

► **TAKE TWO
MEDIA
INITIATIVE**

TAKE TWO MEDIA MOVEMENT

**Creating Student Media and Tech
Leaders for a Better Tomorrow**



THE PROBLEM



Most children fall prey to media and tech pitfalls, because of lack of media literacy education

Parents are unaware of their own media and tech addictions and unable to steer children behavior

According to CDC studies; 40% of children are “persistently sad” and 29% are suffering from poor mental health

95% of youth 13–17 use social media an average of 3.5 hours per day

Schools and parents lack the support needed to create media literate & healthy communities

40% of children age 8–12 use social media

THE TAKE BACK - BOOK LAUNCH

Written by our founder, Megan Kiefer, *The Take Back* – how we can reclaim our lives from big media and tech, is a transformative guide that empowers parents, students, and communities to reclaim control over their media and technology.

Featuring expert interviews, personal insights, and practical strategies, this book equips parents, educators, and students with actionable tools to foster healthier relationships with technology and spark a youth-led movement for change.



PARENT GUIDE: INTRODUCING & MANAGING TECHNOLOGY WITH YOUR CHILD

Adding more technology to your child's life may seem like a good idea, but because you are giving them access to such power it comes with both opportunities and risks. Technology is everywhere, making it hard to put down. Since brains are still developing at the age of 25, introducing technology at a young age can impact the developmental process. This is especially true if screen time replaces developmentally important activities, such as exercise, social interaction, or face-to-face communication.

Social media, search engines, and gaming platforms are designed to be addictive. The longer a child is on these platforms, the more money and time they spend. While this is clearly in their interest, if left unmanaged, the health and wellbeing of your child, family, and community can be impacted. This section is to help you take control of the technology your child uses.



INTRODUCTION

AS A PARENT OF TWO YOUNG CHILDREN, I understand how tempting it is to hand over a phone or device for a moment of peace or to finish a task. It's so easy to give in and, at times, next to impossible to resist by design. Smartphones and devices have become modern-day babysitters, keeping children occupied to avoid disruption or harm. Witnessing the effects of my children's growing addiction, as well as my own dependence on the conveniences of having a personal computer in my pocket at all times brought me to the conclusion that something had to change; and not just for my family but for everyone, this is why I'm deeply committed to the work outlined in this book.

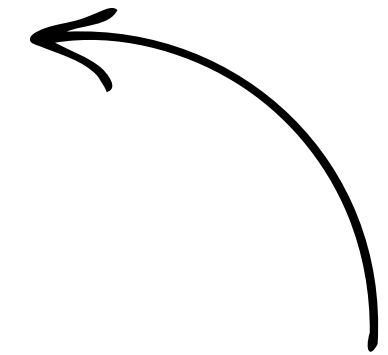
In *The Anxious Generation*, Jonathan Haidt presents compelling data on how our addiction to tech, media, and gaming could be society's downfall. His findings prompted parents worldwide to reassess their tech habits and distance themselves and their children from devices. While it's crucial for parents to take accountability, the real question is: Will young people listen to them? History shows that young people, often rebellious, are more likely to change when the message comes from within. It's about giving them agency—something I believe can be achieved through education and student activism.

In August 2024, I launched the Media Lab and Ambassador Program through my nonprofit, The Take Two Media Initiative. My goal was simple: to bring together high school students to design a course that helps them understand how media and tech systems work and empowers them to teach others. The core idea was this: If young people teach others—whether parents, peers, or younger children—about media literacy, well-being, and citizenship, will

MEDIA MOVEMENT

Take Two's Media Lab and Ambassador Program (which is outlined in the book) trains and empowers youth activists to conduct workshops and programs for families and students with the outcome being that parents create a community agreement on when to allow youth to have smart phones and social media and for students we help them internalize the work by teaching others what they have learned.





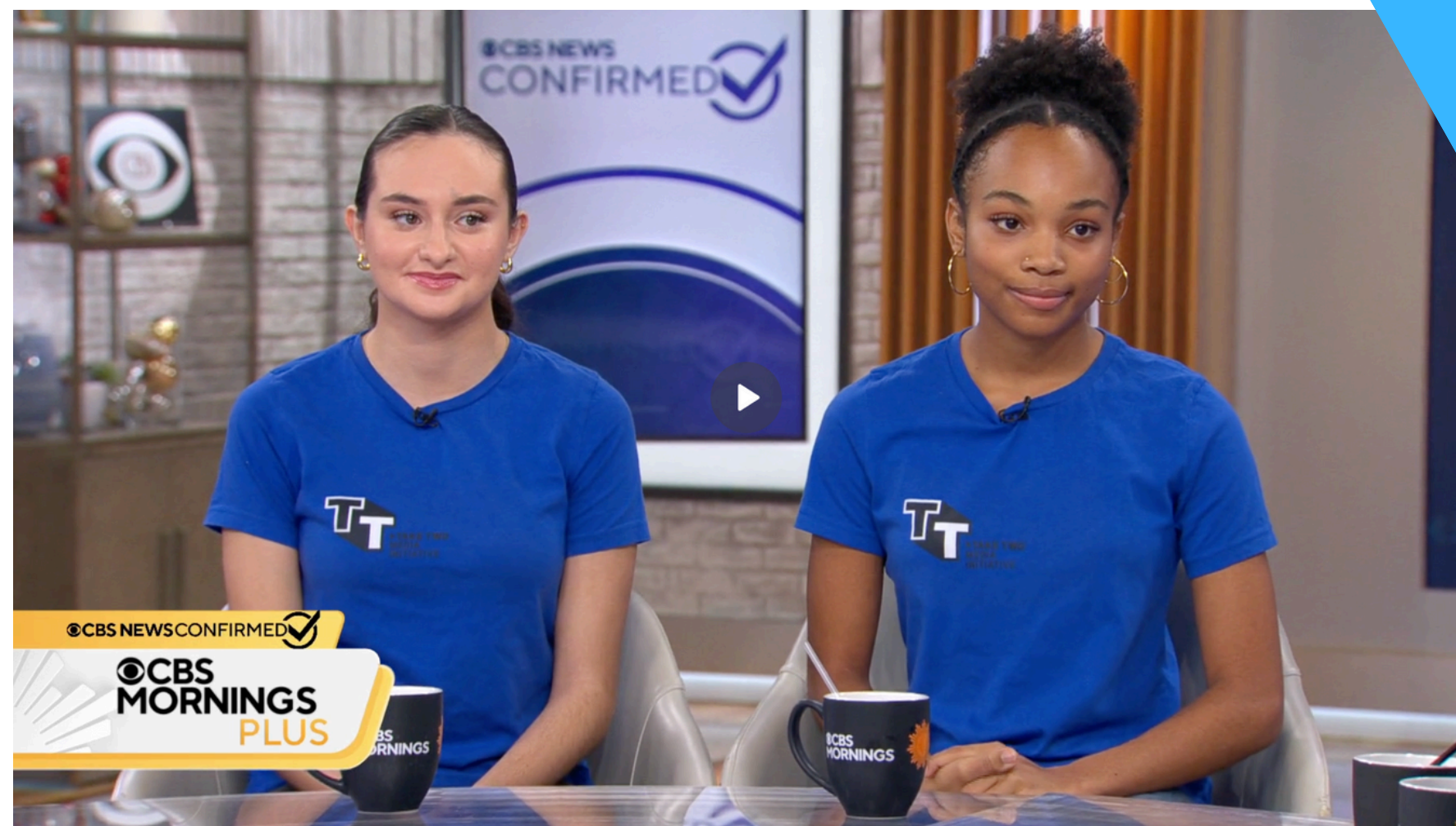
Click here

What is the Media Lab and Ambassador Program?

WHY TAKE TWO?

Take Two is uniquely positioned, with strong relationships in schools and a reputation for excellence in Project-Based Learning, to develop and scale this work internationally. With the support of The Take Back, we can establish Media Labs worldwide and empower a generation of youth to lead transformative, habitual change.



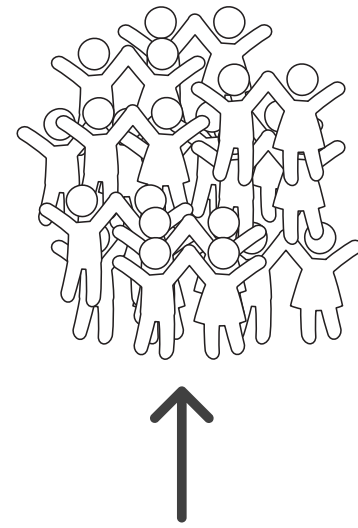


We are fostering a generation of media literate youth who engage in purposeful, healthy, and age appropriate use of media.

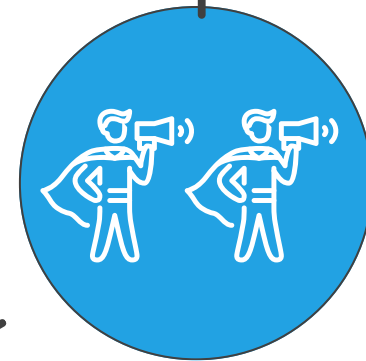
Click to watch



AMBASSADOR IMPACT



School A



AMBASSADOR
TEAM



School B



School C



National Average
Kids/School = 470

1 Media Lab

- Will train 20 Ambassadors/10 Ambassador Teams.
- Each Team will run a workshop to 3-4 schools.
- Each school has an average of 470 students.

1 Media Lab will reach 14K-19K Students

Funding

- Each Lab = \$30,000 to run & operate paying the Ambassadors

\$1.5 Dollars to Impact 1 Family



NEW PARTNERSHIP WITH DIGITAL HEALTH AND EDUCATION NETWORK – KENYA (DHEN-K)

DHEN-K mission is unite parents, teachers, and community leaders in addressing the impact of screen time on children's development, protecting their mental health, creativity, and agency while fostering genuine human connection. With 85% internet penetration, Kenya faces rising mental health issues among youth due to unsupervised screen use. Digital addiction, excessive gaming, social media, and online gambling, has led to increased anxiety, depression, and social isolation. Our goal is to introduce the Media Lab Ambassador Program and train 1,000 teenagers in digital wellness by year-end.



MEDIA LAB BUDGET

		NOTES
EXPENSES		
G&A Expense	\$2,250.00	
Facilitators	\$8,000.00	
Swag/Materials	\$2,000.00	
Travel	\$1,000.00	
Food	\$1,750.00	
	\$15,000.00	
Paying 20 Interns		
Lab	\$9,000.00	30 hours @ 15.00/Hour
Payment/Talk	\$6,000.00	30 schools/cohort
	\$15,000.00	
Total Cost	\$30,000.00	

BOOK RUN

	OFFER	QTY	Invest	Est Tarriff	Total
KDP STND	\$8.50	100	\$850.00	0	\$850.00
KDP Prem	\$14.80	100	\$1,480.00	0	\$1,480.00
(shipping excluded)					
	\$19.75	100	\$1,975.00	0	\$1,975.00
USA Print	\$17.65	250	\$4,412.50	0	\$4,412.50
(shipping excluded)	\$16.65	500	\$8,325.00	0	\$8,325.00
	\$14.70	1000	\$14,700.00	0	\$14,700.00
China Print	\$6.70	1000	\$6,700.00	1032	\$7,732.00
(shipping included)	\$5.85	1500	\$8,775.00	1353	\$10,128.00
	\$5.55	2000	\$11,100.00	1704	\$12,804.00

ROADMAP TO IMPACT

AUG-DEC 2024

Phase 1: Internship Launch
Gain data insights from
intern surveys, # of schools,
school feedback surveys

JAN-JUNE 2025

**Phase 2: Launch another Lab
and train new Ambassadors**

SY 2025-2026

**Phase 3: Deliver labs and set
up programs in every NYC
school district – then
nationally and go on a book
tour**

We are here

3 YEAR BUDGET

Take Two Media Initiative Financials January 2025 - June 2027

	Total			
	SY 24-2025	SY 25-2026	SY 26-2027	NOTES
INCOME				
Program Revenue	80,000	150,000	200,000	Schools Pay
Foundation Donations	200,000	570,000	1,000,000	
Individual Donations	50,000	250,000	500,000	
Total Income	330,000	970,000	1,700,000	3,000,000
EXPENSES				
Personnel	150,000	350,000	750,000	ED, AED, CMO, Admins
Subcontractor Services	75,000	300,000	350,000	2 Teaching Artists/Lab
Events	20,000	55,000	85,000	Fundraising Events
Marketing/Comms/SWAG	22,000	100,000	150,000	
Insurance	10,000	15,000	50,000	
Legal	12,000	50,000	75,000	
Travel	20,000	55,000	100,000	
T&E	15,000	30,000	100,000	
Office Supplies	5,000	10,000	28,000	
Accounting	1,000	5,000	10,000	
Bank fees	200	1,000	2,000	
Total Expenses	\$ 330,000	\$ 970,000	\$ 1,700,000	\$ 3,000,000
Net Operating Income	\$ 0	\$ 0	\$ 0	



Support Take Two Media Initiative in creating a generation of youth who shift the way children use media for a better tomorrow.