



PARTNERSHIP FOR  
21ST CENTURY SKILLS

**Case Study Description**  
**May 2004**

**Case Study #9:** Appalachian Media Institute

**Area of focus:** media literacy, rural

**Location:** Central Appalachia, KY

**Basic information:** media arts and education center

**Website:** <http://www.appalshop.org/ami/>

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**The Story:**

Appalachian Media Institute is a community-based media arts and education center located in the coalfields of Central Appalachia. It works with disadvantaged youth in the Appalachian Mountains of eastern Kentucky. Through Appalshop's Appalachian Media Institute (AMI), young people learn filmmaking as a way to develop technical, critical and civic engagement skills. The students make video documentaries on issues of local concern, using these documentaries to tell their stories and advocate for change in their communities. Appalshop will expand its summer program to be available year-round through Fall and Spring Afternoon Media Labs.

(Appalshop is being supported by the Time Warner Foundation)