Addendum 2—BEMA Students Currently Employed in Media Jobs

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In accordance with the City College Mission Statement, Broadcast Electronic Media Arts offers students the opportunity to acquire certificates and career skills needed for success in the workplace. As a testament to our success, many BEMA students are currently employed in the Media Industry. BEMA encourages out-of-classroom learning activities and provides a range of opportunities for students that commonly lead to paid employment. (BPP XIV) Below is a summary and partial list of BEMA student success stories. In addition to the list below, please visit our department website for a list of BEMA alumni: http://tinyurl.com/BEMA-Alumni

Visual Media Industry

In 2012 alone, 15-20 video students were hired full-time as a result of their BEMA internships. Faculty are aware of students entering into excellent jobs directly upon finishing skill training certificates and classes in their area of emphasis. BEMA Alumni are currently working at:

- The Exploratorium in San Francisco (Producer),
- Kiva.org (Head of Visual communication; Kiva is a major crowdfunding/microfinance website rated the "hottest" non-profit of 2012 by Forbes magazine);
- KTVU (Assistant Director, the top-rated TV station in the Bay Area);
- KRON (Reporter);
- KCBS (Associate Producer);
- X-Factor (Line Producer);
- BeyondPix (Multiple students - Full Service video production and post house catering to mid to high-end corporate clients based in SF);
- KQED - (Associate Producer at the locally produced "Check, Please" show);

Beyond established companies, BEMA students use their newly acquired or improved skills to go into business for themselves - at least seven recent graduates are now self-supporting video freelancers in their communities. Some are in such demand that they have to turn down jobs. Examples of firms who hire freelance video editors, producers etc. are Wix.com and RebelUniMedia. Many BEMA students who are skilled in both audio and video have maintained internships with large-scale, yearly events such as The Cherry Blossom Festival, Carnivale, San Francisco Pride Parade, Hardly, Strictly, Bluegrass and Stern Grove Festival concerts. There have been several paid internship programs that our younger students have earned though Bay Area Video Coalition Bridges program and BayCat Studios.

Audio Industry

The following is a list of BEMA certificate holders who have accomplished their goals and are now working in the audio/video industry.

- Maya Finlay - live sound engineer working as monitor engineer for The Independent local nightclub, FOH at Great American Music Hall, and Café Du Nord
- Dustin Folck – current advanced student recently received a prestigious Paid Internship at Delicate Productions (top sound reinforcement company)
- Amy Snyder – BEMA Certificate holder in Sound Design and Recording also a BECA graduate now

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working in sound for film as Boom Operator and Sound Recording Mixer. Credits in 3 recent films

- Adrian Martinez – BEMA Certificates in Recording and Sound Reinforcement now working as monitor engineer and FOH engineer at Yoshi’s, The Independent, SF Jazz, and Café Du Nord.
- Ross Hopeman - BEMA Certificates in Sound Design and Recording Working in sound for film as sound recording mixer (freelance) and live sound as FOH engineer.
- Davin Gaidano- BEMA Certificate in Recording owner/operator of Audio 4 Alliance - local live sound and sound installations company
- Arica Rust – BEMA cert holder in Sound Reinforcement and Recording Arts also a BECA grad is now an FOH and monitor engineer for Sound On Stage (Bay Area’s largest sound reinforcement company)
- Christine Dumke - BEMA cert holder in Sound Reinforcement and Recording Arts and Sound Design working as freelance sound recording mixer for films, live sound engineer, and remote recording
- David Saenz – BEMA certificate holder in Recording Arts working as independent live sound engineer (freelance)
- David Chandler - BEMA cert holder in Sound Reinforcement and Recording Arts working as an Audio Video Installer and live sound engineer for AVTS
- Lauren Tabak - Original Content Producer - GooglePlay for Google Inc
- Aaron Shore – Station Engineer and weekend traffic and weather announcer for radio station KSCO
- Alexey Laduda – Russian student working for Slavas Snow Show as FOH engineer in Russia

Radio Industry

KCSF, City College of San Francisco’s internet radio station is a training lab for students preparing to work in the radio industry. Established in 1948, the station has become an international outlet via the Internet. Programming has increased from primarily a music formatted station to a station offers news, talk, news/talk programs, sports programming that includes coverage of CCSF Athletic teams and games, and an increase in the diversity genres within the music format.

The students /graduates of the radio component of the department have had great success in entry level employment and have been hired at:

- Radio Station KLLC promotions director, on air talent (afternoon slot in major market)
- Univision
- Wild94.5
- KMEL
- Live 105
- KYLD
- KMVQ 99.7 (NOW)
- KBLX
- Students have found employment as announcers, engineers/board operators, promotion managers, special event coordinators, and other person-oriented positions.
- Several students have become ‘street team’ members for San Francisco stations whose programming is geared to the young adult demographic.

KCSF students attend the annual National Association of Broadcasters convention, national and regional college radio conferences, and local broadcast job fairs. Several students have been included as panelists at national conferences as the result of KCSF success. The station airs public service announcements and public affairs programs that originate from participation of the Associated Student organization events.

As technical requirements change within the corporate radio world KCSF has purposefully been aggressive in preparing students for these changes. Tuneln Radio and Soundcast, Inc now carry KCSF programming on the internet. These Silicon Valley program aggregators have made it possible for KCSF to be heard by a worldwide audience. Response has been growing as validated by audience analytics from these companies from places a far away China, the U.K. Spain, France, South Africa and other international markets.