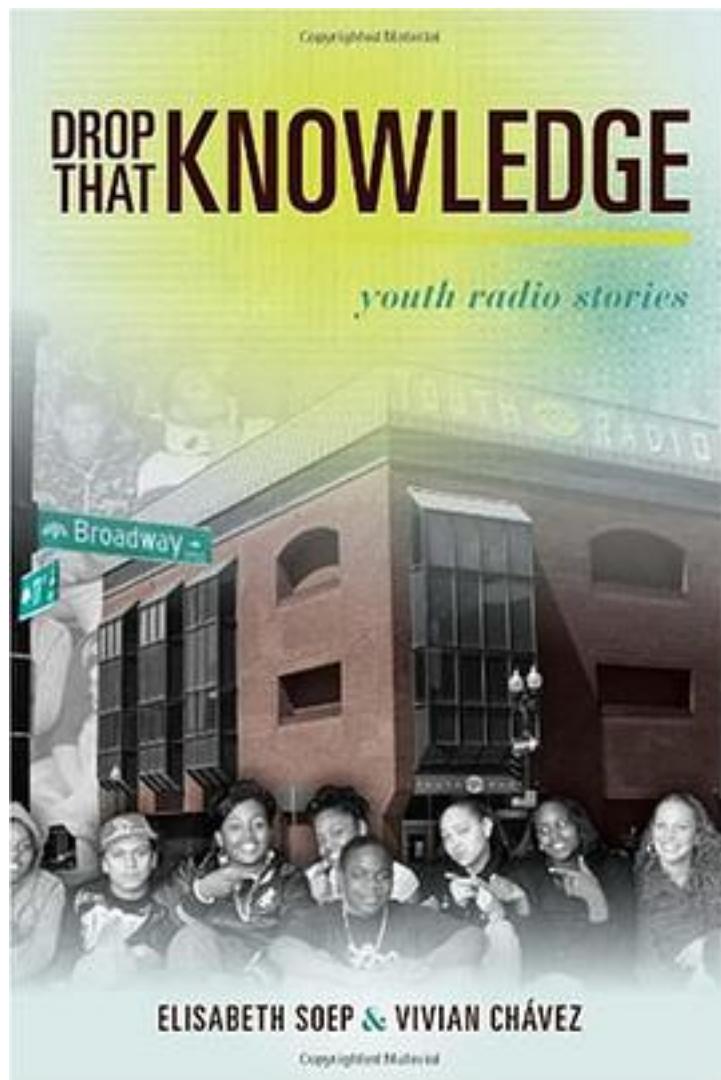


Drop That Knowledge



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This is the first book to take us inside Youth Radio for a fascinating, behind-the-scenes look at a unique, Peabody Award-winning organization that produces distinctive content for outlets from National Public Radio to YouTube. Young people come to Youth Radio, headquartered in Oakland, California, from under-resourced public schools and neighborhoods in order to produce media that will transform both their own lives and the world around them. "Drop That Knowledge" weaves their compelling personal stories into a fresh framework for understanding the relationship between media, learning, and youth culture at a moment when all three spheres are undergoing dramatic change. The book emphasizes what is innovative and exciting in youth culture and offers concrete strategies for engaging and collaborating with diverse groups of young people on real-world initiatives in a range of settings, online and in real life.

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