

**Multimedia Service
Learning Partnerships**

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Electronic News
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Background

- Broadcast Producer
- Broadcast Media Marketing
- Broadcast News Professor
 - Photography
 - Videography
 - Interviewing
 - Editing
 - Producing
 - Post production
 - Writing for radio and television
 - Media Marketing/Branding
 - Social Media
 - Client Management
 - Crisis/Disaster Management
 - Media Training

Rationale

- **April 27, 2011 F-4 tornado in Tuscaloosa, AL**
- **May 22, 2011 F-5 tornado in Joplin, MO**
- **October 2012 Hurricane Sandy on East Coast**
- **Nonprofits held hostage by the web companies that hosted their content**
- **In a disaster, organizations need to make changes quickly to inform others**
- **You need to control your own destiny in a social and multimedia world.**
- **Incorporate learned skills and build on them**

Senior Portfolios

- **Resume**
- **About Me Section**
- **Work Examples**
 - **Video, articles, audio reports, scripts, etc.**
- **Contact Page**
- **Photos of student**
- **Social Media links**

New Media Class

- Objective: Prepare for current and future media
- Rubrics clearly laid out
- Tests
- Reflections
- Media critiques
- Individual projects prep them for group projects
 - One news reporter package
 - Instagram reporting: 5 photos, 1 video
 - One photo essay
 - Media marketing analysis report

Required Steps & Multimedia

- Research partners
- Students Pitch/Professors Pitch/Partners Pitch
- Informational videos = 5 minutes content
- Assessment and additions to present social media
- Instagram Reporting using video & audio
- :30 & 1:00 Audio PSA
- :30 & 1:00 Video PSA
- Photo Essay
- Marketing Report/Suggestions
- Website created to hold all content

36+ Partners since 2012

[Brayden House](#)

[Boys & Girls Club](#)

[Alabama Fire College](#)

[West Alabama Red Cross](#)

[Habitat Restore](#)

[Miracle League](#)

[Tisch Student Services](#)

[High Socks for Hope](#)

[UA ROTC](#)

[Forest Lake Rebuilds](#)

Tuscaloosa Tourism and
Sports Commission

[Around Town Visit](#)

[Tuscaloosa](#)

[Woman to Woman](#)

[Empowerment](#)

[First Tee of Tuscaloosa](#)

[Alabama Disabilities](#)

[Advocacy](#)

[Tuscaloosa Literacy](#)

[Council](#)

[Community Service](#)

[Programs of West Alabama:](#)

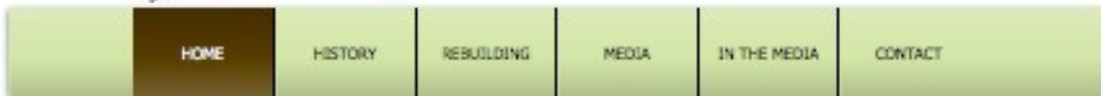
[Habitat for Humanity](#)

[Tuscaloosa's One Place](#)

[Alabama Scholastic Press](#)



Alberta Rebuilds
Remembering the Past, Looking to the Future



HISTORY

| READ MORE |



REBUILD

| READ MORE |



MULTIMEDIA

| READ MORE |



CONTACT

| READ MORE |

A Service Project by Leah Bradford,
Drew Bryant, Taylor Crosby, and
Sarah Hollingworth

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Alberta Rebuilds

Eagles' Wings



Home Programs Contacts Media Photos Gift Shop Events Car Tag

Mission Statement



Eagles' Wings Inc. is a non-profit agency that provides day habilitation services for adults with mild, moderate, and severe intellectual and physical disabilities, including those who are medically fragile. We will provide a wide array of services that are individualized to meet each person's unique spiritual, physical, emotional, social, and vocational needs and are committed to promoting and protecting individual rights of people. Our primary objective will be centered on happiness for each individual in a respectful, secure, nurturing, and structured environment which maximizes potential for independence, productivity, and integration with the surrounding community.

The Dream

As parents and family we dreamed...

Of a family-style village where our adult child will be loved and cared for by responsible, dedicated caregivers.

Of a place where our adult child's spiritual, physical, emotional, social and vocational needs will be met.

As teachers we dreamed...

Of vocational opportunities for adults with special needs to develop independence and work ethics through meaningful employment.

Of a workplace where adults with special needs may be productive, whatever their level of ability.

As concerned friends we dreamed...

Of the privilege to serve individuals with special needs and their families.

Of the opportunity to contribute financially, emotionally and spiritually to the well being of individuals with special needs.

The Need



Key-Pike

As parents we asked...

What will become of our adult child with special needs when we can no longer provide care in our homes?

How can we ensure that our adult child with special needs will always remain in a safe, secure and happy environment?

As teachers we asked...

What services will be available to our students with special needs when they are no longer in the school system?

Where will our students with special needs work, be productive, and find vocational fulfillment in their lives?

As concerned friends we asked...

How can we help meet the needs of individuals with special needs and their families?

Why are there not adequate residential and occupational services available to adults with mild, moderate, severe or medically fragile needs?

How can we honor God by service to adults with special needs and the programs designed for them?

*Upcoming
Events*

**ANTI-BULLYING
LICENSE PLATE**
PRE-ORDER TODAY!



Visit "Car Tag" for full
more information!

March 10, 2014

[Eagles' for a Mission](#)

Black Creek Landing
Lake Umbagog

April 21, 2014


Annual Golf Tournament
Indian Hills Country Club

April 23, 2014

Annual Dinner & Auction
Byrnes Conference Center

Special Olympics

HOME | **What We Do** | Who We Are | Sports & Teams | Multisports & Events | Get Involved




UA Wins Big in Los Angeles

This game-winning Los Angeles-based UA Special Olympics World Games team (along with 1,000 athletes from 177 different countries)

Kenneth Taylor and Frederick Patton competed on Team USA's Unified Volleyball team and won the gold medal.

Brad Gardner and Brad Diaz were 2 of 100 youth-leaders selected from around the world selected to participate in the Generation Unified Youth Summit held in conjunction with UAGOW.

Get involved today!



[Get Involved](#)

Video Player: Special Olympics PSA 2

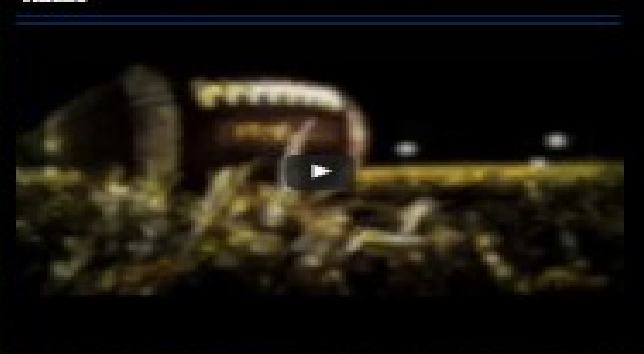
Follow us on **Snapchat**



Quick Links

- [New Website](#)
- [New History](#)
- [Welcome](#)
- [Special Olympics](#)
- [Special Olympics](#)
- [Special Olympics](#)

Videos



Upcoming Events

Unified intramural Basketball
Sunday, February 14 at 6:00PM
UA Recreation Center Court 4

Unified intramural Basketball
Sunday, February 21 at 6:00PM
UA Recreation Center Court 4

Alabama vs Auburn Unified Basketball
Sunday, February 27 at 10:00AM
UA Recreation Center Court 1

Unified intramural Basketball
Sunday, February 28 at 6:00PM
UA Recreation Center Court 4

Spread the word to find the word
Wednesday, March 2 All Day

[Calendar](#)

Latest News

Play Unified Day
March 14, 2015

 2014 Year in Review
January 6, 2015

 2014 Annual Unified Iron Bowl
November 23, 2014

Alabama Unity Bowl

The Alabama Unity Bowl hosted by Special Olympics College Area, will be one of the greatest Unified Flag Football Tournaments in Alabama history. Unlike any college football bowl game you have seen before, the Alabama Unity Bowl will feature Unified Flag Football teams from around the South.

The Alabama Unity Bowl will be much more than a Unified Flag Football Tournament. The weekend will kick off with our first ever, Youth Summit open to any high school or college student. In addition to the tournament, you can join the movement in

Alabama Healthy Marriage Initiative



ALABAMA
HEALTHY
MARRIAGE
&
RELATIONSHIP
EDUCATION
INITIATIVE

Healthy Couples,
Healthy Children



Alabama Healthy Marriage & Relationship Education Initiative

Healthy Couples, Healthy Children
Tuscaloosa, AL

PHYSICAL ADDRESS:

857 Redmont Drive
Tuscaloosa, AL 35404

MAILING ADDRESS:

PO Box 40764
Tuscaloosa, Alabama 35404

PHONE:

205-462-1000

FAX:

205-462-1001

(Located in the Same Building
as Tuscaloosa's One Place)



Home

About

Media

Contact Us

AHMREI

Our Initiative

The Alabama Healthy Marriage & Relationship Education Initiative, or "AHMREI", (former name, Alabama Community Healthy Marriage Initiative, or "ACHMI") is funded by a 5-year grant from the U.S. Department of Health and Human Services Office of Family Assistance. It is a partnership between Auburn University, Family Resource Centers, Mental Health Centers, and many other agencies and individuals at the state and local levels who have joined together to build and sustain healthy relationships and stable marriages throughout Alabama.

Our Goals

AHMREI's goal is to strengthen Alabama families by:

- Raising public awareness of the importance of healthy, stable relationships and marriages for children, family and community well-being.
- Increasing access to healthy relationship/marriage resources for all Alabama citizens.
- Training community members and professionals in research-based educational programs that strengthen relationships and marriages.



Alabama Choir School



Our Mission

The Alabama Choir School, through educating boys and girls from grades one through twelve in the art of singing and performing the finest music in the choral tradition, develops character, discipline, workmanship, leadership, global awareness, and a strong commitment to excellence, thereby contributing to greater West Alabama's overall societal life and enhancing Alabama's cultural reputation nationally and internationally.

INTERNATIONALLY
JOIN US

We are always looking for new talent. Contact us now for an audition. See below for contact info!



Alabama Choir School
625 Lurline B. Wallace Blvd N.
Tuscaloosa, Alabama 35600
alabamachoirschool@gmail.com
205-758-9927

Goodshop
donates to

Alabama Choir School

when you shop at:

- Puritan Peak**
8.8% donation
75 companies
- Target**
4% donation
100 companies
- CVS**
3% donation
32 companies

over \$11M raised at \$100+ stores



You and 28 other friends like this

Alabama Choir School
April 7 at 11:13am

Have you seen your program ad yet? The deadline is today, Thursday, April 7. If you can't get yours in today, please call the office at (205) 758-0927 and let us know.

Don't Miss the DEADLINE!

all Like 0 Comments 0 Shares

Alabama Choir School
April 7 at 10:56am

We will have space for personal and business ads in our Spring Concert Program.

Tweets

Alabama Choir School
Remember that all Concert Choir Singers should wear performance uniforms to rehearsal today.

Alabama Choir School
Have you seen your program ad yet? Today is the deadline. Please call the office if you can't get it to us today.

Alabama Choir School
We will have an extra deadline on our Spring Concert Program. Order your ad today by calling 758-0927

alabamachoirschool
157 Posts | 290 Followers | 2 Following



Fight 4 Life Fitness & Boxing Ministry

FIGHT 4 LIFE FITNESS AND BOXING MINISTRY, INC

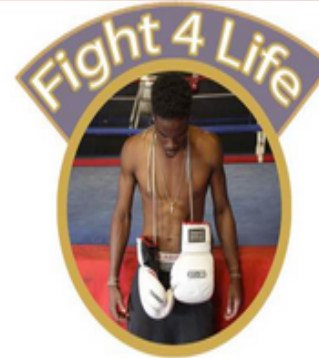
Mission Statement

Our mission is to be a positive impact in the lives of children, teens and parents by encouraging participants to reject a life of hopelessness and violence and to embrace a life of peace and success with attainable goals.



Our Motto

We believe, "Every child deserves a fighting chance and as a community of ministries fighting for the same cause, we can all make this a possibility for



Presented by



SouthWest Water Company

Fight 4Life uses the fitness and boxing program to instill self discipline, self confidence and physical fitness through boxing, mentoring, and fellowship services. Using boxing techniques helps youth and young adults deal with anger issues, stress and tension (how to control their emotions and not allow anger to control them) has proven to be instrumental in the way participants handle certain life situations.

Anger is the number one problem among young boys and girls today. Even as adults defusing anger can be a difficult task. Participants experience and learn techniques that prepare them with the ability to control anger emotions which we all have. Having the ability to turn negative energy into positive energy provides peace of mind; health and fitness for the body, while at the same time relieves stress and tension.



Tap, Inc.



Who we are:

Together Assisting People (TAP) Incorporated, is a not-for-profit foundation established in 2010, by former University of Alabama football starlet, Chris Rogers. The mission of the organization is to provide athletes the opportunity to be successful in life outside of athletics. TAP develops and facilitates programs tailored to the unique issues facing youth and young adults and help them find purpose and direction. All of TAP's programs follow a holistic approach to addressing these issues by emphasizing the importance of having a sound mind, body, and soul working in one.

TAP In The News

Together Assisting People



DONATE

Click the above link to make a donation to TAP! We greatly appreciate any amount to help young athletes succeed beyond athletics.



GET INVOLVED

Click above to get in contact with TAP about ways you can get involved!



OUR MISSION

Preparing athletes to be successful in life outside of athletics.



TAP is a tax-exempt organization under the 501(c)(3) code of the IRS. TAP acknowledges that no goods or services were provided in exchange in return for donations. To view our financial information [click here](#).

Arts 'N Autism



Upcoming Events

Our annual fundraising event, An Evening with Arts 'N Autism, is coming up on November 20th! Don't forget to get your tickets! You can purchase tickets online by clicking below.

[Purchase Tickets](#)



[Meet Our Kids](#)

How You Can Help

Because Arts 'N Autism faces no child abuse if they cannot find funds for tuition, we need your help! Over 80% of our funds come from fundraising and donations, so your donation would be greatly appreciated!

[DONATE](#)

GET YOUR CHILD INVOLVED



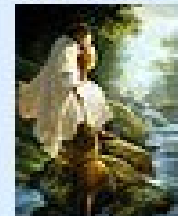
Arts 'N Autism serves as an afternoon program for children in Tuscaloosa, Alabama. Our organization is focused in Cowdell in Tuscaloosa and provides transportation from area schools. Students participate in arts and crafts, exercise activities, coding activities, music classes, field trips, and many other exciting and stimulating activities. Arts 'N Autism creates a comfortable environment for autistic children to thrive, learn, and develop social skills through long memberships. The program not only helps the students, but was organized to provide a support system to families and raise awareness in the community.

All students with autism are welcome at Arts 'N

GOD'S CHILDREN

"The King will answer and say to you, truly say to you, to the extent that you did to the least of them, you did unto me."

-Matthew 25:40



Humane Society



Humane Society of West Alabama

Adoptable Dogs

Adoptable Cats



Donate

Dogs Cats

HOME

VISIT US

HOW TO ADOPT

GET INVOLVED

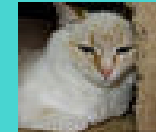
NEWS/EVENTS

SERVICES

CONTACT

Social Media Sites

Check out the links above!

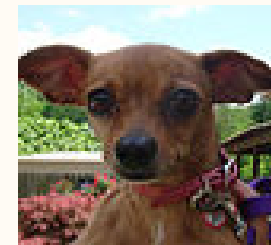


Welcome!

The Humane Society of West Alabama, founded in 1971, is a no-kill, all-volunteer, nonprofit organization. We have no administrative costs, so most of our funds are spent on direct care for the dogs and cats in our care. We receive no money from any governmental agency or national humane organization. We are totally dependent on donations and fund-raising to continue our work.

What We Do

- We find loving adopters for homeless, neglected, and/or abused dogs and cats and other animals.
- We maintain lists of lost and found animals.
- We maintain lists of pets needing new homes and people seeking pets, and we assist others with vet care and finding homes for rescued animals.
- We document cases concerning animal cruelty and route these cases to the proper authorities.
- We are an information and referral service and have an extensive file of contact names and numbers.



Make an appointment!

Our History



Donate



Humane Society of West Alabama

P.O. Box 78054
Tuscaloosa, AL 35407

humaneewa@yahoo.com

Tel: 205-554-0011
Please leave a message.
Fax: 205-248-7019

HOURS OF OPERATION

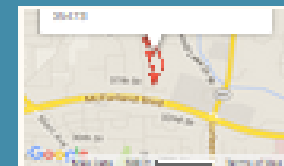
Cat Adoption Center
Saturday
10:00 AM - 2:00 PM
(By Appointment Only)

Dog Adoption Center
By Appointment Only

Appointments:
205-554-0011
humaneewa@yahoo.com

ADDRESS

Dog Adoption Center
2132 34th Street
Tuscaloosa, AL 35603



New Media Recommendations

- [High Socks for Hope](#)
- [Brayden House](#)
- [Fight 4 Life](#)
- [Tap, Inc.](#)

This Semester: Homelessness & Poverty Topics

Guest Speakers on entrepreneurial journalism and service learning

1. Habitat for Humanity executive director
2. City employee who works with grants to help homeless and poverty; community link
3. Former CNN correspondent to talk about deeper issues
4. Former student talked about how he used this class to start new business and ministry
5. Alum with 20 years broadcast experience and community servant by using technology/streaming

Student Groups Developed Own Concepts

1. Sex trafficking: Tuscaloosa's Problem
2. Find Hope Here: New homeless shelter in Northport
3. Finding Freedom: Domestic violence
4. Disadvantaged children in schools (300 homeless in city schools)
5. Alternative for homeless to live in tiny homes/rv's with corporate sponsorships/donated land (1000 homeless following tornado)
6. Vacant apartments/temporary housing

TAKEAWAYS

- Education for the nonprofit/community partner
- Serve as a media marketing arm of the nonprofit/community partner
- Adds a multimedia tab for student portfolios
- Combines service learning with practical application of skills and critical thinking
- Gives students a deeper understanding of a serious issue
- More accountability with a community partner

Quantification of Services

40 community partner projects

Average group= 5 team members

50 hours total per semester

8 semesters

\$23.07/hour

=

\$1,845,600

*The estimated value of volunteer time for 2015 according to Independent Sector is \$23.07.



Questions?