



2024 Evaluation Report

provided by 21st Century Leaders



"If I had to describe the Film and Entertainment Institute program I would describe it as a fun way to get yourself out there and make connections with many people in the film industry and also get to see and learn what it's like to be in different job positions within the industry."

- Sarah Hayashi, Paul Duke STEM HS Gwinnett County, Class of 2025

About the Film and Entertainment Institute

presented by  **WARNER BROS.
DISCOVERY**

Founded in 1989, 21st Century Leaders (21CL) is a non-profit organization that connects, transforms, and inspires high school students in Georgia to leverage and promote diversity and inclusion, explore career opportunities, and become leaders in their school, community and ultimately the workforce.

The **Film and Entertainment Institute (FEI), presented by Warner Bros. Discovery**, is a week-long, residential summer leadership institute for high school students in Georgia. In its 19th summer, this institute focuses on providing equitable access for all students to receive high level leadership training and workforce development for the film and entertainment industry.

Held at Georgia Institute of Technology on July 14-July 19, 2024 for 54 high school students from across the state, the Film and Entertainment Institute takes diverse young leaders through an exploration of media careers and leadership development through hands-on experiences with industry professionals, workshops, student-led productions, networking sessions, and behind the scenes tours. Through professional development, including dining etiquette, elevator pitches, and working in teams to present a final pitch presentation, students walk away with a life-changing experience.



Statewide Student Diversity

54 Students

43 High Schools

16 Counties

63% Female identifying

37% Male identifying

57% African American

13% Caucasian

11% Hispanic/Latino

11% Other/Mixed

6% Asian

2% Indian/South Asian

Through the generosity of Warner Bros. Discovery, Georgia Department of Education BOOST Grant, and individual donors, this program was free for all students. Furthermore, all students received free enrollment for the 2024-25 school year to Leadership Connect, 21st Century Leaders' online leadership development platform.

45% of students reported that their experience with FEI was their **first time visiting a corporate campus/office**

Student Impressions & Impact



"My biggest takeaway is that things are happening locally and that I don't even have to leave Atlanta to be successful. I learned about many jobs I didn't know existed and I got to appreciate the media even more."

**- Cindy Hernandez, North Clayton HS,
Clayton County, Class of 2026**

IMPACT RESULTS

98% of students reported that FEI met or exceeded their expectations

98% of the students reported that because of their experience they are more likely to seek out or continue seeking out leadership roles

96% of students reported that their Interpersonal Skills improved, while **92%** said their Critical Thinking Skills improved

88% of students reported that their confidence as a leader increased because of the program, while **20%** of students reported that they were surprised at being selected to attend because they never really thought of themselves as a leader before attending

84% of students reported that their Business Knowledge increased since attending FEI, while **80%** agreed that their Teamworking Skills improved

"I liked the advice I received about striving to be the best in the room and being so good that no one can reject me!" - Roland Brune, Davidson Fine Arts Magnet School, Richmond County, Class of 2026

Student Impact

21st Century Leaders' programs are focused on developing skills in seven core leadership competencies. Students reported understanding the following competencies and knowing how to use them or expand them, after attending the Film & Entertainment Institute.

82%

Communicating Effectively

80%

Problem Solving
Integrity & Trust

78%

Action Oriented

74%

Self-Development
Career Ambition

63%

Building Effective Teams

Students' Expectations & Experiences



"I was hoping to get more understanding of the work and what actually happens in the film and entertainment industries and the experience I got exceeded my expectations." - Nickell Brown, Druid Hills HS, DeKalb County, Class of 2025

"Before the institute I didn't have any interest in WBD, now I believe it's possible I could one day work for them." - Noah McWhorter, Newnan HS, Coweta County, Class of 2025

"I was hoping to understand existing job opportunities in the film industry. But I was also excited about the opportunity to live in a college campus dorm and meet new people outside of my school and work. The experience I got exceeded my expectations!" - Edore Oseragbaje, Wheeler HS, Cobb County, Class of 2025

Student Impressions & Impact

"My takeaway after attending FEI is that it's okay to pivot! As a rising senior I have a plan but this institute has made my plans waiver, which is a good thing. I realized I may want to pursue something in film because it now piques my interest." - Cindy Hernandez, North Clayton HS, Clayton County, Class of 2025

"The main thing that stuck with me is to be open minded and positive with everything I approach. I also learned that one needs to challenge their ideals and try to get along with people who you may not "like" or agree with." - Shamari Brown, Morrow HS, Clayton County, Class of 2025

"My biggest takeaway is that I've made new friends that I can continue to interact with even after this program ends." - Camilo Archila, Lakeside HS, DeKalb County, Class of 2025



CAREER AMBITION

100% of students agree that they now see themselves as a leader after attending the program

86% of students reported that after attending the institute, they are clear in knowing their career path after high school

58% of students reported that they discovered a new career field that they are now interested in that they didn't realize prior to attending FEI

56% of students reported that their career interest was reaffirmed by an experience at the institute



"I am now looking into careers in the film industry!" - Kimora Davis, Jonesboro HS, Clayton County, Class of 2026

INSPIRING YOUTH TO LEAD

49 Volunteers, 165+ volunteer hours



"I just want to thank Priscilla from WBD for being so kind and welcoming the whole week; she inspired me to talk to more people. :)" - Sarah Hashim, Paul Duke STEM HS, Gwinnett County, Class of 2025

"I want to thank Warner Bros. Discovery for opening up their studios to us and sharing what they love about their jobs. These speakers were very kind and informative, and gave us so much insight on how to authentically elevate ourselves." - Shamari Brown, Morrow Clayton County, Class of 2025

56% of students reported that their experience with volunteers at FEI included **their first time seeing someone successful who looks like them in a career or position they are interested in**

"I wanted to thank Amara Walker. I loved her story about how she grew up and used it as an inspiration to get into the work she does at CNN. I love how she is so invested in her work. I appreciate her coming to talk to us and give an inspirational speech. I also love how she has and continues to play different roles in her profession and this encouraged me to not be afraid of being good at more than one thing. I want to thank her for coming out and giving an amazing story!" - Tinuade Jayeola, Pebblebrook HS, Cobb County, Class of 2025

"I met Miss Forrest at the speed networking and she continued looking out for me. She quite literally was able to provide me with information on opportunities that I could never have imagined myself in so I want to thank her and give her a shout out." - Evan Johnson, McCallie School,



"The dinner gave me more practice on networking and helped me become more comfortable speaking with people I am unfamiliar to and build a relationship. and I met a lovely lady named Johnita Due." - Aubree Edwards, Whitewater HS, Fayette County, '25

Speed Networking with



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"I really enjoyed this experience, it was probably my favorite networking session of the week." - Priscilla Wong, Campbell HS, Cobb County, Class of 2026

"It was great learning about the different careers that I've never heard of." - Jamaya Boyd, Davidson Fine Arts, Richmond County, Class of 2025

"All the WBD employees were eager to help even if they weren't in the field that you're interested in. They gave lots of useful life advice and tried to help us be as successful as possible." - Maddie Johnson Bremen HS, Haralson County, Class of 2026

"I really liked the speed networking with WBD employees. It exposed me to many people with really great advice for me as I go on my journey to entering the film industry." - Aubree Edwards, Whitewater HS, Fayette County, Class of 2025



86% reported that their Networking and Communication Skills increased

"Everyone I spoke with had a different experience about how they got to where they are in their career, but they all had similar perspectives on how to be a team player. Talking with them was a little intimidating despite them being very welcoming to our questions." - Shamari Brown, Morrow HS, Clayton County, Class of 2025

"I enjoyed the Speed Networking session because it was very interactive, and it was very helpful seeing how people like their jobs in the field that I'm interested in." - Dylan Jefferson, The Walker School, Cobb County, Class of 2026

"Thank you so very much to the Warner Bros. Discovery volunteers. I had so much fun and I learned an incredible amount of things. I truly can't express how much respect I have for your profession." - Roland Brune, Davidson Fine Arts Magnet School, Richmond County, Class of 2026





WARNER BROS. DISCOVERY Production Challenge



"Producing that show was my absolute favorite highlight of the week; working on the camera is what I'd love to do for my future career. So it gave me a taste of what I want to strive to be. And working in a group for our production challenge was very fun as well, everyone was very engaging and coming up with really good ideas." - Aubrie Hooper, East Coweta HS, Coweta County, Class of 2025



"It was one of the most interesting and memorable experiences I've ever had in my entire life and I enjoyed it more than anything I've done in recent memory. Thank you so much for this experience!" - Lucas de Macedo, Innovation Academy, Fulton County, Class of 2025

"It was amazing as I was able to use such advanced equipment and see in-person the things we usually see on a screen." - Gambler Dollar, Bainbridge HS,

Students Experiences & Impact

"AMAZING!! I loved every second of it. This was definitely my favorite part of the program." - Roland Brune, Davidson Fine Arts, Richmond County, Class of 2026

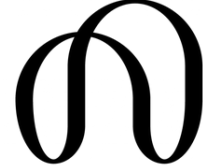
"Although I didn't get the position I wanted (graphics), I was surprised by how interesting the lighting position was. I enjoyed being on set, it's kind of surreal seeing in-person how the show is put together." - Aubree Edwards, Whitewater HS, Fayette County, Class of 2025

"It was amazing! I never realized that the lighting director had so many cool controls and it was awesome seeing all the different lights that they had." - Isaiah Higgins, Chamblee HS, DeKalb County, Class of 2025

"This experience was very good. It helped me find a new passion." - Ethan Bailey, Chapel Hill HS, Douglas County, Class of 2025



Behind The Scenes Tour



**TRILITH
STUDIOS**



"My biggest take away is that one day I could hopefully do what these people do, editing, producing, or any other type of film work, and I'd be happy to work at such an amazing place." - Sarah Hayashi, Paul Duke, STEM HS, Gwinnett County, Class of 2025

"The tour really changed my perspective on Atlanta as a city, and Georgia, and the film industry. I think sometimes NY and LA can seem like the only places to "make it big" but there are a lot of resources around us." - Elia Matthew-Lewis, Decatur HS, DeKalb County, Class of 2026

"It was absolutely amazing to see the studios of movies I grew up watching, and also seeing the LED screen and learning more about how these films come to be!" - Kaelyn Jin-Britt, Innovation Academy, Fulton County, Class of 2026



"My biggest takeaway was the evolution of technology in the film industry and that my favorite movies are more computer generated than they are real!" - Taylor Lasoff, Cambridge HS, Fulton County, Class of 2026

"It was amazing to learn about all the jobs, small and big, within the studios and how they are all important in making something beautiful." - Tinuade Jayeola, Pebblebrook HS, Cobb County, Class of 2025



"I am amazed by the amount of work that goes into getting films together. Even though the backgrounds are made with the LED panels, this still requires designers, lots of testing, and just different staff members to ensure that the panels and background work properly." - Andrea Goitia, Gwinnett School of Mathematics, Science and Technology, Gwinnett County, Class of 2025

LEADERSHIP CHALLENGE

Pitch Presentations

During the week, students worked in teams to address a "challenge" and pitch their solution to a panel of judges. The challenge this year, presented by **Warner Bros. Discovery**, involved developing a creative **Social Impact Campaign**, utilizing the power of brands, resources, and social good initiatives to maximize impact in communities and for the business.



DIVERSITY, EQUITY, & INCLUSION

"The Diversity, Equity and Inclusion session was very engaging and one of my favorite moments, the guest speakers were very knowledgeable on the subject and the examples they provided really helped me understand the subject more. I learned a lot about diversity, that it isn't just about race or background, but that it can also be about skills that a person has." - **Aubrie Hooper, East Coweta HS, Coweta County, Class of 2025**

"I learned how important it is to account for everyone's feelings and to make each person feel comfortable in a workplace so they can effectively do their jobs." - **Aubree Edwards, Whitewater HS, Fayette County, Class of 2025**





AGENDA SNAPSHOT

Sun., July 14 - Fri., July 19, 2024

@ Georgia Institute of Technology

SUNDAY: Welcome to Film and Entertainment Institute

Program welcome and leadership workshops led by 21CL staff and alumni

MONDAY: Warner Bros. Discovery Welcome

21CL Monday Overview + Welcome - 21st Century Leaders Staff

Warner Bros. Discovery Corporate Overview - Sydney Langdon, Senior Director of Corporate Social Responsibility, Priscilla Medeiros, Senior Specialist

A CNN Experience - Coy Wire, Host, CNN 10

Life at CNN - Amara Walker, Anchor and Correspondent, CNN

WBD Early Careers Overview - Khyra Larkin: Sr. Recruiter; Gaby Bermudez: Recruiter

Summer Intern Panel and Q&A - Navya Shukla: CNN Southeast Bureau Intern; Julianna Thomas, Creative Marketing Intern (CNN); Kaya Brown: TNT Sports Production Intern; Ayushi Agarwal: Corporate Social Responsibility Intern

Introduce Final Challenge - Kimberlin Bolton: Manager, Corporate Social Responsibility

Speed Networking with WBD Employees

Corporate Headshots and Work on Final Challenge

Alumni Roundtables Networking - 21CL Alumni



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TUESDAY: WBD Lights, Camera, Action!

21CL Tuesday Overview + Welcome - 21st Century Leaders Staff

Intro to Production - Brandi Harrison, Project Manager, Studios, 21CL Alumni

Group 1 – Production Challenge - Studio D, largest Techwood Studio, MLB set

Group 2 – WBD Access to Action - Euan Lampitt, Vice President, Corporate Social Responsibility

Group 2 – WBD Access to Action: Life on Set - Rashaan Dozier-Escalante - Westworld & Big Little Lies; Aminatou Balde - Black Lightning and Shazam 2; Cheyenne Jacobs - Black Adam

Lunch + Learn with 21CL Alumni - William Holley, Product Manager I, Content Creation and Moderation; Kobi Warner, Digital Production Technician

Group 2 – Production Challenge - Studio D, largest Techwood Studio, MLB set

Group 1 – WBD Access to Action - Euan Lampitt, Vice President, Corporate Social Responsibility

Group 1 – WBD Access to Action: Life on Set - Rashaan Dozier-Escalante - Westworld & Big Little Lies; Aminatou Balde - Black Lightning and Shazam 2; Cheyenne Jacobs - Black Adam

WEDNESDAY: Leadership, Diversity, Equity & Inclusion

Leading in a Diverse, Equitable and Inclusive Culture - Patrick Solomon (21CL Advisory Council) & Joe Iarocci, Co-Founders, The Collective 180

Breakout Discussions/Activities

Dinner Etiquette-Professionalism Matters! - 21CL SLT

Leadership Dinner + Dinner Panelists - Advisory Council Welcome: Dennis Adamovich, DA Brand Activation

Group/Panelists: Johnita Due EVP Integrity & Inclusion, CNN & Chief Diversity Equity & Inclusion Officer-CNN & TNT Sports at Warner Bros. Discovery; Okema Jackson, VP of Media Operations, Programming & Traffic, WABE, 21CL Board of Directors; Jay Jackson, Founder & CEO, RYSE Creative Village; Brandon Reese, VP of State Government Affairs for Southeast Region, Motion Picture Association of America (MPA)

21CL Talent Show!

THURSDAY: Leadership on Set

On Set Tour: Behind the Scenes - Trilith Studios

FRIDAY: Pitch Perfect Presentations

Challenge Presentations! Brie Johnston Smith, Vice President, Production Operations at WBD, William Holley, Product Manager I, Content Creation and Moderation WBD, 21CL Alumni Board; Michael Quigley, co-founder and CEO, QVH Media Inc.

Leadership Celebration- 21CL

Closing Session - 21CL Staff and Students