

ORGANIZATION: Alice Paul Institute (API)

PROJECT: Girls Media Empowerment Project – YouTube channel

POPULATION TO BE SERVED BY PROJECT: API's online presence through www.alicepaul.org and social media (Facebook, Twitter, Instagram, and eventually YouTube) serves a growing national audience of adults and high school age students. Specifically, while a proposed new YouTube channel could be accessed by any individual, API will target girls between the ages of 10-17 who live in Camden, Cumberland, Salem and Gloucester Counties to pilot this project. Based upon our current media platforms and the partnerships we have developed with the region's organizations and schools, we anticipate effectively reaching thousands of girls in the region within the 24-month grant period. Currently, API serves an adult audience, high school age and above, as well as teenage girls in a variety of capacities on-site and on-line. Through this project, our focus is to make API's programs as inclusive as possible.

ORGANIZATION'S TOTAL OPERATING BUDGET (CURRENT YEAR): \$742,783

PROJECT DESCRIPTION: Through this project, API will create a YouTube channel that releases bi monthly videos targeted to girls between the ages of 10 17. The content of these videos will focus on Alice Paul's story and philosophies from both an historic and contemporary perspective. It will be tailored to meet the needs of girls of ethnic and socio economic diversity. Emphasis will also be placed on the platform's live streaming, interactive features, in an effort to attract, grow, and retain interest in the channel and facilitate lively, engaged dialog between the site host and teen participants. Ultimately, the YouTube channel will enhance and extend API's visibility and reach, reinforcing its regional presence while amplifying its national stature.

ABOUT THE ORGANIZATION: The mission of the Alice Paul Institute is to honor the legacy of Alice Paul's work for gender equality through education and leadership development. During this milestone year — 2020 marks the 100th anniversary of women's suffrage — API's mission and message are even more compelling, relevant, and resonant.