

YMD MEDIA GROUP LLC

Parent & Guardian Information Packet

Creative Futures Internship Program

This packet contains everything you need to know about your student's participation in the YMD Media Group Creative Futures Internship Program, including program details, the commission-based compensation model, consent forms, media releases, data privacy protections, and emergency contact information.

Please review all materials carefully. If you have questions at any point, contact us directly.

YMD Media Group LLC

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1. Program Overview

The YMD Media Group Creative Futures Internship is a structured creative development program for high school students, college students, and early career creatives in the Milwaukee area. Participants work on real client projects alongside professional creative staff, gaining hands-on experience in brand development, content production, social media strategy, and AI-powered creative tools.

This is not a volunteer position and it is not traditional employment. It is a commission-based creative partnership. Your student will develop real professional skills by contributing to real projects. When their work is delivered to a paying client, they earn a commission. This model ensures that student labor is valued while providing authentic professional experience.

YMD Media Group LLC is a registered Wisconsin limited liability company operating as a creative consultancy since its founding. Our clients include nonprofits, artists, and enterprise organizations across Milwaukee and beyond.

Who We Serve

YMD serves three client tiers: Artists (musicians, visual artists, performers), Nonprofits (community organizations, educational institutions, faith-based organizations), and Enterprise clients (businesses, agencies, corporate partners). Interns may work across any tier depending on project availability and their skill development goals.

2. Program Structure and Schedule

Foundation Track (High School Students)

Duration	6–8 weeks (summer intensive)
Hours	10–15 hours per week, flexible scheduling
Location	Milwaukee-based; combination of in-person studio time and remote work
Eligibility	Ages 15–18; Milwaukee area; no prior experience required
Structure	Weeks 1–2: Onboarding, tool training, and first supervised project. Weeks 3–4: Independent project work with mentorship. Commission eligibility begins. Weeks 5–8: Client-facing project contributions, portfolio building, and program completion review.

Studio Track (College / Early Career)

Duration	12–16 weeks (semester-based)
Hours	15–20 hours per week, flexible scheduling
Location	Milwaukee-based; combination of in-person and remote
Eligibility	College students or early career creatives (ages 18–25); some experience preferred
Structure	Higher autonomy from day one. Direct client interaction. Larger project scope. Commission rates are higher to reflect experience level. Portfolio review at midpoint and completion.

Growth path: Strong Foundation Track interns may be invited to continue into the Studio Track. This is not automatic — it is based on demonstrated skill, reliability, and creative growth during the program.

3. Commission-Based Compensation Model

We believe that student work has real value. Rather than asking students to work for free, our program operates on a commission model: when a student's work is delivered to a paying client, the student earns a percentage of the project fee.

How It Works

Not all intern work is commission-eligible. The program includes skill-building activities (training, tutorials, practice projects) that are unpaid learning experiences, and client-facing work that generates commission when delivered. This distinction is communicated clearly to all participants.

Commission Structure

Deliverable Type	Foundation Track	Studio Track
Social media graphics	\$10–25 per delivered set	\$25–50 per delivered set
Video editing (short-form)	\$15–40 per delivered piece	\$40–75 per delivered piece
Brand design elements	\$20–50 per delivered component	\$50–100 per delivered component
Photography (event/session)	\$25–50 per session	\$50–100 per session
Content writing / captions	\$5–15 per delivered batch	\$15–30 per delivered batch

Commission rates are approximate and may vary based on project scope, client budget, and the complexity of the student's contribution. All commission-eligible work and rates are communicated to the student before they begin the project. Commissions are paid within 30 days of client delivery.

Important Notes

- This is not traditional employment. Students are not employees of YMD Media Group LLC.
- No minimum hours are guaranteed. Project availability varies.
- Students may decline any project assignment without penalty.
- Commission earnings may have tax implications. Parents/guardians are responsible for any applicable tax reporting.
- YMD complies with Wisconsin Department of Workforce Development (DWD) regulations regarding minors, including DWD 270 child labor provisions.

4. What Your Student Will Learn

The Creative Futures program is designed to build professional skills that translate directly to careers in the creative industry. Based on our analysis of current job postings at companies including Anthropropic, Nike, and Hermès, these are the skills that leading companies actively hire for:

Core Skills Developed

Skill Area	What They'll Practice
Graphic Design	Logo design, social templates, brand kits using Canva, Figma, and Adobe tools
Video Production	Filming, editing, and delivering short-form and event video using professional workflows
Social Media Strategy	Content planning, scheduling, analytics, and audience growth for real client accounts
Brand Development	Research, strategy, visual identity systems, and client presentation
AI Creative Tools	Prompt engineering, AI-assisted design, content generation, and workflow automation
Professional Communication	Client emails, project briefs, creative pitches, and feedback sessions
Portfolio Development	Documenting process, building case studies, and presenting work professionally
Project Management	Task tracking, deadline management, and cross-functional collaboration

Industry Context

In March 2026, Resume.org surveyed 991 U.S. hiring managers and found that 6 in 10 now say creative thinkers are more valuable than coders. 39% of companies increased hiring for creative roles this year. 48% are actively upskilling their creative workforce. The creative industry is not shrinking — it is restructuring around AI literacy, strategic thinking, and demonstrated skill.

Creative roles in the Milwaukee area pay competitively: Graphic Designers average \$52,561–\$63,096/year. Social Media Managers average \$64,375–\$69,145/year. Art Directors earn \$75,000+ at mid-career. These are careers with real earning potential and clear advancement paths.

5. Frequently Asked Questions

Is this a paid internship?

It is commission-based. Students earn money when their work ships to clients. Not all work is commission-eligible — some is skill-building. Commission details are transparent and communicated before each project.

What are the hours?

Foundation Track: 10–15 hours/week, flexible. Studio Track: 15–20 hours/week, flexible. We work around school schedules, extracurriculars, and other commitments.

Does my student need experience?

No prior experience is required for the Foundation Track. We teach everything from the ground up. The Studio Track expects some baseline familiarity with creative tools.

What if my student wants to leave the program?

Students may leave at any time with no penalty. We ask for at least one week's notice so we can transition any active projects. Outstanding commissions will still be paid.

Is this safe for my teenager?

All in-person activities take place in professional settings. All adult staff have been background-checked. We maintain a zero-tolerance policy for harassment and bullying. Your student's physical and emotional safety is our priority.

Will this help with college applications?

Yes. Students leave with a professional portfolio, verifiable work experience, a letter of recommendation (upon request), and demonstrable skills in digital media and AI tools — all highly valued by college admissions and scholarship committees.

What about school during the semester?

We explicitly prioritize academics. If a student's grades drop or they're overwhelmed, we reduce their project load or pause participation with no penalty.

How do I contact you with questions?

Email tone@ymdmedia.co or call (414) 240-5116. We respond within 24 hours on weekdays.

What tools will my student use?

Free professional tools: Canva, Figma, CapCut, DaVinci Resolve, ChatGPT, Claude, Google Workspace, Notion. No software purchases are required.

Can I visit or observe?

Yes. Parents and guardians are welcome to visit during any in-person session with advance notice. We are happy to schedule a call or meeting to discuss the program at any time.

6. Parental/Guardian Consent Form

I, the undersigned parent or legal guardian, hereby grant permission for my child/dependent to participate in the YMD Media Group Creative Futures Internship Program. I acknowledge and agree to the following:

1. I have reviewed the program overview, structure, and commission-based compensation model described in this packet.
2. I understand that this program involves real client work and that my student's contributions may be used in commercial deliverables for YMD Media Group's clients.
3. I understand that commission payments are not guaranteed and depend on the delivery of specific client projects.
4. I understand that my student may work both in-person and remotely, and that in-person sessions take place in professional settings in the Milwaukee area.
5. I consent to my student using professional creative software and AI tools as part of the program.
6. I agree to ensure my student's attendance and punctuality for scheduled sessions and to communicate any scheduling conflicts in advance.
7. I understand that my student may withdraw from the program at any time without penalty.
8. I have reviewed and agree to the Photo/Video & Media Release (Section 7) and Data Privacy Notice (Section 8) in this packet.

Student Information

Student Name: _____

Date of Birth: _____

School: _____

Grade: _____

Student Email: _____

Student Phone: _____

Parent/Guardian Information

Parent/Guardian Name: _____

Relationship: _____

Email: _____

Phone: _____

Address: _____

Parent/Guardian Signature

Date

Student Signature (if 16 or older)

Date

7. Photo, Video & Media Release

YMD Media Group documents its programs, events, and projects through photography and video for use in marketing, social media, website content, grant applications, and educational materials. This release governs the use of your student's image and likeness.

I, the undersigned parent or legal guardian, hereby grant YMD Media Group LLC permission to:

1. Photograph and/or video record my student during program activities, events, and project work.
2. Use these images and recordings in YMD Media Group's marketing materials, social media accounts, website, presentations, grant applications, and educational content.
3. Use my student's first name (not full name unless separately authorized) in connection with these materials.

I understand that:

- No compensation is provided for the use of my student's image or likeness.
- I may revoke this consent at any time by providing written notice to tone@ymdmedia.co. Revocation applies to future use only; materials already published will be removed within a reasonable timeframe where possible.
- My student's image will not be used in any manner that is defamatory, exploitative, or harmful.
- This release applies to the duration of my student's participation plus 24 months after program completion.

Please check one:

- I GRANT permission for photo/video use as described above.
- I DO NOT GRANT permission for photo/video use. My student may still participate in the program.

Parent/Guardian Signature

Date

8. Data Privacy Notice

YMD Media Group takes the privacy of student and family information seriously. This notice explains what information we collect, how we use it, and how we protect it.

Information We Collect

- Student name, age, school, grade level, email address, and phone number
- Parent/guardian name, email, phone, and address
- Emergency contact information
- Creative work produced during the program
- Communication records (emails, messages related to program activities)
- Identity Map quiz responses (if completed on join.ymdmedia.co)

How We Use This Information

- To administer the internship program and communicate with students and families
- To assign projects, track progress, and calculate commissions
- To share program updates, events, and opportunities
- To improve our programs through aggregate, anonymized analysis

How We Protect This Information

- Student data is stored in password-protected systems (Google Workspace and Supabase)
- Data is accessible only to YMD Media Group program staff
- We do not sell, share, or distribute student or family information to any third party for commercial purposes
- We do not use student information for advertising or marketing beyond YMD program communications
- Physical records (consent forms, emergency contacts) are stored securely at the YMD office

Your Rights

- You may request a copy of all information we hold about your student at any time
- You may request deletion of your student's data at any time by contacting tone@ymdmedia.co
- Upon program completion or withdrawal, student data is retained for 12 months for administrative purposes, then deleted unless otherwise requested

Third-Party Tools

Students use third-party creative software (Canva, Figma, Google Workspace, etc.) that have their own privacy policies. We encourage families to review these policies. YMD does not control the data practices of these platforms but selects tools that offer strong privacy protections.

By signing the consent form in Section 6, you acknowledge that you have reviewed this Data Privacy Notice.

9. Emergency Contact Information

To be completed for each participating student. This information is kept confidential and used only in the event of a medical or safety emergency during program activities.

Student

Student Name: _____

Date of Birth: _____

Known Allergies: _____

Medications: _____

Medical Conditions: _____

Primary Emergency Contact

Name: _____

Relationship: _____

Phone (primary): _____

Phone (secondary): _____

Email: _____

Secondary Emergency Contact

Name: _____

Relationship: _____

Phone: _____

Medical Authorization

In the event of a medical emergency where I cannot be reached, I authorize YMD Media Group staff to seek appropriate medical attention for my student, including calling 911 and transporting to the nearest hospital.

Please check one:

- I AUTHORIZE emergency medical treatment as described above.
- I DO NOT AUTHORIZE emergency medical treatment. Contact me immediately at the numbers above.

Insurance Provider: _____

Policy Number: _____

Pediatrician/Doctor: _____

Doctor Phone: _____

Parent/Guardian Signature

Date

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