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For Immediate Release

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Grant from NBC Bay Area, Telemundo 48 and NBCUniversal Foundation Helps Develop 21st Century Storytellers

\$30,000 Project Innovation Award Will Create Mobile Media Studio for At-Risk Youth

San Jose, CA – June 5, 2019 – Sixth graders from Sacred Heart Nativity School can now participate in a youth development program through Children’s Discovery Museum of San Jose in their own neighborhood. A \$30,000 grant from NBC Bay Area / KNTV and Telemundo 48 Area de la Bahia / KSTS and the NBCUniversal Foundation will provide funds to transition the existing video-making program at the museum into a mobile media studio that will travel to the middle school located in the heart of the Washington/Gardner area, one of the highest gang-impacted neighborhoods in San Jose.

Currently students travel to the museum during a six-week video workshop that serves all sixth graders at the school. Removing the transportation barrier and bringing the program into the community will increase participation, deepen relationships, and enhance the authenticity of the student productions and their experience. This long-standing partnership helps at-risk kids stay in school, learn new digital skills, and gain confidence and a sense of pride in their ability to tell their own stories.

“Our partnership with Sacred Heart provides opportunities that help our young neighbors overcome the harsh reality of their daily lives that includes bullying, homelessness, and human trafficking,” said Marilee Jennings, executive director of Children’s Discovery Museum of San Jose. “This grant from NBC will allow us to be a more integral part of the community by delivering this popular program directly in the school, which is so critical.”

The sixth graders learn the ropes of an entire film production process, starting with developing the creative idea, filming, script writing, editing, and polishing the finished product. Through positive adult role models, the students also acquire important life skills that contribute to their healthy development, helping them discover options beyond joining a neighborhood gang.

The museum’s youth program with Sacred Heart was developed years ago to help curb gang-related activity in the neighborhood. More than 500 students have learned digital media skills like videography, photography, and storytelling and enhanced their social and emotional intelligence, widely considered equally as important in the workforce as technical expertise.

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[About Children's Discovery Museum of San Jose](#)

With over 150 interactive exhibits and programs, **Children's Discovery Museum of San Jose** is one of the largest museums of its kind in the nation. Since opening its doors in 1990, the award-winning museum has welcomed over 9 million visitors and offers new exhibits each year that respond to children's diverse educational needs. In 2017, *Bill's Backyard: Bridge to Nature* opened, doubling the museum's exhibit space with a half-acre of nature exploration and science and environmental education. The striking 52,000 square foot purple building was designed by Mexico City-based architect Ricardo Legorreta. Encompassing the broad themes of community, connections and creativity, hands-on exhibits invite self-directed, open-ended explorations. For more information about the museum, visit www.cdm.org.