



Immigrant and Refugee Youth Develop
Employability Skills Through Multimedia Project



ROGERS tv

Overview

01

Youth Engagement through Multimedia
Project: An Overview

02

Creating Inclusive and Safe Spaces for Youth to
Develop Sustainable Skills

03

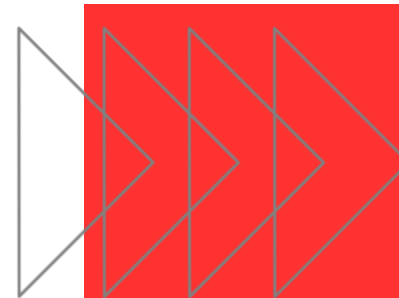
Community Collaboration through
Television Production

04

Outcomes

05

Discussion: skills required for newcomer
youth to succeed in the future



Youth Engagement through Multimedia Project: An Overview

- Lloydetta Quicoe



Imagine...

- You arrive in a new country
- You do not know anyone
- You do not speak the language
- You do not look or sound like people around you

Imagine how scary and intimidating that is.





Sharing Our Cultures Inc.

Creates spaces for the voices, cultures, histories, and experiences

For all school children and youth – newcomer, indigenous, francophone, local



- Established in 1999
- Providing a platform to be heard, seen, valued, and respected



Our programs help youth in different ways:

- Skills-development
- Develop sense of place & belonging, friendships
- Eliminate unwanted social isolation
- Volunteer experience & community engagement

Over the years:

- Expansion across the province: West coast, Central, and Labrador
- Development of diverse projects
- Students who are now adults keep supporting our programs

- Youth embrace their 'own' cultures and share their experiences
- Building and strengthening relationships with government, educators, communities and media.



The Rooms
Provincial Cultural Facility
St. John's, NL

Programs and Projects

- **Sharing Our Cultures Program**
 - ◎ High school youth share their cultures
 - ◎ Skills development
 - ◎ Public event and school visits
 - ◎ Intercultural and experiential learning
 - ◎ Exchange Project with Nunavut Youth (2017)
- **Contactcultures.ca**
 - ◎ For K-12 French First and Second language
 - ◎ Creation of a interactive learning resource
 - ◎ Students share their cultures





Creating Inclusive and Safe Spaces for Youth to Develop Sustainable Skills

- Emilie Marchal

Connection with Education

- Collaboration with all levels of Education system: Government, School Board, Schools (Principal and Teachers), Memorial University of Newfoundland and Labrador, NLTA
- Across the province - Labrador, West Coast, Central Newfoundland and Avalon Peninsula
- Impacting all areas and grade levels from K-12 (Multicultural Classroom Activities)
- Curriculum based



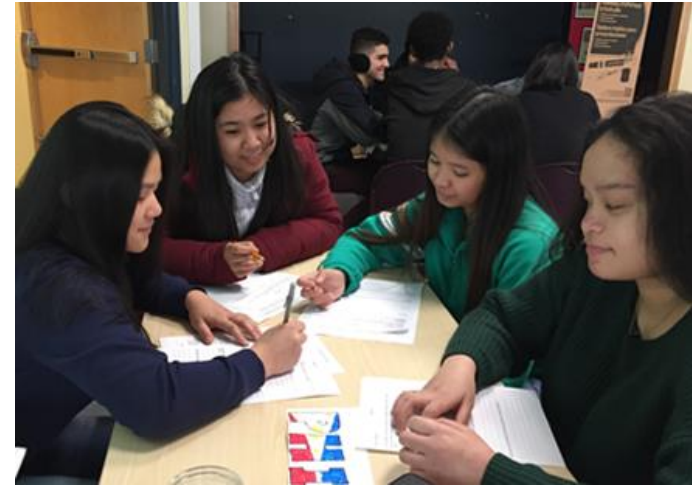
Connection with Students

- Meeting students with their teachers
- In school (safe environment)
- Conversations
- Help with language barriers
- Support and encouragement
- Building trust relationships



Skills Development

- Academic: brainstorming, writing, research, public speaking
- Life skills: interpersonal skills, leadership, overcome language barriers
- Multimedia: Google slides, sharing documents, learning copyright, internet search



Benefits

- Youth gained confidence
- Embrace their cultures
- Intercultural knowledge
- Connection between newcomer and local youth
- Given the opportunity to present at The Rooms





Participating in the Sharing Our Cultures Program allows students

- Gain a set of new skills
- Confidence and pride to share their cultures
- Get out of school and engage with the community at large

Community Collaboration through Television Production

- Linda Lambe



Who we are

- A unique TV channel driven by community members
- Active and diverse volunteer program
- 100% local programming





Sharing Our Cultures Inc.

Creates spaces for the voices, cultures, histories, and experiences

For all school children and youth – newcomer, indigenous, francophone, local



- Established in 1999
- Providing a platform to be heard, seen, valued, and respected



Over the years ROGERS tv and Sharing Our Cultures Inc. build a strong relationship.

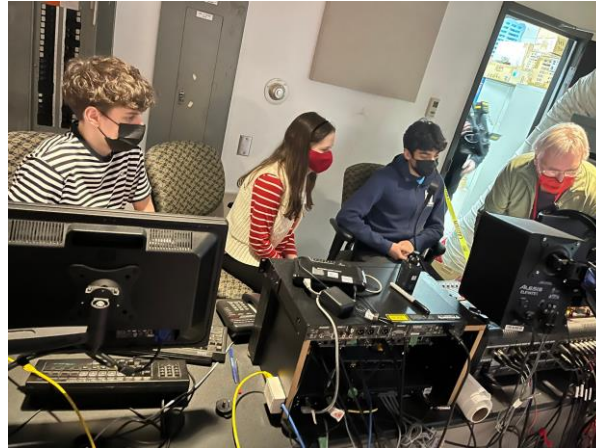
Created multiple series: Sharing Our Cultures, Where We Belong, One Naija.

- A platform for multicultural youth to showcase their cultures and voices
- Youth engagement - video presented to schools and social media platforms



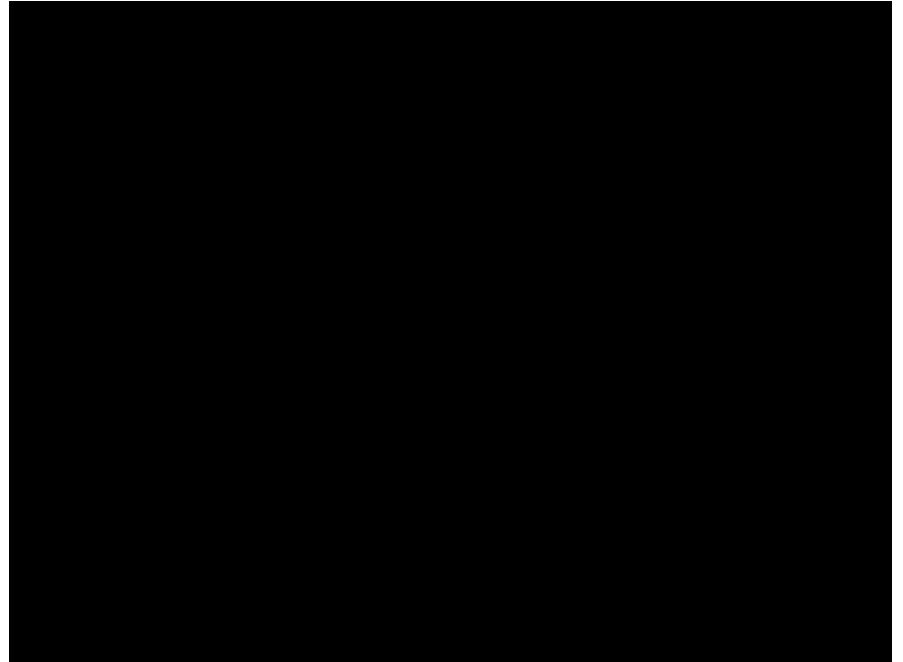
Concept

- Provide television training
- Produce two episodes of the Sharing Our Cultures series
- Give opportunity to youth to showcase their presentations



Television Production Workshop

- Hands-on
- One-On-One Sessions:
 - ◎ Camera
 - ◎ Floor PA
 - ◎ Director
 - ◎ Guest Relations
 - ◎ Editing
 - ◎ Audio
 - ◎ Hosting



- Produced two episodes which aired this season on Rogers tv (programs available at rogerstv.com or Sharing Our Cultures website)
- Certificate of Completion for all participants





Additional benefits

- Seven participants joined our Rogers tv Volunteer Program
- Initiated meeting with local broadcaster, NTV to discuss potential career opportunity
- Workshop participant selected for Rogers Sports and Media Experience








RSM EXPERIENCE WINNERS

LUCKY WINNERS:

-  Cheryl Gilroy
Volunteer - Barrie, ON
-  Jalal Alsharif
Volunteer - St. John's, NL
-  Kris Corey
Volunteer - Moncton, NB

RSM EXPERIENCE:

-  Tour the brand new Hockey Night in Canada studio at Sportsnet
-  Check out a live CityNews production
-  Be on set with the team at Breakfast Television
-  Go behind the scenes of an OMNI broadcast
-  Take in a Toronto Blue Jays Game at the Rogers Centre





Outcomes

- Lloydetta Quaicoe

Outcomes

- Strengthen community collaboration
- Provided networking opportunities
- Empowered youth to share their voices



'Understanding the basics of filming, camera work, lighting, directing, editing, sound and being in front of the camera was an incredible experience, and it is one I would love to build on'

- Jalal

'I just wanted to reach out to thank you for involving our students in the Rogers experience. (...)They had an incredible time, and learned so much. It makes my heart my soar to see their smiling faces as they tell me about what they've experienced and learned.'

- Stephanie - Teacher



New Horizon

- **Imagine SPACE** (Support Positive Action Collaboration and Experiences): Documentary, conversation circle, support.
- **Impactful Gifts:** employment skills, creating product, selling, revenue, money management, computer skills,



Impactful Gifts



This project is funded by the Government of Canada.
Ce projet est financé par le gouvernement du Canada.



Thank you / Merci

ROGERStv™

Videos are available on:
Youtube/sharingourcultures
Rogerstv.com



sharingourcultures.com



@sharingcultures



@sharingcultures



rogerstv.com



@rogerstvstjohns



@RogersTVStJohns

We gratefully acknowledge the support of the Government of Canada and Government of Newfoundland and Labrador, and In-Kind Contributors.

Nous tenons à souligner l'appui du Gouvernement du Canada et Gouvernement de Terre-Neuve-et-Labrador et nos contributeurs en nature.

