

FOR IMMEDIATE RELEASE

People 4 People Productions Launches “Own The Story®” as National Response to Engineered Social Media Influence

A youth narrative power movement addressing the confirmed impact of platform design on identity, mental health, and perception.

Brooklyn, NY — March 29, 2026 — Following a landmark shift in public and legal recognition of the intentional design of social media platforms to drive youth engagement and dependency, People 4 People Productions (P4PP) announces the national expansion of its initiative:

Own The Story® — A National Youth Narrative Power Movement

For the first time, the system has been named. Courts and public reporting have confirmed what young people have long experienced: digital platforms are engineered to capture attention, shape identity, and influence behavior at scale.

This is not just technology. This is influence—designed.

“When systems are built to shape how young people see themselves, we have a responsibility to equip them with the power to understand and challenge that influence.”
— Jennifer Saunders, Founder & Executive Director

A National Turning Point

The recent verdict signals a broader cultural shift—from denial to accountability, and from awareness to action. As scrutiny increases, the need for real solutions has never been more urgent.

What Own The Story® Delivers

Own The Story® equips young people with film media literacy, narrative power, and creative production skills—transforming them from passive consumers into active creators.

Participants learn to decode how images and algorithms shape perception, recognize harmful media patterns, and produce original films rooted in truth, identity, and lived experience.

Core Belief

Young people are not the problem. They are responding to systems designed to capture attention, amplify insecurity, and reward emotional extremes.

These systems are powerful—but they are not more powerful than a generation that understands them.

A Movement in Motion

Own The Story® is building a national network of young creators reclaiming authorship over their narratives, challenging dominant media systems, and leading a new era of storytelling.

Closing Statement

The system has been exposed. The evidence is clear. Now comes the defining question: Who will control the story next?

About People 4 People Productions

People 4 People Productions (P4PP) is a nonprofit advancing film media literacy, narrative power, and youth leadership nationwide.

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