Taping and Editing of Live Events**

As part of the CAC curriculum, Machine Age staff along with the CAC Students have provided video services at various events and unveilings throughout the city, including: **the Allegheny Dwellings Boxing Gym unveiling, the Little League Baseball Championship at Josh Gibson Field, Clean Slate E3 events, the Garden of Hope Unveiling, the Gateway Health Plan Anti-Smoking PSA, the HACP Resident Leadership Conference, the Kaboom Home Depot Playground Event at Addison Terrace, Northview Heights Community Days, the Oak Hill unveiling, and the Teenie Harris Exhibit unveiling.** 

Machine Age and the CAC Students have also filmed live concerts including the **Aubrey Bruce Celebrity Music Jam with Norman Connors** at the August Wilson Center, and the **Christian Music Concert at the Kelly Strayhorn Theater**.

### **Other Notable CAC Student Projects and Outcomes**

CAC Alumni Kent Bey produced 6 Episodes of his Talk Show 'Stand Up Now' at the CAC Studio, has since purchased his own Video Editing workstation and software after completing instruction at the CAC. Kent was recently elected to the Allegheny County Democratic Committee, taking photos for his Campaign Flyer at the CAC.



**CAC Alumni Darnell Ingram attended Point Park University for Video Production, and has been employed at UPMC as a Video Editor, as well as WPXI-TV where he works currently**. Darnell is also a press-credentialed Movie Critic, has a Youtube Channel wherein he posts his weekly Movie Reviews.

**CAC Alumni Theodore Williams attended the University of Pittsburgh for Business and Education.** Teddy operates his own Video, Photography, and DJ business with his partner--and CAC Alumni--Jasmine Moore. **Teddy completed an internship with Cut'N'Run Studios as part of his CAC education and is currently employed as an instructor for the CAC.** 

CAC Alumni Chase Felton attended Clarion University for Media and Marketing. Chase is currently enrolled in the internship program with Cut'N'Run Studios as part of his CAC education.

CAC Alumni Adrianne Brown attended CCAC for Video Production. Adrianne has worked on various productions such as the Showtime reality series 'The Chair', as well as the film 'Love the Coopers' starring Diane Keaton. Adrianne also purchased her own Video Editing workstation and software after completing instruction at the CAC. Adrianne's anti-violence PSA created at the CAC Studio was featured on WPXI's Impact program.







CAC Student Jory Strothers is currently employed as a Lead Instructor at the Reading & Tech Warriors **program.** Reading Warriors aim to build younger students' closing the reading habits and increase their understanding and interest in STEM careers. Jory is a junior at Sci-Tech High School and plans to study Music Production in college. Former CAC Intern Montell Fish graduated from City High School. Montell has been featured in local publications multiple times for his unique gospel music. Pittsburgh City Paper Articles: https://www.pghcitypaper.com/pittsburgh/pittsburghs-montell-fish-isspreading-the-gospel-through-hip-hop-and-randb/Content?oid=2320005 https://www.pghcitypaper.com/FFW/archives/2017/03/13/mp3-mondaymontell-fish CAC Student Beatrice Bush owns a business performing Spoken Word poetry locally, recently completing her personal website. Beatrice has produced upwards of 8 Spoken Word Performance Videos at the CAC. LINK to Beatrice website: http://beacy-speaks.com/ LINK to Beatrice YouTube Channel: https://www.youtube.com/channel/UChNdtxTwB5DlXSNr3SOZIRQ CAC Student Josh Hayden is currently employed as a chef at Noodles & Company in downtown Pittsburgh. Josh is also owner and designer of a clothing line titled Knotta Soul Clothing. LINK to Josh's recent Music Video: https://youtu.be/UaFedFgIxzY CAC Student Jabril Watts is currently employed at the Children's Museum of Pittsburgh as well as Amazon Shipping. LINK to Jabril's recent Music Videos: https://youtu.be/urnvFeDQNf8 https://youtu.be/4OZo2WZ tmk CAC Student Yanea Rice has worked part-time as a CAC Instructor during the summer and has been featured in many CAC in-house videos. Yanea is a junior at Sci-Tech High School.

**CAC Student DeQuan Allen graduated from Perry High School and is currently employed at PNC Park.** DeQuan is known as "the machine", often recording 5 or 6 songs in one 3-hour class period.



CAC Alumni Bryant Garrett purchased his own Video Editing workstation and software after completing instruction at the CAC. **Bryant produced 3 hour-long Cooking Shows at the CAC Studio, which aired locally on PCTV. Bryant also filmed a Local TV Commercial for his convenience store** 'Ann's Market' at the CAC.

CAC Alumni Erika Martin attended CCAC for Accounting, and completed an internship at WAMO radio station.



## Student Spotlight



The CAC Studio will also spotlight specific students on the website dedicated to the CAC and its projects. LINK: <u>http://www.hacp.org/cac</u>

### **Alumni Returning to CAC**

**It is highly common for CAC Alumni to return to the studio with Special Projects, seeking assistance from the CAC Staff:** Eric Epps returned to film a Music Video, an ode to Schenley High School; Kent Bey has returned to design Business Cards for his Non-Profit Organization; Chris Hall returned for lessons in Advanced Audio Mixing, designed his new Album Cover in Photoshop, and filmed a new Music Video; Jermaine Grey returned to film an original Music Video, utilizing the CAC Studio Lights and Green Screen.

### **Section 3 Compliance and Student Hiring**

Machine Age has been able to employ 11 CAC Students for in-studio assistance jobs, as well as special video projects and documentaries: Kent Bey, Eric Epps, Bryant Garrett, Jermaine Grey, Chris Hall, Marquis Hickman, Darnell Ingram, Cameron Layne, Yanea Rice, Lacal Turner, and Theodore Williams.

### <u>Internships Provided</u> <u>for City High Charter School Students</u>

The Creative Arts Corner has also provided Fall and Spring Semester Internships for high school students from City High Charter School. Below is an unsolicited complimentary letter to Nathan Williams and the CAC Staff from recent Fall 2015 Intern Aaron Moore:

To Nate and the CAC,

Thank you so much for allowing me to be a part of this fantastic experience. The CAC and the HACP have been an amazing influence on my life. I have learned so many skills that I will continue to use throughout my career. Thank you so much for letting me question you about things. I know you are extremely busy, so thank you so much for the time you put in to talk to me about the music industry,

personal writing, and a lot of other related topics that came up. I would also like to thank everyone else there: especially Mike, Liz, and Chris. You guys are amazing. Thank you so much for what you have taught me and how you have inspired me. The skills I have learned have already helped me so much in my personal life. Thank you Jory and Chris for letting me record you guys, even though I am really just learning! All of you have become friends to me, and I hope we can keep in touch in the months and years to come. Thank you, all of you, for making this an incredible experience.

Sincerely,

Aaron Moore, <u>aaron.moore@cityhigh.org</u>, 717-514-7685

# Testing Numbers and Outcomes (2013 to 2017)

97	Total Students have taken Proficiency Exams
163	Total Amount of Proficiency Exams completed
19	Total Students have completed all-4 Advanced Proficiency Exams and are considered Graduates

Bedford under age 14:	<b>36</b> Total Students have completed one or more Basic Tests		
Bedford over age 14:	<b>35</b> Total Students have completed one or more Basic Tests		
Bedford Completely Proficient:	<b>17</b> Total Students are Completely Proficient, passed all-4 Equipment Tests		
Northview under age 14:	18 Total Students have completed one or more Basic Tests		
Northview over age 14:	8 Total Student have completed one or more Basic Tests		
Northview Completely Proficient:	<b>2</b> Total Students are Completely Proficient, passed all-4 Equipment Tests		

Over 18	Estimated number of students to go on to Post-Secondary Education			
Over 30	Estimated number of students to go on to Employment			
5	Estimated number of students to go on to Employment in an Audio/Video Field			
14	Estimated number of students to go on to purchase Audio/Video equipment, create a Home Studio			
30	Estimated number of students to continue doing Music Production and/or Performance outside of CAC			
11	Students employed by Machine Age			
Over 15	Partnerships fostered			
Over 40	Music Videos filmed and edit at the CAC			
<b>Over 450</b>	Songs recorded at the CAC			
Over 10 Million	Estimated Youtube Views from CAC alumni			

## **Attendance Numbers**

	Bedford Studio	Northview Studio	CAC Studios Total
Total Student Visits, 2013	780	477	1257
Monthly Average, 2013	65	40	105
Total Student Visits, 2014	765	790	1555
Monthly Average, 2014	64	66	130
Total Student Visits, 2015	672	623	1295
Monthly Average, 2015	56	52	108
Total Student Visits, 2016	603	639	1,242
Monthly Average, 2016	50	53	104
Total Student Visits, 2017	463	962	1,425
Monthly Average, 2017	39	80	119
5 Year Total	4,534	3,904	8,438
Yearly Average	906	780	1,686