

HEARTH STUDIOS

Press Kit

Digital Launch: July 4, 2026

Community-Powered Talent Development Studio

New York | New Jersey | Philadelphia | Los Angeles



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FOR IMMEDIATE RELEASE

HEARTH Studios Launches Digital Platform, Revealing Circular Business Model That Connects Talent Development, Community, Content, and Professional Services

Community-powered studio proves model with Youth in Film initiative, expanding to NYC/NJ after Philadelphia foundation

New York, NY — July 4, 2026 — HEARTH Studios, a community-powered talent development studio, officially launches its digital presence today with a reimagined approach to creative industry support. Built around a circular business model that integrates talent development, community building, content production, and professional services, HEARTH demonstrates what becomes possible when creative education, institutional access, and revenue-generating work flow as interdependent systems rather than separate silos.

The launch marks the public debut of a studio that has quietly proven its methodology through initiatives like Youth in Film, a cohort-based program that graduated its first class in spring 2026 after a rigorous eight-month production curriculum. Rather than positioning talent development as a nonprofit arm or ancillary program, HEARTH integrates emerging creators into real professional workflows—generating content, building community, and creating revenue while advancing educational outcomes.

"The room I couldn't find is the room I'm building," says Alscott Worrell, founder and CEO of HEARTH Studios. "We needed a space where underrepresented creatives could learn professional craft while contributing their actual skills to projects with distribution, revenue, and cultural weight. That's not a mission statement—that's how HEARTH operates, day to day."

The Model in Practice: Youth in Film

HEARTH's Youth in Film initiative proves the circular model's viability. Launched in October 2025, the program brought together 10 students with zero experience interested in film producing, supported by additional student volunteers across Mastery Charter Lenfest Campus. Over eight months, participants engaged in hands-on production work—from pre-production through post-production—while learning industry-standard workflows, collaborative problem-solving, and professional communication.

The cohort concluded with a public showcase at The Hamilton Family Arts Center in Philadelphia, where they screened a completed short film and presented production documentation. Participants departed with portfolio pieces, professional references, expanded networks, and firsthand experience of how creative work generates value—for themselves, for audiences, and for stakeholders.

"Youth in Film wasn't a 'learn to film' class with a volunteer project attached," notes W. "It was a production operation with embedded learning. The distinction matters. When young people see their work treated as real work, with real standards, real stakes, and real outcomes, everything shifts."

What's Launching July 4

HEARTH's digital launch on July 4, 2026 includes:

- Social media presence — 90-day content rollout showcasing the studio's work, philosophy, and community across platforms
- Video launch series — "We Built This" and "A Music Story" document the studio's creative process and highlight collaborators
- The Glow newsletter — Weekly roundup of fellowship deadlines, job opportunities, community wins, and HEARTH updates
- Educational programming — Songwriting for Camera (launching July 18) and additional cohort-based programs throughout 2026

About HEARTH Studios

HEARTH Studios is a community-powered talent development studio operating in New York, New Jersey, Philadelphia and Los Angeles. Founded on the principle that creative development, institutional access, and professional work should reinforce each other, HEARTH operates four interconnected practices: talent development (education and mentorship), community building (gathering and mutual support), content production (films, music, digital projects), and professional services (music supervision, casting, content strategy for cultural institutions and brands).

The studio works specifically with underrepresented creators—emerging filmmakers, musicians, storytellers, and production professionals—helping them navigate creative industries while contributing their labor and vision to projects with real reach and revenue. HEARTH is built for people who belong in these spaces but haven't yet found them.

Leadership

Alscott Worrell, Founder & CEO

W is a filmmaker, music supervisor, educator, and author based in New York. With 13 years of experience in creative education and institutional leadership, W has designed curriculum for high school filmmakers, led community media initiatives, and developed creative programming for cultural institutions. Her upcoming chapbook, *Love Dreamed Me Here*, releases July 30, 2026. She founded HEARTH Studios to build institutional structures that center underrepresented creative voices.

Matthew Guthrie, Chief Operations Officer

Matthew Guthrie brings operational leadership and strategic planning expertise to HEARTH's expanding initiatives. As COO, Matthew oversees program delivery, partnership development, and business operations across the studio's multiple income streams and community programs.

Connect

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