



All Apprentices will ...

- be leaders in their own lives, in their TGG team, and in their communities.
- have the soft and hard skills needed to be career and/or college ready.

Marketing Apprentices will ...

- cultivate their personal voice and storytelling abilities.
- be ambassadors of Teens Grow Greens.



What to Expect (Learning)

- know **different mediums** and analyze their pros and cons storytelling and
- recognize the **different ways stories are told** across mediums
- **exposure** to photography, video and communication
- recognize the elements of **TGG's story**
- analyze how TGG's story is told and its **strengths and weaknesses**
- know **TGG's current audience** and who we would like to reach

What to Expect (Doing)

- **creating** a story through one of the mediums
- **developing** a social media plan plus **documenting** and **creating** the social media for TGG
- **planning** projects like a documentary, shoots for social media, written remarks and presentation at events
- **developing** your own way of storytelling/marketing



Schedule

- One 2-hour in-person weekday sessions (after school)
- One 4-hour in-person Saturday session (with built-in Apprentice lesson)
- Specific shoots and events where documentation or representation is needed