Broadcast Electronic Media Arts
Addendum 1-PR 14

Career and Technical Programs,
Internship & Work Experience Program
History of Broadcast Electronic Media Arts Department

Career Technical Education (CTE)
BEMA offers Career Technical Education courses and programs consistent with the college’s mission statement that provide career skills needed for success in the workplace. BEMA-CTE certificates include:

DIGITAL MEDIA
- Audio and Video for the Web
- Multimedia Journalism (formerly Broadcast Journalism)
- Convergent Media Production (formerly Rich Media Production)

SOUND RECORDING ARTS
- Live Sound
- Sound Design
- Sound Recording

VIDEO PRODUCTION AND EDITING
- Broadcast Motion Graphics
- Television Production
- Video Post-Production
- Video Production and Editing

RADIO
- Digital Radio News and Public Affairs
- Digital Radio Performance and Production
- Digital Radio Management

AST (Associate of Science Transfer Degree)
- Film, Television and Electronic Communications undergoing state approval process.

College Work Experience, Peer Mentors, and Industry Internships
The Department’s “College and Industry Internship Online” classes include weekly online career-related readings and assignments, weekly online discussion boards, three media career-related written assignments presented during face-to-face class meetings, and on-site work experience. Annually, 80-120 students participate in the Broadcast Electronic Media Arts (BEMA) internship program. Students from Multimedia Studies, Animation, Photography, Journalism, and Visual Media Design also participated this year.
Starting the first semester of study, students apply what they are learning in BEMA classes in an in-house internship program (BCST 160 - College Internships) assisting Broadcast Media Services staff with District audio and video production and distribution, CCSF Student Information Network design and production, EATV- Channel 27 & 75 educational access television programming, production, and operations, audio and video technical installations and maintenance, support for the college Marketing/Public Information Office, live sound support for the Diego Rivera Theater backstage, and assistance with the college website and department websites college-wide. Until the Fall semester 2013, select students served as Peer Mentors in audio and video classes, starting their second semester of study. This innovative program was proven to enhance retention and increase student learning.

In addition to assisting with District video production & distribution services and EATV-Ch27 & 75, in-house internships provide students with significant exposure to workplace conduct and hands-on application of theory and skills. The Department’s “College Internship” program fosters mutual respect and a cohesive learning community among students, faculty, and staff, increases persistence and retention, and significantly enhances student success, especially for at-risk students. The department ensures a connected experience between classroom and department internships.

Intermediate and advanced BEMA students are supported in internships at industry sites such as radio stations, television stations, video production and post-production companies, live sound companies, music distribution companies, video game production companies, internet broadcast companies, sound recording studios, and emerging media companies. Students may enroll in Industry Internships (BCST 165) for up to two semesters. Student’s master important technical and soft-skills they have been developing in audio and video production classes and in-house internships. During Industry internships, students apply professionalism and understanding of workforce protocol as referenced in Broadcast Electronic Media Arts Program Level Outcomes.

Department History - 1939 – Present
The first CCSF broadcast classes were offered in 1939 in radio production facilities located in the Science building. The department moved into new radio and television productions facilities in Creative Arts in 1946 and, in addition to offering radio and television classes began providing video production services for the entire college. In the 1960’s, CCSF Broadcast students and KPIX-TV collaborated to produce a series of weekly live programs featuring CCSF programs, students, faculty, staff, and administrators. In the 1970’s, the department moved into its current facility that was, at the time, a state of the art facility (first floor - Arts Extension Building). Curriculum expanded to include radio, audio and video production and distribution. An Ocean campus cable television network was established and the department began providing video production and distribution services to all of the classrooms on Ocean campus. For example, one video production series was instructional videos for dental hygiene.
classes. Student interns assisted technical staff in operations. Campus-wide video distribution services have steadily increased since that time.

Studio sound recording was added into the curriculum in 1979. Broadcast Electronic Media Arts began operating San Francisco’s Educational Access Television channel (EATV-Ch. 52) in 1989. At this time, the department established CCSF’s first Distance Learning Program with 10 very successful telecourses. In a nod to the dynamic nature of the industry, video field production and editing were integrated into the curriculum and later updated with digital technology and software.

The Ocean Campus cable distribution network was damaged during Rosenberg Library Construction. Despite damage to the network during construction, the department continued to serve Ocean campus classrooms by providing TV media carts to support instruction.

Broadcast Electronic Media Arts and the San Francisco Unified School District produced Homework Hotline (a weekly, live interactive, multilingual television program on EATV) targeted to SFUSD middle school students. The department established remote video production capacity to cover campus events, board meetings and professional development activities. Students produced, coordinated, hosted, and televised a live, citywide San Francisco Mayoral Debate in the Diego Rivera Theater, in partnership with KGO-TV (Ch7), the year Willie Brown was elected Mayor of San Francisco. Broadcast Electronic Media Arts continues to serve the college and San Francisco communities while providing opportunities for students to produce and promote special events. Examples: Shakespeare Midsummer’s Night’s Dream, Graduation, World Music - Music Festival and 2010 Mayoral Debate. As we entered the 21st century, the department upgraded to fiber-optic, HD production facilities, server-based EATV head-end, digital video editing and post-production, and added production and editing facilities at Mission Campus. Broadcast Electronic Media Arts and Journalism currently share facilities at the new Mission Campus Media Studies Center.

In 2011, EATV and BEMA, in association with the administration and district, added web distribution via the the web/cloud video service Granicus. This additional distribution method increased the ways that interested parties could view programs produced by and for the district. Link: http://ccsf.granicus.com/ViewPublisher.php?view_id=2