

WhaleWorks Publication No. 001

Creative Media & Music Production Academy

Building Opportunity • Inspiring Innovation • Strengthening Community

Mission: WhaleWorks empowers youth and strengthens coastal Washington communities through education, workforce development, technology, creative arts, entrepreneurship, mental health awareness, recreation, and community partnerships. We create safe, inclusive spaces where young people discover their talents, develop practical skills, build confidence, and prepare for meaningful careers.

Executive Summary

The Creative Media & Music Production Academy is a flagship WhaleWorks initiative designed to provide Grays Harbor County youth with access to industry-standard recording technology, music production, digital media education, mentorship, and workforce preparation. The academy combines creativity with technical education while providing a safe after-school environment.

Community Need

Many rural youth lack access to professional creative technology resources. This academy bridges that gap by introducing recording engineering, music production, podcasting, digital media, computer technology, and entrepreneurship while promoting positive self-expression and mental wellness.

Program Components

- Recording Engineering
- Music Production
- Beat Making
- Songwriting
- Podcast Production
- Video & Photography
- Computer Building
- Digital Literacy
- Homework Support
- Supervised Mini Arcade
- Mentorship
- Workforce Readiness
- Entrepreneurship

Programming welcomes all musical genres including hip-hop, rap, R&B, pop, rock, country, gospel, electronic music, spoken word and podcasts.

Three-Phase Funding Strategy

Phase I – Launch (\$25,000)

Professional studio computer, DAW software, microphones, interface, monitors, acoustic treatment, mentor stipends and pilot programming serving 40–75 youth annually.

Phase II – Growth (\$75,000)

Podcast studio, vocal booth, editing suite, computer lab, mini arcade, paid instructors, expanded mentorship and summer programming serving 150–300 youth annually.

Phase III – Regional Impact (\$200,000–\$500,000)

A Creative Arts & Technology Center with multiple studios, media labs, performance space, entrepreneurship classroom, wellness room and workforce development programming.

Equipment, Staffing & Outcomes

Core Equipment

Studio computers, professional microphones, audio interfaces, MIDI keyboards, studio monitors, headphones, DAW software, plugins, cameras, lighting, podcast equipment and acoustic treatment.

Staff

Executive Director, Creative Arts Director, Recording Engineer, Technology Instructor, Volunteer Mentors and Community Partners.

Expected Outcomes

Improved digital literacy, increased confidence, creative expression, workforce readiness, career exploration, stronger mental wellness, and expanded educational opportunities for Grays Harbor County youth.

Investment Opportunity

An investment in the WhaleWorks Creative Media & Music Production Academy is an investment in the next generation of creators, innovators, entrepreneurs, and community leaders. Funding will create sustainable pathways into technology, media, and the creative economy while strengthening youth engagement throughout Grays Harbor County. This publication serves as the foundational concept for the WhaleWorks Community Innovation Campus vision.