



YOUTH TODAY

Youth Today is an on-line information hub that provides news, opinions, and updates from & for people who believe that **when youth thrive, we all thrive.**

For more than 35 years Youth Today has published in-depth reporting on issues affecting youth and their development including afterschool and summer learning, foster care and child welfare, juvenile justice, education, youth employment and more.

Youth Today is now published by Knowledge to Power Catalysts (see timeline) as a part of its commitment to using research on positive youth development and youth thriving to align the youth fields and systems. The Youth Today Advisory Group worked to update the focus and features, including a recommendation to shift to a weekly newsletter format.

- o **Focus.** Thriving youth, thriving workforce, thriving systems, thriving field. Thematic content under When Youth Thrive We All Thrive banner and transparent coverage of allied youth fields including education.
- o **Features.** Field sourced analysis and opinions, youth perspectives, local ecosystem coverage, and curated information the field needs (e.g., grant RFPs, report summaries).
- o **Faculty.** Reliance on regular pro bono content suppliers rather than freelance journalists, drawing heavily but not exclusively on Alliance members.
- o **Friends.** Reliance on Alliance members to promote, cross-post, integrate YT content links into their websites, newsletters.
- o **Funding.** Develop a multi-faceted revenue-generating plan that includes grant-funding, sponsorships, advertising, crowdsourcing. Prioritize development of partnerships with one or more nonprofit or education publishers as a way to align missions and increase readership.

YOUTH TODAY ADVISORS

Bianca J. Baldridge	Harvard University	Lauren Bierbaum	Independent Consultant/XQ
Gene Roehlkepartain	Search Institute	Mary Arnold	National 4-H Council
Hayin Kimner	Community School Learning Exchange	Meg Pitman	ShyHop Consulting
Jamiel Alexander	Aspen Institute	Meghan Forder	UCLA Center for Developing Adolescent
Jamila Walida Simon	Cornell / NY 4-H Cooperative Extension	Michele Cahill	XQ Institute
Jane Quinn	Retired / Community Schools Forward	Sarah Zeller-Berkman	CUNY
Jill Richter	American Institutes for Research	Shawna Rosenzweig	Camp Fire
Kathleen Osta	National Equity Project	Terri Ferinde	Collaborative Communications/NSLA
Keith Hefner	Youth Communications		

Timeline

1990

The American Youth Work Center as a monthly tabloid publication for the emerging youth work field that became the trusted source of news, opinions, and updates on youth, using free lance journalists to cover national and local stories of across the systems where youth spend their time. Over 40,000 paid subscribers at its peak. Pittman was a monthly columnist from 1992 to 2012 when ownership was transferred to Kennesaw State University, Center for Sustainable Journalism. CSJ published the Juvenile Justice Information Exchange, an online new source. Youth Today's readership declines because of reduced coverage and limited funding.

2021

Under new leadership, CSJ makes a commitment to improve quality and coverage balance. Pittman renews commitment to monthly columns, helps CSJ secure funding to start an advisory board and hire a full-time editor as part of announced partnership.

2023

Executive Director resigns. CSJ decides Youth Today not aligned with Center's strategic mission. KPC works with Managing Editor to look for a new home for YT. Negotiations flounder, editor leaves. Advisory board suspended. Pittman's monthly columns stop in early 2024.

2024

KPC offers to assume ownership of YT assets, rather than having them archived and lost. After a full year of negotiations, MOU is completed in March 2025. No funds remain. CSJ agrees to keep on the two part time consultants who have been reposting articles and maintaining the Grants Newsletter for four months to allow time for all transfer steps to be completed.

2025
MARCH

KPC announces the acquisition. Changes the tag line to align with our broad commitment to center youth thriving: news... from and for people who believe when youth thrive we all thrive. Pittman commits to writing weekly columns, linking current events and new research to the broader youth thriving theme. Plog Martinez reaches out to original advisory group to gauge current interest. Interviews CYT crew and other field leaders to gauge appetite for rebuilding the brand associated with the broader allied youth fields and identify priorities for the rebuild.



MAY

Recognizing that the quickest way to rebuild a readership is to garner commitments to content sharing and member connections from All With key Alliance members, KPC convenes a reconstituted advisory group, blending members of the original YT advisors with intrested CYT crew. Advisors meet to affirm directional changes.

JULY

Asset transfer completed. KP Catalysts launches Youth Today Weekly newsletter and begins expansion planning for 2026.