



**Matthew A. Johnson, Founder and Executive Director
Strive Media Institute**

Not many people can see opportunity in the heart of failure, but that's exactly how Strive Media Institute's founder and executive director, Matthew Johnson, was inspired to create the Milwaukee-based organization almost 14 years ago. On the eve of a failed for-profit event-planning venture that personally cost him thousands of dollars, Matthew delivered leftover dinners to two local food pantries and his eyes were opened to the healing and redeeming qualities of the nonprofit world.

What started simply as a teen television show and drug prevention curriculum out of his home, Strive Media Institute has since grown to focus on the formal training of high school aged teens in a comprehensive curriculum of five fields of mass communication: print journalism, integrated marketing communications, technology, film and video production, and radio broadcast. Students participate in the accredited four-year curriculum after school and on weekends out of the organization's high-tech downtown state-of-the-art media institute, and upon their high school graduation receive scholarships to assist with the tuition costs at the University of their Choice.

Thus far, 100 % of Strive Media's 200 plus graduating students have gone on to attend college, at universities that include Harvard, Cornell, UCLA, Fisk, Tuskegee, Boston College, just about every college and university in Wisconsin, and many more. Additionally, Matthew's alumni are currently working for mass communications entities such as CNN-Atlanta, Oprah Winfrey-Chicago, Rock & Roll Hall of Fame-Cleveland, and local affiliates such as WITI-6, Fox, WTMJ-4, NBC, WISN-12, ABC, WVTM-18, WB, WCGV-24, UPN, WDJT-58, CBS and many more prestigious journalistic institutions.

Due to his expertise in mass communications diversity, disadvantaged youth development, and social entrepreneur, Matthew is a much sought after public speaker in schools and seminars around the country. In the fall of 2003, Matthew traveled to the cities of Sao Paulo and Brasilia in South America to participate in the International Seminar for Democracy and Communication sponsored by Dombali of Brazil. He spoke on the experiences of diversity and inclusion of youth in the media. And most recently May 2004, he traveled to Europe with his teen reporters and camera crew to cover The World Congress on Child Labor held in Florence, Italy. They also visited Rome where they reported on arts & culture of the fifteenth century.

1818 North Martin Luther King Drive
Milwaukee, WI 53212
414-374-3511



His passionate presentations promote training today's youth with skills they can carry with them through college and beyond, forever changing their destinies and our communities for the better.

In 1996, Matthew and his students received an Emmy Award for Outstanding Children's programming for the then weekly production of the television series *Teen Forum* which aired on WISN-12, ABC affiliate for 10 years. He has additionally received several Emmy nominations for *Gumbo TV* and recently won an Emmy for *Outstanding Children's programming in a series in 2003*. *Gumbo TV* airs on the local WTMJ-4, NBC affiliate.

Matthew has personally been honored and recognized throughout the years with several awards, including *The Business Journal's* "40 Under 40" designation in 1997, the *Milwaukee Times Newspaper's* Black Excellence Award in 1998, Price Waterhouse Coopers' Star-stream Award in 1998, Wisconsin Black Media Association, Clear Channel 1999 Communication's Peace Achiever Award in 2000, the Alpha Kappa Alpha Sorority's Trail Blazer Award in 2002, and Phi Beta Sigma's Voice in the Community Award in 2003.

In 2001, Matthew successfully completed and received a certificate of Graduate Study on the Study of Fundraising through the African American Fund Development Institute.

Also in 2001, Matthew was recognized as a social entrepreneur and was awarded an international fellowship of \$150,000 from Ashoka US/Canada. The fellowship was awarded to Matthew in recognition of his innovative approach to ending the under-representation of minorities in mass communications. Matthew is also a Pieper Fellow, a program that exposes nonprofit leaders to the management principles of the Peter Drucker Foundation.

A vocal advocate on the power of the media, Matthew has been involved with several nonprofit boards, including the Martin Luther King Economic Development Board, Wisconsin State Media Board, the Wisconsin State Tobacco Media Board, the Wisconsin Black Media Association, Wisconsin Multi-Cultural Tourism Committee, and Milwaukee Press Club. He is also a member of the National Association of Minority Media Executives, National Association of Black Journalists and the Wisconsin Black Media Association local chapter

xxx

1818 North Martin Luther King Drive
Milwaukee, WI 53212
414-374-3511