



MAMA Youth Project  
A Registered Charity No. 1119238  
A Company Limited by Guarantee No. 6033670  
Dephna House, 112-114 North Acton Road, London NW10 6QH  
Tel: 020 8978 3797 / 07869 215 301  
[www.mamayouthproject.org.uk](http://www.mamayouthproject.org.uk)

<http://twitter.com/MAMAYouth> <https://www.facebook.com/MAMAYouthProject>

## **MAMA YOUTH PROJECT: 'What's Up' TV Production Training Programme 2012**

*"MAMA Youth didn't just help me with my career, but it built me back up as a person."*

**Amy Lucas – Trainee Researcher (Dec 2010)**

**Current job: Runner, Kudo's Film & TV**

**MAMA Youth Project (MYP)** provides training and development opportunities for disadvantaged young people between 16 & 25. In particular, MYP trains young, aspiring TV talent in the art of TV production. The shows made that result from our main training programme have the further objective of edutainment, supporting and celebrating young people from all backgrounds.

The general philosophy of our main training programme is very much towards **a real working environment** – young adults will have full and hands-on responsibility for producing an **youth culture & lifestyle TV show titled: 'What's Up'**. The show is broadcast on satellite reaching over 40,000 viewers and has to meet all broadcast standards as well as the production requirements of the broadcaster. Each intensive 12 week training programme will include:

- ✓ Introductions to talent managers and industry professionals
- ✓ Introductions to potential employers
- ✓ Support with CV preparation
- ✓ Employment interview techniques
- ✓ Visits to broadcast, studios & production companies

Trainees will be selected to participate in the programmes based upon:

- ✓ Disadvantaged or limited access to educational/employment opportunities
- ✓ Belonging to a BAME (Black, Asian, Minority & Ethnic) group
- ✓ Belonging to a NEET group (Not in education, employment or training)
- ✓ Aptitude for and interest in TV production
- ✓ A clear willingness to further their personal development

**Since the charity began 76% of young adults who have completed the 'What's Up' training programme have had<sup>1</sup> or are still in employment within the media industry.**

We have built relationships with organisations and the third sector that help young adults from disadvantaged backgrounds which MYP are seeking to support, such as vulnerable adults, young offenders, the homeless, lone parents and those excluded from full time education. Our training programme is a mixture of the above groups as well as college or university graduates from BAME groups struggling to find employment or entry level work within the media industry.

*"MAMA Youth Project gave 5 of our young people the opportunity to grow to be able to learn skills in front of and behind the camera, this development has continued to grow even after the project had ended, out of 5 young people 3 are now in full time employment..."*

**Debbie Low (Stonham, Jupiter House – Homeless Project)**

<sup>1</sup> Based on monitoring of up to six months after end of training. Employment ranging from short contracts to permanent employment.

We also work with **Broadcast & Media companies such as BSkyB, Endemol, ITV, BBC, Shed Media, Leopard Films, Living TV group, Kudos Film & TV** who are commitments to interview selected trainees who have completed our main training programme, with a view of giving them work experience or employing them at entry level. We are working continuously for other employers (not just within Media) to make the same commitment.

*"I think [MYP] and the training it delivers is actually quite vital to the industry as a whole. There is a real deficit in terms of being able to find new talent, especially diverse talent and this is a real gateway and stepping stone for Broadcasters, Indies<sup>2</sup> & super Indies to be able to 'connect' with people that we so desperately need to connect to..."*

**Miranda Wayland (ITV Talent & Diversity)**

**IF YOU FEEL YOU WOULD LIKE TO TAKE PART TO SEE WHAT GOES INTO MAKING A TELEVISION SHOW OR ARE KEEN TO KICK START YOUR CAREER IN MEDIA, THEN GET IN TOUCH!**

No experience is required as you are thrown into the deep end under strict supervision by our staff trainers. We will guide and help you do the job for real. You will not get such intensive training anywhere else!

Although you are training, you will be expected to work to the discipline of TV production and be seen as work colleagues for the 12 weeks you are with the programme.

### **Roles within the training are:**

\* Production Trainees:

**Production Manager  
Production Co-ordinator  
Researcher**

\* Technical Trainees:

**Camera & Lighting Operator  
Location Sound Recordist.  
Video Editors (using Avid Symphony)**

As a Production Trainees you are responsible for the concept and development of ideas for the show and producing items through to sign off by the producers. Trainees will be at all stages of the production from contacting contributors, location filming to editing & post production. There is a choice of departments you may work in - Music, Fashion, Events, The Endz, Arts, Comedy, Tried & Tested, and Social Issues. Previous shows have included interviews with: Giggs, Eddie Kadi, Mica Paris, Loick Essien, Ruff Diamondz, Adam Deacon, Graffiti artist 'Busk' and designer Wale Adeyemi.

Technical Trainees will work alongside a Director and production team in the filming content of the show on shoots. For Editors they will be editing the shows segments with a researcher and assisting with the overall compiling of the show.

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**THE NEXT TRAINING PROGRAMME IS SCHEDULED FOR THE NEW YEAR: 16<sup>th</sup> JANUARY – 5<sup>th</sup> APRIL 2012**

Application are now open until Friday 18<sup>th</sup> November 2011

Please send us a cover letter and CV (If you have one), expressing your interest to: [whatsup@mamayouthproject.org.uk](mailto:whatsup@mamayouthproject.org.uk)



Facebook: <http://www.facebook.com/WhatsUpShow>

Twitter: <http://twitter.com/WhatsUpYouth>

YouTube: <http://www.youtube.com/WhatsUpYouth>

'What's Up' previous show: [http://pact.i2ic.com/companies/mama\\_youth\\_project/32](http://pact.i2ic.com/companies/mama_youth_project/32)

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<sup>2</sup> Independent Production Companies

