



Memorandum of Understanding

WQED Multimedia and REACH Cyber Charter School

This Memorandum of Understanding (MOU) sets forth the terms and understanding between WQED Multimedia - WQED Film Academy (WFA) and REACH Cyber Charter School (REACH) to provide access for REACH high school students to attend WQED Film Academy (WFA) and receive internship credit towards their REACH high school education. The purpose of this MOU is to define the roles, relationships, and obligations of both parties.

Background. WQED Film Academy teaches and empowers students to create digital media that matters. Industry professional Teaching Artists guide, mentor, and educate students throughout their time at WQED and beyond. The program teaches filmmaking skills such as lighting, camera, and sound as well as valuable life skills through the filmmaking process, including collaboration, perseverance, accountability, critical thinking, communication, creative expression and what it means to be an active and responsible citizen.

Opportunities for students to engage with other filmmakers both through lectures and in on set settings, as well as field trips to various production-related businesses, organizations, and educational institutions are consistently offered at all levels of WFA. The program is offered throughout 3 semesters per year: fall and spring semesters, 12 weeks each (3 days per week) and a summer intensive for 6 weeks (4 days per week).

WQED Film Academy offers three levels of out-of-school programming to high school students (defined as rising 9th graders through summer post-graduates who were enrolled in a public, private, charter or online high school):

Learning Level: Our Learning Level of WFA introduces filmmaking concepts through formalized curriculum paired with project opportunities that demonstrate these skills at an increasingly advanced level throughout the semester, culminating in a final project that students work on collaboratively, from concept through completion. The semester also concludes with basic tests in lighting, audio, and camera. Students who pass these tests are then authorized to apply for the next level of internship, as well as granting them access to WFA's equipment for check out outside of regular WFA program hours.

Intern Level: Once students complete The Learning Level, they have the option to interview to join WFA as an intern. At this level, students support productions and content being created for clients by our Teen Film Crew or other students' content created for our web series, The Reel Teens. They continue to enrich their education in the various aspects of filmmaking and participate in peer learning from advanced students. Students learn beyond individual skill sets to discover pathways for future careers in the entertainment industry, how to get started as an



effective production assistant (PA) on set, and how the hierarchy of the industry functions, including both union and non-union pathways. They also have the opportunity to help students in the WFA program on their productions as either crew or on-camera talent. Students need to complete 100 hours at the Intern level, participate in a Peer Mentorship Training (provided by The Mentoring Partnership), and successfully complete advanced testing in audio, camera, lighting, and editing. They can then choose to interview for a paid position with WFA.

Teen Film Crew Level: Teen Film Crew (TFC) is a paid job with WQED Film Academy and is open only to students who have completed both the Learning and Intern levels. Students in our TFC program can pitch ideas for original content, and develop those ideas with our teaching artists assisting as producers. Real-world pitching scenarios are created for students to experience having their project “greenlit.” Final Reel Teen projects also have the possibility of being submitted to film festivals by WFA on the students’ behalf (to date WFA productions have received several laurels that students have been able to add to their resumes/CV’s and college applications). Students are also given the option of working on client projects where they learn professional skills such as email, phone/zoom, and in person communications, as well as budgeting, deliverables, and production scheduling. TFC level students provide mentorship to Learning and Intern level students, therefore strengthening their own skills and enriching their leadership abilities. Students may stay with WFA at the TFC level up to and including the summer after graduation from high school.

WQED Film Academy Virtual Project Based Professional Internship Program

Overview

The Virtual Project Based Internship program will allow students who are interested in continuing their education in the film and digital media industry to work with a mentor who will guide them step-by-step through the process of creating their own piece of digital media. This virtual programming will mirror our in-person internship program, allowing students opportunities to brainstorm, pitch their idea, write, produce, and edit their project within the 100 hours of allotted program time.

Fall/Spring Overview

100 Total Hours (average of 8.5 hours per week for 12 weeks)

- 25 Hours of instruction and project mentorship.
 - At least two hour per week of mentor training, critique, and meetings
 - Four Hours of equipment review and initial Adobe training.
 - Twelve hours of project mentorship and continued adobe training.
 - Five additional training or mentorship hours reserved (1 hour for the first five weeks) based on student needs.



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- Four hours for the Instructor to provide critiques of the student's rough and final cuts.
 - 75 hours of independent project based learning
 - Based on student needs and project
 - A one-year subscription to Adobe Creative Cloud software will be provided by WFA.

WQED Film Academy Lite Program

WQED Film Academy Lite is a youth education program in digital media arts and filmmaking. Film Academy Lite is open to 7th graders through 8th graders and provides 6 hours of in-person instruction at WQED Studios in Pittsburgh, PA.

WQED Film Academy Lite is a three week film education program where students will learn filmmaking from start to finish- from pre-production to videography to post-production and editing. Film Academy Lite will be offered Wednesdays, 6-8PM. There are two sessions of Film Academy Lite this fall: October 5th-October 19th and November 2nd-November 16th. The cost of the program is \$200 per student. Payment in full is due at the time of registration to secure a spot.

Terms and Details. This agreement is in effect as of the date it is signed and provides for the following.

REACH Cyber Charter School agrees to the following:

1. Pay the tuition (\$2,000 per student) for up to 3 Learning Level WQED Film Academy students (in person, after school) and 3 Virtual Intern Level WQED Film Academy students (virtual, after school) per semester . Payment must be made in full prior to the start of each semester. A deposit of \$100 per student is required upon registration to hold the student's spot. Virtual Intern students will receive a one year subscription to Adobe Premiere editing software.
2. Pay the tuition (\$2,500 per student) of Learning Level WFA students per semester (fully virtual, after school). Payment must be made in full prior to the start of each semester. A deposit of \$200 per student is required upon registration to hold the student's spot. This cost includes a "Virtual Filmmaking Kit" (see below).
3. Pay the tuition (\$200 per student) for up to 5 Film Academy Lite students per semester (in-person, after school). Payment must be made in full at the time of registration to hold and confirm the student's spot.
4. Pay the rate of \$350/wk for the Virtual Filmmaking Camp, as described in the WFA On Location Services Menu (Exhibit A), for a total of \$350/wk x 7 weeks = \$2,450.
5. Ensure students register at least 3 weeks in advance of the start of any semester. After this time, spots will be released to other interested students and are no longer guaranteed.



6. Coordinate students and registration for a Virtual Filmmaking Camp to happen once a week, the first Tuesday of the month, starting November 1. Each session will be an hour long, from 11:00-12:00pm.

7. Students will create and provide a learning plan and activity log which will be provided in a timely manner to the WFA Program Manager for approval.

8. Provide any important information regarding the student's specific educational needs (such as an IEP or 504 Plan), or if any accommodations need to be made.

9. Ensure students return any pertinent releases and agreements to participate in the program.

10. At the completion of the program, provide the WFA Program Manager with necessary documents such as reflection forms, evaluation sheets, or any sort of off-boarding documents as required by REACH, in a timely manner.

11. Amended as of 1/23/23: There will be a 3-week add/drop period for virtual and in-person Film Academy students starting from the first day of the given semester. REACH must confirm the final number of students at this time.

WQED Film Academy agrees to provide the following:

1. Approximately 100 hours of education and training to WFA after school REACH students each semester (6 hours of education and training for Film Academy Lite students).

2. All adults will have state mandated clearances for working with high school youth and appropriate skills and experiences to execute the program. Clearances can be provided by request.

3. Any camera, lighting, or editing equipment students might need to perform the assigned tasks within the program.

a. For virtual Learning Level students, this includes the shipment of a "Virtual Filmmaking Kit" which includes items including but not limited to: lenses for smartphones, microphones, audio recording device, etc. These kits will be shipped by WFA to the student prior to the start of the semester and will be theirs to keep.

b. For virtual Intern Level students, this includes a one-year subscription to Adobe Premiere editing software.

4. Sign off on activity logs that students will be responsible for providing.

5. Complete and sign a reflection form and student evaluation sheets which will be provided at the completion of the program.

6. Provide instruction for 7 Virtual Filmmaking Camp sessions as outlined above, for a total of 7 hours, for 7 weeks (1 hour each week).

7. Any and all additional considerations as outlined above.



Fees. REACH Cyber Charter School agrees to pay WQED Multimedia \$2,000 per student as tuition for the WQED Film Academy in-person program and/or the WQED Film Academy Virtual Internship program as well as \$2,500 per student as tuition for the WQED Film Academy Learning Level virtual program.

Amended as of 1/23/23: There will be a 3-week add/drop period for virtual and in-person Film Academy students starting from the first day of the given semester. Invoicing for the total number of students will be processed following the 3 week period.

REACH agrees to pay WQED Multimedia at the rate of \$350/wk per week of the Virtual Filmmaking Camp, as described in the WQED Film Academy On Location Services Menu (Exhibit A), for a total of \$350/wk x 7 weeks = \$2,450.

Duration. This MOU is at-will and may be modified by mutual consent of authorized officials from WQED Multimedia and REACH Cyber Charter School at any time.

Contact Information

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Director of Film Education

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REACH Cyber Charter School
_____ (contact name)
_____ (title)
_____ (address)
_____ (address)
_____ (phone number)
_____ (email address)

WQED Multimedia
Please Sign: _____
Mike Waruszewski
CFO

REACH Cyber Charter School Representative:
Please Sign: _____
Please print name: _____
Print Title: _____

Date: _____

Date: _____



EXHIBIT A:



WQED FILM ACADEMY SERVICES MENU

Let our Teaching Artists* bring their professional backgrounds and expertise into your classroom! WQED Film Academy Teaching Artists are all working professionals with film production backgrounds. Their real world skills and experience can enhance the education of your students by giving them an understanding of the industry as well as comprehensive film production skills.

Whether it's a one-time workshop or regular placement in the classroom, our programming will help prepare students in ways that stretch far beyond the practical skills of production and stretch into professional development that includes working cooperatively in teams, communicating professionally, working within budgets and deadlines, and much more.

Workshops & Professional Development

Workshops are available to students ranging from elementary through high school, as well as professional development for teachers and administrators.



Workshops are catered to your needs and requests - anything from basics of film production gear, to visual storytelling, to integrating available technology into your classroom, and beyond. We will work with you to make sure the curriculum is focused and specific to your goals and objectives for the session.

(All workshops include 1-2 teaching artists, based on the number of attendees. Additional teaching artists available by request at the below hourly rate.)

1-2 HOUR WORKSHOP Total Cost = \$350	½ DAY WORKSHOP (3-5 HOURS) Total Cost = \$650
FULL DAY WORKSHOP (6-8 HOURS) Total Cost = \$1,200	ADDITIONAL TEACHING ARTISTS \$65/HR

In-School & After-School Regular Programming

Regular programming** through WQED Film Academy affords schools the opportunity to enrich the understanding and education of film production to their students on a thorough and consistent basis.

Available as frequently as needed, Film Academy Teaching Artists can offer anything from supplementing an already robust and fully-equipped program and instructor, to providing a fully functioning program: curriculum, instruction, and equipment brought into the classroom.



\$65/HR PER TEACHING ARTIST FOR UP TO 12 STUDENTS

ADDITIONAL \$65/HR FOR EACH TEACHING ARTIST/ASSISTANT PER 12 STUDENTS

An additional Teaching Artist/Assistant will be provided for each additional 12 students at the \$65/HR rate. This cost includes prep and evaluation, travel, etc. Schools will only be charged for their in-school time.

Virtual Programming Options

All of the above services are adaptable and Teaching Artists are available to educate, supplement your curriculum, and support your students both virtually and in person!

WQED Film Academy also has the capacity to equip each virtual student with an at-home filmmaking kit that will allow them to use their mobile device to capture cinematic quality video and audio. The kit costs a one-time \$500 fee per student, and would be the student's to keep.

***All Teaching Artists have necessary clearances (PA Child Abuse, PA Criminal Background Check, and FBI). Clearances available upon request.**

****Regular programming is defined as an ongoing curriculum presented at least once a week and at least 3hr/wk for a minimum of 12 consecutive weeks (exemptions made for weeks in observance of holidays).**

*****WQED Multimedia is a non-profit 501c3 and eligible and open to discussing grant funding opportunities and options.**