

A stylized, isometric illustration of a movie theater. The marquee is white with horizontal lines and features the text 'THE CSU ENTERTAINMENT ALLIANCE' in large, red, 3D block letters. The theater's facade is purple, with a large, glowing yellow 'S' logo on the right. The entrance is framed by purple columns, and the floor is decorated with diagonal orange and black stripes and small white dots.

# THE CSU ENTERTAINMENT ALLIANCE

[CSUentertainment.com](http://CSUentertainment.com)

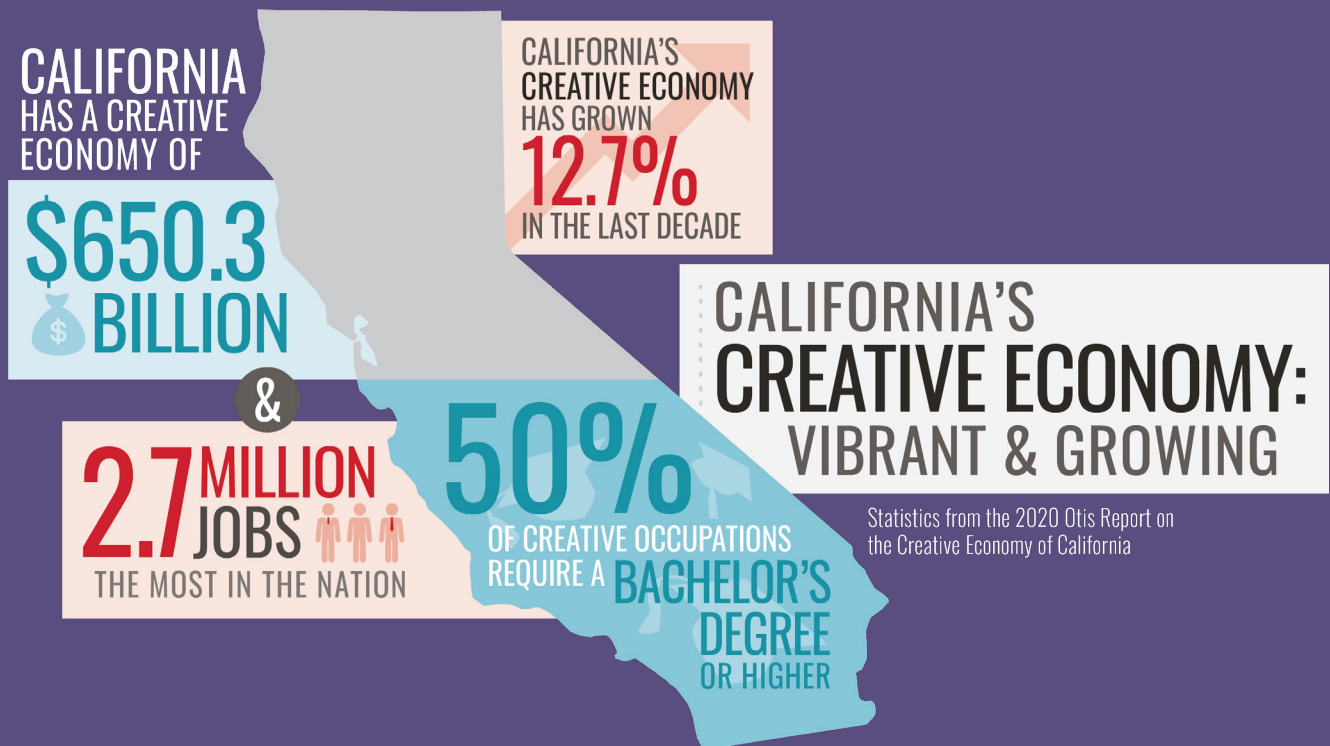
@TheCSUEA

**CSU** The California State University  
**ENTERTAINMENT**  
▶ **ALLIANCE** ▶

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# CALIFORNIA'S CREATIVE ECONOMY



# OVERVIEW

The CSUEA connects the students, faculty and alumni, of the largest and most inclusive public university system in the nation, to the entertainment arts and media industry.

Our programs support CSU students on their journey from campus to career by removing some of the financial and structural barriers to getting “a foot in the door” to these ultra-competitive fields.



## HOLLYWOOD



## THE POWER OF 23

Our campus network of **482,000 students, 4 million alumni & top-rated entertainment arts and media programs** is a diverse, inclusive talent pipeline to the entertainment industry.



**“The California State University is the nation’s largest, most diverse and most consequential university. The CSU’s extraordinarily talented students experience a transformative journey of learning and discovery, and graduate as the next generation of bold, ethical and compassionate leaders ready to drive our state and nation to its brightest future.”**

**— Joseph I. Castro, Chancellor, California State University**

# STATE OF THE CSUEA

“It’s been a wild ride since our March 2020 SAG AFTRA LA meeting, where our dedicated and active Council advised campus leadership on expanding the talent pipeline from the CSU to the entertainment industry.

During lockdown, we ran zoom sessions with CSU faculty and program leaders in Film, TV, Animation, Scriptwriting, Design and Performing Arts. We took the concerns we heard back to the Council, who shared strategies for remote production and helped navigate a safe return to in-person production. Together, we figured out how to establish equipment checkout and sanitization practices, create remote educational resources, and produce virtual shows.

Shari Holly, a strong advocate for diversity and inclusion in entertainment, spent the whole year running bi-weekly career focused panels with industry professionals attended by an average of 300 students from multiple CSUs. We supported interns who pivoted to remote work and facilitated workshops with Dolby U Internship Program, RPA, House of Blues Music Forward Foundation, and many more, where our students were coached on how to best leverage work opportunities available during the pandemic.

Our partnership with Dolby leveled up to a \$25k philanthropic support grant, in addition to their fiscal sponsorship of our April 2021 Virtual Entertainment Summit. The event included insights from our council, learning sessions produced by Adobe, Dolby, the Hospitality & Tourism Alliance and more. It raised \$30k in sponsorship revenue to sustain our grants program and was a fabulous collaboration opportunity.

We funded, organized and supported regular industry/campus virtual events across the CSU, including CSU Northridge's competition “Here’s the Pitch”, in which council members David Eilenberg, Carole Kirschner, and Kevin Clark graciously agreed to serve as mentors and judges while helping the students refine their TV show idea pitches. Other events include CES/ DreamLand XR EDU immersive content and a CSU-wide Esports conference.

Our partnerships are a concrete demonstration of the increasing industry commitment to supporting the CSU via Diversity & Inclusion initiatives. Despite the pandemic turmoil, thanks to the wonderful companies we love working with, we came out on top.

In 2022, we'll launch a pilot mentorship project with entertainment initiatives and Employee Resource Groups (ERGs) across the industry. Our close partnership with Adobe will boost digital literacy via increased access to technology tools that help showcase the tremendous talent of our CSU creative community. New partnerships with the Entertainment Industry Fund and the CAA Foundation hold even more promise for providing access and opportunity to underserved communities.

Future academic years hold more promise for entertainment industry partnerships and increased program impact than any year before and we are thrilled to continue promoting the CSU as a premier source of entertainment talent.

Thank you all for your continued support of our programs!”

— **Dina Ibrahim**, Executive Director, The CSU Entertainment Alliance





# MISSION

We are committed to elevating the CSU community succeed in the entertainment industry through mentoring, professional work experiences, resources, jobs and industry relationships. We empower students to be able to afford and access entry-level positions and meet the right people that can help advance their professional goals.

Our hardworking, talented students are pushing the boundaries of creative expression by telling their diverse stories. Their voices and their stories must be elevated to help us transcend divisions and develop the next generation of inclusive media arts and entertainment leaders.

The key value we offer the industry is access to a giant pool of diverse and inclusive talent who are hungry for opportunity, well used to the hustle, and ready to get the work done. Our programs help address systemic change that needs to happen to entertainment industry for it to remain relevant, profitable, equitable and just.

**“It is up to us to renew the California Dream for a new generation... California’s brighter future isn’t in front of us – it’s inside each and every one of us... There are few institutions that serve people at the scale of the California State University...”**

— California Governor **Gavin Newsom**



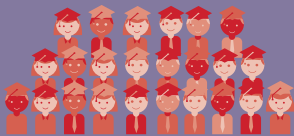
# ★ CSU SCOPE, INVESTMENT, & DIVERSITY ★

## SIZE MATTERS

The nation's largest  
4-year public university  
system with **23 campuses**  
& **8 off-campus centers**



Graduates more than  
**120,000**  
students annually



A network of  
**4 MILLION**  
alumni



Awards nearly  
**50%**  
of California's  
baccalaureates



Educates **486,000** students  
& employs **56,000**  
faculty & staff



Over **180,000**  
CSU students are seeking  
entertainment careers

## MONEY MATTERS



The CSU returns  
**\$5.43** for every **\$1**  
invested



The CSU employs over  
**150,000**  
Californians

The CSU creates over  
**\$17 billion**  
in CA economic activity



**1 in 10**

CA employees is a CSU grad



CA has a  
**\$650 billion**  
creative economy



In 2020, CA hosted  
**1.7 million**  
jobs of which  
**50% were creative**

## DIVERSITY MATTERS

Nearly a third of CSU students  
are first generation  
college students



Grants over **50%** of its  
degrees to Latinx, Black &  
Native American students



**21 of 23**

campuses are Hispanic  
Serving Institutions (HSIs)  
with at least **25%**  
Latinx student enrollment



The CSU confers **62%** of  
California Hispanic student  
bachelor's degrees



Nearly half of CSU students  
are underrepresented  
minorities (URM)



The CSU confers **38%** of California  
Asian/Asian American student  
bachelor's degrees



The CSU confers **43%** of  
California American Indian/  
Alaska Native student  
bachelor's degrees

# PROGRAMS & IMPACT

CSUEA programs offer learning, career development and networking opportunities to empower students to pursue successful careers in entertainment arts & media.

## GRANTS

### 2017-2021 HIGHLIGHTS & STATS

Grant Proposals:

**301** 

Funding Requests Total:

**\$841,000\*** 

# of CSU Campuses  
Awarded Grants:

**22** 

Total Funding Awarded:

**\$253,000\*** 

# of students, faculty, and  
staff reached through  
CSUEA grant funds:

**25,700\*** 

## INTERNSHIP & HOUSING

We offer accessible, low-cost professional work and mentorship experiences at high profile companies and Hollywood studios to help CSU students get their first break in an ultra-competitive industry.

- Our internship class can be taken by ANYONE to include EVERYONE, from high school to first year students all the way to up to super seniors and post-graduation. This breaks barriers to access for those who were not qualified yet by their majors, or might delay graduating to gain internship work experience.

### HIGHLIGHTS & STATS

#### FREE SUMMER INTERNSHIP HOUSING:

**44** Students  
Housed for free  
in Hollywood  
while they intern



#### INTERNSHIP PARTICIPANTS:

**12%** of all CSU  
entertainment arts  
studies students



#### TV ACADEMY UNSCRIPTED APPRENTICESHIP PROGRAM:

**14** Students participated  
**5** Students Housed  
**9** Students Offered  
full-time positions



#### CSU CAMPUSES SERVED FOR SUMMER HOUSING: **61%**

**14** of **23**  
campuses



#### COMPANIES PARTICIPATING:

**60+** 

#### CSUEA INTERNSHIP COURSE PARTICIPANTS:

**300** students from  
**15** different  
campuses



#### COMPANY HIGHLIGHTS:

The Cartoon Network,  
Disney, NBC, Sirius XM,  
Crown Media Family  
Networks, Endemol Shine,  
Westlake Recording Studios,  
Mandalay Entertainment,  
Amazon Prime Video,  
SeeChange Institute,  
ILMxLAB, Bunim-Murray  
Productions, High Noon  
Entertainment, &  
44Blue Productions



Companies participating **185+**

#### INDUSTRY MENTORSHIP AND STUDIO TOURS

offered by and through  
CSUEA Advisory Council  
members Maureen Droney,  
Carole Kirschner, Gregg  
Katano, Bettye Saxon, David  
Eilenberg & Juan Rodriguez



#### EVOLVE ENTERTAINMENT DIVERSITY FUND INTERNSHIP PROGRAM PARTICIPANTS:

**27%** of CSU Students  
found full-time post-  
graduate employment  
after their internship





# ADVISORY COUNCIL

The members of the CSUEA Advisory Council are diverse, multifaceted leaders, executives, creators, guilds and foundations representing entertainment giants, leading studios & independent companies. The Council guides us to develop strategic industry partnerships, develop curriculum and provide career development and networking opportunities.

**“Having participated as a guest speaker several times for the CSUEA Summer program and on campuses, I have personally interacted with high achieving CSU students from a variety of backgrounds and disciplines from across California who push themselves to learn, gain work experience, contribute and add value throughout the entertainment industry.**

**I am excited about our industry’s future, especially as a result of the up-and-coming leaders that the CSUEA helps prepare and develop.”**

**— Juan Rodriguez**, *Director, Content Management - Disney Media & Entertainment Distribution (DMED) & CSUEA Advisory Council Member*



**“The CSU student body is the most creative, the most interesting and the most hardworking group of students ... and I think that by empowering students from the CSU, we’ll make entertainment healthier for the next 50 to 100 years.”**

**— David Eilenberg**,  
*Chief Creative Officer, ITV America & CSUEA Advisory Council member*



# STUDENT, FACULTY, & ALUMNI STORIES

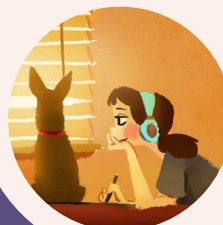
“Congratulations to you. That's a great program and wonderful, and necessary, enrichment for the students.”

— **Dave Caplan**, *CSUN Alumnus & Executive Producer, The Conners, ABC - Referencing CSUEA funded event "Here's the Pitch!"*



“I cannot say how grateful I am to have worked with the CSUEA. During my last semester, I was exhausting every job seeking platform that there was. Finally, I received an email from a virtual event the CSUEA was organizing. It was one of the best decisions I have ever made throughout my academic career. I met with a rep, Haley, who was wonderful and beyond helpful. If it weren't for both the CSUEA and Haley, I would not be working at one of the world's top leading entertainment agencies.”

— **Denise Espinal**, *Creative Services at Creative Artists Agency*



“CSUEA programs enabled me to go directly from my Cal State campus to an incredible industry work experience through their partnership with Ava DuVernay's EVOLVE Entertainment Diversity Internship Fund with The L.A. Mayor's Office. This life changing dream opportunity helped me launch my professional career in Hollywood.”

— **Mahelet Gezachew** (*SFSU '18*) - *Former Anonymous Content Activism & Hello Sunshine Film/TV Content Development Intern as part of the first cohort of the L.A. Mayor's Office/EVOLVE FUND Entertainment Diversity Internship program. Mahelet worked for Marvel Entertainment in 2019 and now has her "dream job" as a Development and Production Coordinator for Ava DuVernay's Array Studio.*

“Having the opportunity to connect with Nicole and the rest of the Disney crew was amazing, and I received a lot of good feedback I may not have been able to get otherwise. I was also able to connect with lots of amazing people at the expo, recruiters and artist alike, that I may not have had exposure to in the past. I'm so thankful the CSUEA decided to open up this new opportunity to alumni and that I was able to be a part of this flagship effort. I received a notice for an interview with Adult Swim upon my return home, so I know having the opportunity to booth with Walt Disney Animation definitely helped me gain that extra step up I needed to put myself out into the industry.”

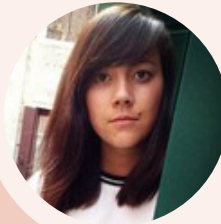
— **Megan Dillon**, *California State University, Stanislaus*

“With the help of CSUEA funding, we were able to purchase tickets that allowed us to gain more access to portfolio reviews, interviews, and seminars. Because of the grant, I was able to purchase a pass that made me eligible for “Raise the Bar” recruiting. I interviewed with several different companies such as DisneyToon Studios and Tonko House. Without the help of funding from CSUEA, I would not have been able to go to CTN because of the cost. I feel more confident in finding a career after graduation. CTN has helped me network with several studios like DreamWorks, Blue Sky, and Sony.”

— **Shannon Preston**, 2019 San Jose State University graduate & now Production Coordinator at Nickelodeon Animation

“I am just so happy that CSUEA exists, and as cliché as this may sound, it truly allowed me to follow my dreams, I was ready to settle for something else, and give up on my dreams. I want to share this information to show and let other students and new grads who are in a similar situation know that they have options and resources to help them attain that dream.”

— **Farid Touli**, 2018 California State University, Fullerton Alumnus



“The CSUEA has helped me pursue my dreams and helped me stand apart with my resume and internship experience. Thank you for all you and the team do.♥♥”

— **Nylene Garcia**, NBCU Academy Fellow / Communications Assistant at Associated Students, Inc. - CSU Fullerton

“CTN was a great motivator for graduation. Before, I had little idea of just how many studios would accept an artist with my stylistic preferences. I left CTN with at least 3 companies who I would be willing and able to join. That was a huge deal for me as I am an extremely indecisive and cautious individual. CTN made life after graduation look far more promising than I would have ever imagined.”

— **Illustrator Karlee Ludvik**, 2018 San Jose State University graduate



“During my undergrad years, The CSUEA LA Summer Housing Program was one of the best programs of which I took part. The free housing helped me a lot, all I had to pay was my parking pass and meals. I was able to go to my internship site, gain journalism experience, and enjoy my time in LA all in one summer. Thanks to the CSUEA LA Summer Housing Program, I was able to take what I learned from my internship at TribeLA Magazine and put it to use in my life as an aspiring journalist. I highly recommend this to everyone who is interested in the media field. It helps you grow as a student, intern and opens a lot of doors for your future.”

— **Karen Cruz-Orduna**, 2016 California State University, Monterey Bay Graduate and now the Bilingual Digital Reporter at KGET-TV 17 in Bakersfield, CA



“...The greatest impact that attending Full Frame Festival with a CSUEA grant had on me was how it shaped my career goals.

Full Frame solidified my interest in documentaries. Immersing myself in the world of documentaries and having the chance to hear other documentarians talk about their craft and see their art, inspired me to go out in the field and make my own films. Talking to other filmmakers and seeing strong, well-crafted, and serious films helped ease a lot of my fears about my own desires in becoming an artist and filmmaker. I now have a much stronger mental image of myself as a filmmaker and was reinvigorated with a strong desire to capture other people’s stories and tell my own.”

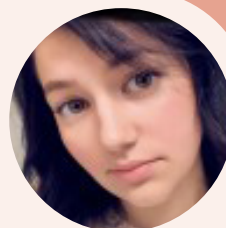
— **Oscar Vazquez**, 2016 California State University, Long Beach graduate and was the Assistant Editor on the documentary *Assassins* that premiered at the 2020 Sundance Film Festival. He currently serves as 2nd Assistant Editor at Tripod Media.



Film still from *Assassins* by Ryan White, an official selection of the Documentary Premieres program at the 2020 Sundance Film Festival. Courtesy of Sundance Institute.

“Working with the CSUEA staff gave me the skills and confidence necessary to begin my career right after college. Thanks to their support, advice and help, I was able to get a job immediately after I graduated and began to gain experience and connections that have already allowed me to grow professionally. I could not be more grateful for their kind encouragement.”

— **Kate Napoli**, 2019 San Francisco State University Cinema Program Graduate now working in content production and marketing for KQED Public Media’s Education Department



“I sincerely thank the CSU Entertainment Alliance for making this faculty development opportunity possible. I believe it is critical for TV, film and broadcast journalism faculty to keep informed on the latest trends and developments in the industry as the technologies and processes evolve so quickly. I also firmly believe that the industry connections we keep and maintain not only serve our students and programs, but also keep the CSU at the forefront of advanced education in the entertainment and news media fields. Having a clear sense as to the current developments and upcoming tools and workflows of the industry enables faculty to maintain currency and adapt curriculum to serve students who will be entering this rapidly evolving work environment... I strongly feel that students put more effort into their studies when they feel that their courses are current, relevant and in step with what is going on in the industry.”

— **Matthew Gatlin**, Professor at California State University, Los Angeles Department of Television, Film and Media

**“It is illuminating and inspiring when a pro comes to the classroom and validates what the students are learning as legitimate, applicable skill sets for the industry. No amount of lecturing by a professor can replace that validation and the surge of confidence that follows. Students are inspired to graduate faster, focus better, work harder, and feel better.**

**These sorts of grants set the CSU apart, focusing a spotlight on our leadership in bringing CSU students and professionals together, creating mentor/student relationships that endure throughout their careers. In doing so, a give-back relationship is formed that leads to impactful contributions in time and resources by those who have achieved success in their fields.”**

**— Jeff Jacoby**, Professor at San Francisco State University in the Broadcasting & Electronic Arts Communication Department



**“I want to express my gratitude for your support of me as an instructor and of CSUN and its Cinema and TV Arts Department. You have done so as well by championing the teaching and studying of new mediums throughout the CSU system. Some of them may not ever hit critical mass, but some will. The study and tracking of technological developments is as important as the study of its history in the learning process and being able to navigate changes in the profession.”**

**— Anna Marie Piersimoni**, Instructor, VR & AR, California State University Northridge Cinema & Television Arts Department

**“These grants are a lifeline for our students. Cal Poly is located just far enough away from Los Angeles or San Francisco that opportunities for interaction with top professionals -- the kind they would get at local association luncheons, meetups or TV studio tours -- aren't practical. When we bring speakers to campus, we try to give all of our students a chance to benefit.”**

**— Mary Glick**, Chair and Associate Professor, California Polytechnic University, San Luis Obispo Journalism Department





# INTERNSHIP PROGRAM EMPLOYER TESTIMONIALS

“We ended up hiring Kate for our new year long paid internship position at KQED Education! Thank you for the recommendation. I'm really impressed by her initiative and calm energy -- and storytelling instincts. I really appreciate you reaching out about her!”

— **Annelise Wunderlich**,  
Executive Producer,  
Education at KQED Public Media



“Jorden has become more or less the ideal against which we judge all other interns, to be honest. Jorden is a hard worker, a team-worker, and as if that wasn't enough, Jorden has a vast array of skills that have materially helped the show in ways that viewers and members can see every week. You only have to explain things to him once, and he just gets it. His attitude makes the team feel more optimistic and positive, and when he's not here we miss him. Just keep them coming. Go Matadors! Honestly, just thank you for introducing us to Jorden. We can't wait to have him back!”

— **Brett Erlich**, Supervising Producer,  
“The Young Turks”, Main News Show



“Anizza does a fabulous job at seeing the big picture. She acknowledges what is happening on the show, sees how our department fits into said big picture, and does very well at anticipating needs. She then takes initiative to complete tasks before it is asked of her. She has become a real asset to our team!”

— **Jessica Honeycutt**,  
Manager, Iota Productions, LLC for  
“The Late Late Show with James Corden”



“If Jacob is an indicator of what is being taught in your program, you are covering the major areas of audio/video production. KOFY-TV is very happy with our involvement in the Internship program. We had a fantastic experience with Jacob and this internship program.”

— **Mark Butler**, Producer, KOFY-TV20



“I believe the relationship between Valerie Allen Public Relations and the CSU Entertainment Internship Program is great! Carlo came in with enough information about his requirements and what was needed from us and we were able to accommodate those requirements. Carlo was an absolute pleasure to work with and an asset to our team. He handled everything in a professional manner, was a fast learner, and completed tasks effectively and efficiently. He was sure to communicate everything with his supervisors so we were all kept up to speed on the status of his work. Whenever he would finish a task, he would let us know and take it upon himself to work on something else until he was given direction. Overall, Carlo was a great intern this semester and we were so lucky to have him!”

— **Deeana Betsamo**,  
Publicist, Valerie Allen Public Relations

“Disney+ is essentially a startup within the larger Disney company, meaning that things here are pretty hectic and frequently changing. Kori was always able to jump into new projects and learn on the fly to make them a success. She also always had a bright, positive attitude regardless of the situation. She will be missed! Kori's work and work ethic were always top-level.”

— **Griffin Schmidt**, Disney+



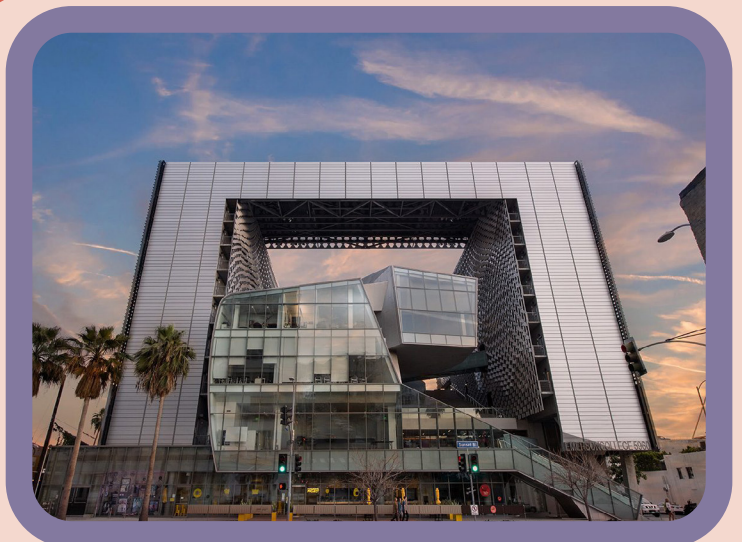
# INTERNSHIP HIGHLIGHTS

- 14 summer 2019 students provided free housing at Emerson LA
- 5 Fall 2019 alumni provided free housing to participate in TV Academy's Unscripted Apprenticeship Program
- Students interned at major studios and companies including: Cartoon Network, Disney, NBC News, Sirius XM, Crown Media Family Networks, Endemol Shine, & Westlake Recording Studios
- Student Industry Mentorship and tours from CSUEA Advisory Council Members: Maureen Droney, Carole Kirschner, Gregg Katano, Bettye Saxon, David Eilenberg & Juan Rodriguez



2019 CSUEA Summer Housing Program students enjoying the Emerson LA rooftop Fire Pit

Emerson LA Building on Sunset. Building is where CSUEA summer housing program students get to live while interning.



# PARTNERSHIP HIGHLIGHTS

Strategic collaborations with global entertainment companies, associations, and conferences offer the best of Hollywood to students and faculty for little or no cost! The CSUEA has developed new partnerships to add to their growing list of discounted student & faculty memberships and industry conference discounts.



# CORPORATE PARTNERS



## CORPORATE DONOR

### Adobe

Gold Level Sponsor for 2021 Summit + multiple high-profile industry speakers for events + software access for students in need

### DOLBY

Established a \$25k Grant Fund for CSU students + Gold Level Sponsor for 2021 Summit

### Twitch

Established a \$25k Scholarship Fund supporting streamer talent + provided curricular innovation support + speakers for panels + organized HQ tour for SFSU Esports students

### Submittable

Corporate discount for CSUEA + donated sponsorship funds to support the CSUEA Internship Program

## CORPORATE IN-KIND DONOR

### TV Academy Foundation

Hosted annual Advisory Council Meeting + CSU Alumni networking events + piloted a post-grad apprenticeship program for CSU students in Unscripted TV

### SAGAFTRA LA

Hosted annual Advisory Council Meeting + multiple career and union events with TV actors

### Paramount

Hosted annual Advisory Council Meeting + networking event + facility tour for CSU leaders and students

### Univision

Hosted annual Advisory Council Meeting + networking event for CSU alumni

### Netflix

Hosted annual Advisory Council Meeting + networking event + facility tour for CSU leaders and students

### Sony Studios

Hosted annual Advisory Council Meeting + studio tours

### Dreamworks Animation

Workshops, career advice, & access to internships and entry level opportunities

### Oculus (Facebook/Meta)

Donated 50 oculus headsets to CSUs teaching AR/VR/XR

### Unity Technologies

Panels and Speakers. University Partnerships. Software training





## **Skywalker Sound**

Speakers for events & seminars

## **Viacom CBS**

Webinars and trainings for CSU students, staff, and career centers on how to break into the industry

## **Walt Disney Animation Studios (WDAS)**

Free student passes to CTN Expo + featured student profiles in their portfolio exhibits + free passes to Lightbox Animation Art Expo + provides panelists for on campus events

## **Warner Bros. Pictures**

Hosted panels with high-end industry professionals working on newly released films + free publicity materials and access to screenings

## **Winston Baker Entertainment**

Free and discounted access opportunities for networking events and industry panels

## **MasterClass**

100,000 FREE subscriptions for students, faculty, and staff

## **Backstage Casting**

Unique access codes for CSU students to post casting calls + in-kind publicity via articles on outstanding CSU faculty & alumni

## **Mentor Collective**

Corporate discount for pilot program connecting students to industry mentors

## **PeopleGrove**

Alumni-based mentorship platform used by SFSU, CSULA, & CSUN

## **Parker Dewey**

Granted special access to their opportunities for CSU students + hosts a specialty site for CSU students looking to gain resume experience

## **The Wrap Pro**

Discounted student and faculty memberships + publicity for CSU campuses

## **Youth Mobile Festival/Mobile World Congress**

Free conference passes for students

## **Blackdog Gaming Ventures esports Pitchfest**

Free passes for students and faculty

## **Amazon Web Services**

Consulting Partnership on cloud technology solutions for CSU animation departments

## **Entertainment Careers Database**

Discounted membership for CSU students at entertainmentcareers.net

## **Emerson LA**

Discounted access / sponsorship for our Summer Internship Housing Program

## FOUNDATION PARTNERS

### **CAA Foundation**

Curriculum development partnerships for CSU pipeline Roybal Learning Center

### **Endeavor Foundation**

Access to their Excellence Program that decodes and democratizes access and information to the entertainment industry

### **House of Blues Music Forward Foundation**

Access to career development in music fields + multiple free events and opportunity sessions

### **Entertainment Industry Foundation (EIF)**

Introductions to foundations for program support + opportunities for students

### **Social Change Fund United**

Recruits CSU students for their social justice fellowship program

## PROFESSIONAL GUILD PARTNERS

### **Motion Picture Editors Guild**

Union workshops + high profile below the line talent for career panels

### **SAGAFTRA LA**

Organized multiple career and union events with TV actors + union 101 workshops

### **SAGAFTRA SF**

Provides pro bono legal advice for students & alumni signing first contracts + workshop & panel speakers

### **SMPTE (Society of Motion Picture & Television Engineers)**

Free access to events and trainings for students and faculty + student SMPTE chapters with speakers & career panels

### **The Recording Academy**

Facility tours and career advice for CSUEA Summer Housing Students + produced April 2021 panel on behind the scenes at the Grammy Awards

### **Writers Guild of America Foundation**

Free access to events and trainings for students and faculty

## NON-PROFIT PARTNERS

### **Entertainment Impact**

Helped negotiate partnership with masterclass + pro bono consultation on CSU Entertainment Alumni fundraising campaigns

### **Entertainment Industry College Outreach Program (EIOCP)**

Provided entertainment opportunities for CSU BIPOC students

### **Bric Foundation**

Access to Diversity in Entertainment Educational Council

### **New Filmmakers LA**

Free student memberships and access to events & screenings + visual storytelling workshops + speakers & panelists for events

### **Entertainment Industry Professionals Mentoring Alliance (EIMPA)**

Mentorship Partnership connecting CSU students with their industry professionals database

### **Pipelines Pro**

Moderates & produces bi-monthly entertainment career virtual event series with recruiters and professionals

### **Staff Me Up**

Access to webinar participants + free access to their platform for CSU students

### **EVOLVE / GEI Entertainment Diversity Internship Fund**

Partnered on inclusion and diversity pipeline for CSU students in LA County for internships and career training

### **International Documentary Association**

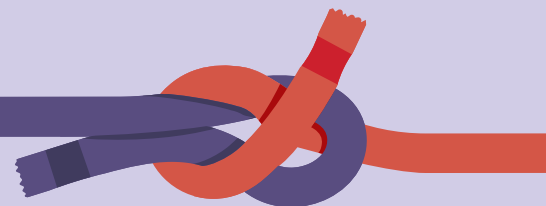
Produced film workshops on CSU campuses

### **Yes2jobs**

Organized Entertainment Career Prep Workshops

### **Women in Film LA**

Worked with CSUEA on a "Campus to Career Initiative" grant collaboration



# GET INVOLVED

## 1 Sponsor Intern Summer Housing in LA

An internship can change the course of a student's career while supporting a company's hiring needs. Our students are diverse, eager and humble youth working multiple jobs just to make tuition and rent in expensive cities. Few students can afford the luxury of an unpaid or low paid internship, and the cycle of a less inclusive industry continues. Our current budget houses 10 students, and we receive over 50 applications a year. 10-weeks costs approx \$2k/student.

## 2 Sponsor a Campus-Industry Visit Grant

Host or produce an industry- related event for students & faculty at your company or sponsor one at a remotely located campus. Average cost is \$2k per grant, which covers honoraria & travel. This is particularly helpful to non-urban campuses.

## 3 Sponsor a Faculty Development Grant

Help professors stay up to date with industry trends, technologies and skills that they can then pass on to students in their classrooms and production spaces.

## 4 Mentor a CSUEA student

We will connect you directly to a motivated, vetted CSU student seeking advice in your career area.

## 5 Become a CSU Advisory Council Member

or recommend someone in your network.



# #CALSTATEGREAT: INDUSTRY RECOGNITION

## RECENT CAMPUS, STUDENT, FACULTY & ALUMNI HIGHLIGHTS

## STUDENTS

### California State University, Fullerton

"Al Día," CSUF's student-produced Spanish-language newscast is still racking up impressive awards. Their award-winning "Al Día, A Border Emergency," broadcast took first place in the Best TV Newscast category of the 2020 Apple Awards from the College Media Association. "Lo Que Está Trending," a collaboration between Al Día and Titan TV, won the Broadcast Education Association's 2020 "Disrupt the News" challenge, which aims to reinvent local broadcast news to attract younger viewers. Cinema and Television Arts students **Cassie Chang** and **Jonathan Phan**, along with **Nathan Jeffers** ('19 M.A. communications) and **Regina Yurrita** and **Sharon Cardona** (both '19 B.A. communications-journalism), created the award-winning piece.

"Agree and Disagree" and "Titans v. Coronavirus," two "Titan Sports" episodes, both received Communicator Awards of Excellence from the Academy of Interactive and Visual Arts. "Titan Sports," housed under Titan TV, is similar to ESPN's "SportsCenter" and provides Titans with the opportunity to gain sports broadcasting experience. The broadcasts were produced by communications students **Kyle Fulbright** and **Cory Johnson**.



### California State University, Long Beach

CSULB broadcast journalism students **Elizabeth Sanchez, Brandon Drey, Cain Hernandez, Dillon Hulse, Ashley Javelosa, Susan Lorenzana, Kelly Nunez, Allison Perez, Esmeralda Perez, Brittany Plunkett, Joel Ruditsky, Kina Sonikangchea, Ty Spence, Kristen Thomas, Manuel Valladares** and **Justin Conjurski** won high honors at the annual Youth Journalism International (YJI) Contest. They received First Place in the "New Story, Team Reporting" category for their "News Out of The Class" Campus Connection reporting. YJI commented about their work: *"During a difficult and scary time - the start of the pandemic - the coverage from this group was calm and thorough. It also served as an eerie time*





*capsule with unforgettable images of deserted student quads, classrooms and gymnasiums and lines at big-box retailers. Credit goes to the students for calmly carrying on to deliver the news at a time of uncertainty and fear that also consistently reminded viewers how they could observe health guidelines to stay safe.”*



Pictured above:  
Kaelin McDonald (left), CSUN  
Prof. Nate Thomas (middle),  
& Alejandra Guzman (right)  
at the Golden Globe Awards

## California State University, Northridge

CCSUN student **Andres Angel-Portilla**

was selected for the prestigious Television Academy Foundation’s Internship Program for the summer of 2020. Two other CSUN Cinema and Television Arts students, Kaelin McDonald and Alejandra Guzman (pictured on the left ) served as interns at the 77th Golden Globe Awards. Kaelin is also a 2019-20Hollywood Foreign Press Association Undergrad Scholar. Guzman is also a ‘Toyota Make Life Easier Scholarship’ recipient.



## Humboldt State University

HSU film students **Rhett Davis** and **Alice Nicole Peterson**

were recognized at the October CSU **Media Arts Festival virtual awards ceremony**, each taking home a \$250 prize. Their winning submissions were original screenplays adapted from class writing assignments in HSU’s Department of Theatre, Film & Dance. Of the 129 submissions to this year’s festival, Davis and Petersons’ screenplays were among the 30 prize-winning finalists.

# FACULTY

## California State University, Dominguez Hills

The music of **Charles Dickerson**, supervisor of Special Ensembles in the CSUDH Music Department and executive director and conductor of the Inner-City Los Angeles Youth Orchestra (ICYOLA) was featured in the Academy Award nominated Best Animated Short Film, “If Anything Happens I Love You.”

**Mary Talusan Lacanlale**, CSUDH assistant professor of Asian-Pacific Studies, co-edited the interactive book “Our Culture Resounds, Our Future Reveals: A Legacy of Filipino American Performing Arts in California,” with a grant from California Revealed, and in partnership with the UCLA Ethnomusicology Archive.



Pictured above: Charles Dickerson and the Inner-City Youth Orchestra of Los Angeles in performance with artwork from “If Anything Happens I Love You”

## California State University, Fullerton

**Bey-Ling Sha**, Dean of the College of Communications, was appointed to the Society of Professional Journalists' board of directors for 2020-21. Sha was also appointed to the Advisory Committee for the Center for Diversity, Equity and Inclusion for the Institute for Public Relations.

**Anthony Sparks**, Associate Professor of Cinema and Television arts, will write and develop a new scripted series titled "Choir" after signing a first-look deal with Blumhouse Television. Sparks will serve as showrunner and executive producer for the series based on "America's Got Talent" runners-up The Detroit Youth Choir.

A film short by **Mun Chee Yong**, Assistant Professor of Cinema and Television Arts, was screened at the 31st annual Singapore International Film Festival. The Mandarin, Teochew, Cantonese-language "21 Days" follows a man's desperate quest for signs of his deceased mother's spirit.

## California State University, Sacramento

Bay Area artist and Sacramento State Photography Professor **Nigel Poor** co-created "Ear Hustle," the first podcast created and produced in prison that features stories of the daily realities of life inside California's San Quentin State Prison. In 2020, Ear Hustle was named a finalist for a Pulitzer Prize in audio reporting — the first time the category was recognized — for bringing audiences "a consistently surprising and beautifully crafted series on life behind bars." "Ear Hustle has" also received honors from the Third Coast International Audio Festival, the Webby Awards, the Moran Center for Youth Advocacy, the Yerba Buena Center for the Arts and the Society for Professional Journalists, and was named a Peabody Award nominee in 2017 and in 2018.



Pictured above: Bay Area artist and Sacramento State Photography Professor Nigel Poor

## California State University, San Bernardino

Art Professor **Katherine Gray**, who was recently named "Outstanding Professor of the Year," also serves as the resident evaluator for the Netflix glass blowing competition series "Blown Away."



Pictured above:  
Art Professor Katherine Gray on "Blown Away"

## San Diego State University

**Gregory Daddis**, professor of history and director of San Diego State University's Center for War and Society, and journalist and former combat engineer Elliott Woods received a National Endowment for the Humanities (NEH) Chairman's Grant for a documentary podcast on U.S. Marines in the Afghanistan War. "Third Squad" explores the wartime and homecoming experiences of a group of Marines who served during

the 2009-11 troop surge, the most violent phase of the war, and the strategic decision leading up to it.

**Sonya Schumann**, a Piano lecturer in the College of Professional Studies and Fine Arts, was honored by SDSU for her "Dedication to Student Support During Virtual Instruction." Schumann found creative solutions to teaching physical and cognitive skills in the virtual classroom by redesigning her course to be especially student-centered, to provide students with real-time, one-on-one critique and feedback. She also went to extraordinary lengths to get keyboards and other musical equipment into her students' hands.



Sonya Schumann redesigned the curriculum to provide students with real-time, one-on-one critique and feedback.

## Humboldt State University

Associate Professor in Theatre and Costume Designer **Rae Robison** was elected to the National Board of the Kennedy Center American College Theatre Festival. She will serve a three year term as the Design, Technology & Management Member at Large. This is a prestigious position as there are only 2 national "at-large" members on the board at any time.

Alumna **Gwynnevere Cristobal** ('20) and **Dr. Troy Lescher** (Theatre, Film & Dance) published the "Doctoral Projects in Progress in Theatre Arts, 2020" report for the Association of Theatre in Higher Education [ATHE].

## ALUMNI

### California State University, Fullerton

**Kristen Princiotta** ('12 Music-Voice) has a leading role voicing the mom character of the highly successful nursery rhyme YouTube show "CoComelon."



### California State University, Long Beach

CSULB Alumna, Television Director, and CSU Entertainment Alliance Advisory Council Member Shannon Flynn **Shannon Flynn** won a Daytime Creative Arts Emmy Award for "Outstanding Direction for a Children's or Young Adult Program" for the 50th Anniversary Season of "Sesame Street" on HBO.



"Two Distant Strangers," co-directed by Cal State Long Beach alumnus **Travon Free** ('07, Criminal Justice) is taken straight from recent headlines but motivated largely by what Free experienced while marching in a protest over the killing of George Floyd. Free graduated



from CSULB with a degree in criminal justice before starting his career as a writer for “The Daily Show” in 2012. While working there, he won a Primetime Emmy Award for “Outstanding Writing for a Variety Series” He also has written for the HBO show “Any Given Wednesday” and for “Full Frontal with Samantha Bee.”



Pictured above: Travon Free at the Emmy Awards

## California State University, Monterey Bay

Since graduating from CSUMB in 2007, **Robert Machoian's** award-winning films have premiered at premiere film festivals around the world including Sundance, SXSW, Tribeca, AFI, and Locarno. His short film “The Minors” won the Short Film Special Jury Prize for Directing at Sundance in 2019. His most recent Indie drama “The Killing of Two Lovers” was nominated for a Sundance Film Festival “Next Innovator Award.” The Hollywood Reporter calls the film “a transfixing drama without a wasted word or a single inessential scene.” The film was picked up for distribution by Neon Films and is being screened in cinemas across the country starting in May 2021.



Pictured above:  
Robert Machoian

## California State University, Northridge

Actress **Lauren Ridloff** (01' Creative Writing) received the Screen Actors Guild (SAG-AFTRA) Harold Russell Award on Nov. 19 at the 2020 Media Access Awards. Ridloff, a rising stage and screen star who is deaf, was honored for “redefining on-screen representation for the disability community while advancing the portrayal and employment of people with disabilities in Hollywood.” She received rave reviews and earned a Tony Award nomination for “Best Performance by an Actress in a Leading Role in a Play” for her first role on Broadway as Sarah Norman in the 2018 revival production of “Children of a Lesser God.” Afterward, she joined the hit AMC television series “The Walking Dead, and in 2020 made history as the first-ever deaf superhero of the Marvel Cinematic Universe. Her debut as Makkari in “Eternals” is scheduled to hit theaters on Nov. 5, 2021.



Pictured above: Lauren  
Ridloff at the Tony Awards

Two CSUN Cinema and Television Arts alumni were recognized for their work in the television industry at the 72nd Primetime Emmy Awards. **Arielle Kilker** ('11 Film Production) took home two Emmys for her work on the acclaimed Netflix docuseries "Cheer." **Ryan Mallick** ('10 TV Production) won a statue for his work on the VH1 reality series "RuPaul's Drag Race."



Pictured above: Arielle Kilker

## California State University, Sacramento

"Black Panther" Director & 2007 Sacramento State University Alumnus **Ryan Coogler** made Oscars history as part of the first all-Black producing team (which also includes Shaka King and Charles D. King) to be nominated for Best Picture for "Judas and the Black Messiah." The film was also nominated for a slew of other awards and won "The Outstanding Motion Picture Award" from the Black Reel Awards and African-American Film Critics Association, an Impact Award from the Hollywood Critics Association, and a "Movie of the Year Award" from the American Film Institute.



Academy Award winning alumnus **Tom Hanks** was nominated by The Broadcast Film Critics Association (Critics' Choice) award for Best Actor for his role as Captain Jefferson Kyle Kidd in the 2020 film "News of The World."

NBC News anchor and Sacramento State alumnus **Lester Holt** received the Edward R. Murrow Lifetime Achievement Award in Broadcast Journalism from Washington State University in March 2021. Holt came to Sacramento State in the late 1970's to study Government and got his first taste of journalism while on campus. The University, he says, "set me off into the world." Today, he is one of the world's most respected broadcast journalists. Holt has been with NBC for over 20 years. In 2015, NBC named Holt anchor of NBC Nightly News, making him the first Black full-time anchor of a weekday nightly newscast. That same year, he received his honorary doctorate from his alma mater. In addition to NBC's flagship nightly news broadcast, Holt serves as principal anchor on "Dateline NBC" and leads NBC News' special reports, breaking news and primetime political coverage.



Pictured above: Lester Holt with his Lifetime Achievement Award



## Vogue Voice

Elaine Welteroth's fight to cultural heights started with Sac State launch

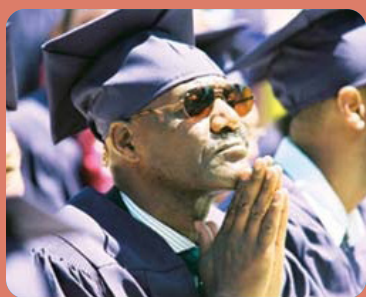
Pictured left: Elaine Welteroth



Groundbreaking author, journalist and Sac State Communications Studies '07 alumna **Elaine Welteroth** was named co-host of CBS's The Talk popular entertainment morning program The Talk. Elaine will co-host alongside Amanda Kloots, Sharon Osbourne, Sheryl Underwood, and Carrie Ann Inaba following Eve and Marie Osmond's exit from the talk show. In 2016, she was named editor-in-chief of Teen Vogue, the youngest person and only the second African American individual to hold that title at a Conde Nast publication. In March, she debuted as a judge on the popular television reality show Project Runway, and she has spent much of the year promoting her bestselling book, More Than Enough.

## San Francisco State University

Actor **Delroy Lindo** ('04 Cinema) was nominated and won a myriad of awards for his portrayal of Paul in Spike Lee's most recent film "Da' 5 Bloods" including winning "Best Actor" awards from The Hollywood Critics Association, The National Society of Film Critics, The New York Film Critics Circle, and The Critics' Choice Super Awards for "Best Actor in an Action Movie."



The cat's out of the bag. Actor Delroy Lindo (B.A. '04) has been taking SFSU classes under a pseudonym.

Pictured left: Delroy Lindo at graduation ceremony.



Pictured left: Delroy Lindo in 'Da 5 Bloods'  
CREDIT: DAVID LEE/NETFLIX

Photojournalist **Sarahbeth Maney** ('19 Journalism) was accepted into a year long fellowship with the New York Times, along with 32 other promising young journalists and media professionals. Fellows work in areas ranging from graphics, science, art to photography. Maney will be based in Washington, D.C., and will do the work of any beat photographer covering stories on and off Capitol Hill. She'll also get to travel with the President and Vice President.



Pictured above left: Travis McKinnon with his Emmy



Pictured above right: Travis McKinnon at Super Bowl LIII

**Travis McKinnon** has earned great acclaim for his international sports journalism work and won his first Emmy Award in 2020 for his 2019 sports coverage for CBS as a video engineer. McKinnon has covered multiple Super Bowl events, NBA finals and even the 2018 Winter Olympics in South Korea. He won the prestigious award, standing alongside other video engineers, for "Outstanding Technical Team Remote."

**Deborah Elizar** (B.A., '92) is the new artistic director for the foolsFURY Theater Company in San Francisco.

**Barbara McVeigh** (B.A., '94) is the producer of the documentary "The Man Behind the Guitar," which looks at the life and legacy of Brazilian guitarist José Neto. The film was named "Best Biopic" at the Alwar International Film Festival in India. Other former SF State students were instrumental in the production of the film including Kimberly Blum (B.A., '15) who assisted with fundraising and location filming.

**Skye McLennan** (B.A., '11) is the new director of the San Luis Obispo International Film Festival.



Pictured above:  
Susan Alden with Alex  
Trebek on Jeopardy

**Susan Alden** (SFSU, '83), a fundraising researcher, won a 1-day cash winnings total of \$7,999 in March 2020 taking the title that day of Jeopardy Champ on the long-running televised game show.

San Francisco State University named Iranian American humanitarian, businesswoman & film maker **Neda Nobari** (B.S., '84) and Academy Award-winning Pixar producer **Jonas Rivera** (B.A., '96) The 2020 "Alumni of the Year."



## San José State University

**SJSU** Media Design Assistant professor **Tina Korani** and her colleague Alexandre Martinez won a 2021 "Best in Competition for Multimedia Storytelling Broadcasting" Faculty Award at the Education Association (BEA) Festival of Media Arts for "Weather and Climate Disasters: An Interactive Map."

## Sonoma State University

**Dana Leigh Murray** ('00 School of Business and Economics) was a producer for Pixar's "Soul" for which she has won an Academy Award for "Best Animated Feature Film" at the 93rd Academy Awards. "Soul" also won a Golden Globe Award for "Best Animated Feature" and a Producers Guild of America Award for "Best Animated Motion Picture."



Pictured above:  
Reese Witherspoon (center)  
poses with Dana Murray (L)  
and Pete Docter (R)  
Photo credit: Chris Pizzello-Pool

## San Diego State University

**Kathleen Kennedy**, President of Disney's Lucasfilm, served as an Executive Producer on the new, award winning Disney+ Series "The Mandalorian." The series won The AFI "Top 10 TV Programs of the Year" Award. The Mandalorian was the first production to be filmed using real time rendering for realistic, parallax environments. Series Director Jon Favreau believed that the StageCraft technology developed for the series will have a significant impact on the production of films and television series moving forward. He attributed the breakthroughs made with the technology to the support of Kathleen Kennedy and previous work done by George Lucas on new technology for the Star Wars films.



Pictured above: Kathleen Kennedy (middle) with Dave Filoni (left) and John Favreau (right)



Pictured above: Kathleen Kennedy revealing Star Wars shirt

# 2020-2021 EVENTS CALENDAR

## 2020

### MAY

- 6** Systemwide TV, Film, Broadcasting Chair & Faculty Meeting
- 13** Masterclass Live: Sara Blakely on "Self-Made" Entrepreneurship
- 15** Systemwide Dance Chairs & Faculty Meeting
- 15** Systemwide Arts Chairs & Faculty Meeting
- 22** Systemwide Music Chairs & Faculty Meeting
- 28** Winston Baker Women Directors Virtual Event

### JUNE

- 17** Systemwide Design Chairs Meeting
- 23** CSU Arts Council Meetings
- 24** Systemwide TV, Film, Broadcasting Chairs & Faculty Follow Up Meeting

### JULY

- 8** TV Academy webinar with Amazon studios
- 9** Backstage event: In Conversation With Giancarlo Esposito
- 28** Systemwide Screenwriting Faculty Call

### AUGUST

- 10** 10 Systemwide Screenwriting Faculty Follow Up Call

### SEPTEMBER

- 18** Splash That - A conversation about creating diversity & fostering community in the animation industry with Latino Creatives in Animation at Netflix during Hispanic Heritage Month
- 22** Internship Info Session for Activision's Summer Internship Program
- 29** SF Film - A Conversation with Pete Docker and Jonas Rivera from Pixar Animation Studios

### OCTOBER

- 1** The Pandemically Challenged Job Hunt - Presented by the CSUEA and Pipelines, this Zoominar on "How to Get Hired" featuring leading entertainment industry recruiters
- 1** Backstage's Creatives in Conversation: Anti-Black Racism in Casting - A new series of roundtable conversations centering on diversity, equity, and inclusion in the entertainment industry, with panelists discussing how anti-Black racism has impacted their lives and careers
- 8-9** UC Irvine's Esports Conference: two-days of panels, workshops, and tournaments

- 8** The Infiltrators Film Media Panel - Conversations around participatory media production with the filmmakers of The Infiltrators for faculty & students

- 14** Multicultural Media Summit - ViacomCBS Campus to Career team hosted a virtual series of engaging speakers, networking sessions and career development

- 15** Annual Lumiere Entertainment Technology Awards

- 16-18** SUPERFEST2020! The Paul K. Longmore Institute at San Francisco State University's Disability Film Festival

- 17-18** "The Critical Media Literacy Conference of The Americas" - SFSU's BECA Project Censored event committed to democratic ideals and social justice values.

- 20-22** Adobe MAX Virtual Conference

- 22** LunaFest - Virtual Screening, Discussion and Q&A with a panel of 8 LunaFest filmmakers

### NOVEMBER

- 5** Miss Juneteenth Film Screening and Q&A Event

- 9** Winston Baker - "Discover New Voices" event in partnership with AFM

- 10-12** SMPTE 2020 - "Game On" - more than 60 experts from 20 countries presented on critical industry topics.

## NOVEMBER (CONT'D)

**13** Dolby U Internship Program – Virtual student visit and info on the intern experience, application process, and types of opportunities

**17** CSU Northridge – Distinguished Speaker Series ZOOM Webinar on "The Business of Entertainment"

**11/30 -12/2** Variety's Music for Screens Week – celebrated excellence in musical artistry and storytelling for film, TV, digital media, brands and more

## DECEMBER

**1** First installment of "Here's the Pitch!" – a 3-part pitch-fest competition and TV development workshop, provided a real-life, rare opportunity for students to interact with seasoned veterans, show creators, working writers, and producers

**2** Sundance Collab – Celebration with visionary Radha Blank, writer-director-actor of the award-winning film *The Forty-Year-Old Version*, joined such esteemed past honorees as Ryan Coogler, Marielle Heller, and Boots Riley as the recipient of the 2020 Vanguard Award presented by Acura

**8-10** The Wrap's Power Women Summit 2020 – FREE event along with a limited opportunity for small group mentorship with industry leaders. The Power Women Summit is the largest annual gathering of the most influential women in entertainment, media and technology

**15** 15 SFSU School of Cinema Imagine our Future – Terri Francis, Black Film Center/Archive event on behalf of SFSU Cinema and the CSUEA

**15** 15 Geena Davis Institute – 'Trafficked' Series Q&A with Mariana van Zeller with National Geographic, exploring the complex and dangerous inner-workings of the global underworld

## 2021 JANUARY

**7** Immersive Content: CES/ DreamLand XR EDU

**16** Editor's Union 101 + Special Guest Panel featured editor's from *Insecure*, *Modern Family*, *Orange is the New Black*, *Yellowstone*, & more

**27-28** TVOTT/ OTT – A two-day virtual conference, produced by the team behind the long-running television industry conference, The TV of Tomorrow Show (TVOT)

**29** Rock your LinkedIn Profile – Part I – With a good profile set, what tools are available to users in order to find your next job or create networking opportunities?

## FEBRUARY

**2-4** 2-4 Netflix Animation Virtual Speaker Series: Writer's Edition – Learn what it's like to write for different audiences and formats

**15** 3 Get Hired: Creative Agencies Panel -- How to break into a career at a creative agency – produced by The CSU Entertainment Alliance & Pipelines Mobile

**15** 5 Academy Gold (OSCARS program) – CREATING YOUR BEST INTERNSHIP APPLICATION – hear DIRECTLY from the Academy Gold program on what they are looking for and how to get noticed on your internship application

5 Countering Digital Hate – hear from Imran Ahmed and learn more about the center's work, and what we can do to counter digital hate.

10 Parker Dewey Hire Learnings – Using Micro-Internships for Recruiting: Student Voices

11 Microsoft VR Locomotion – How to bridge the gap between reality and virtual world navigation is still one of the unsolved frontiers in VR. Avatars as key aspect. Behind the scenes of VR Locomotion & Avatars. Register now!

12 Casting in a Pandemic – A special look into casting during a pandemic! Panelists discussed what casting looks like in the new normal, how casting is being done remotely, what it takes to get into the business, and some advice for folks who may be wondering how to give their best performance in a remote talent audition



## FEBRUARY (CONT'D)

**17-18** ViacomCBS Annual Showcase Comedy Show – Recognized as the industry leader in actor showcases designed to highlight diverse talent, SHOWCASE is attended by executives, showrunners, casting directors, talent agents and managers, and has helped launch hundreds of careers, including several well-known on- and behind-screen personalities

**18** Staff Me Up 101: Increasing Representation Behind the Camera – How to create your profile, search for jobs, and even find crew for your next project + learning about Staff Me Up's new diversity and inclusion initiative and what the industry is doing to increase representation behind the camera

**19** Rock your LinkedIn Profile – Part II – With a good profile set, what tools are available to users in order to find your next job or create networking opportunities?

**25** Otis College – The Recovery of the Creative Economy: From the Nation to the Neighborhood. Launch of the 2021 Otis Report on the Creative Economy.

**2/25** The Academy Software Foundation hosted a free webinar series that provided students interested in film and technology with a look at careers in VFX and animation. Developers and engineers from studios including Netflix, Industrial Light & Magic (ILM), Pixar, and Sony Pictures Imageworks shared on how they got started, what their current job entails, and the impact that open source software has had in their career

## MARCH

**2** AIS launch of their podcast: The Insiders – a series of conversations with innovators within entertainment technology and a response to the ongoing need for information due to emerging technologies and changes in consumer behaviors during COVID-19.

**4** AMA: The Business of Entertainment – Learning about the legal, accounting, and business affairs side of entertainment with The CSUEA & Pipelines Pro

**5-6** The Sports Industry Showcase: introducing a diverse pool of college students to the wide array of sports career options, develop their career potential and character, and to inspire them for their career journey

**6** For the first time, The BRIC Foundation hosted a virtual Global Talent + Innovation Day, free to the public, and packed with live and on-demand keynotes, panel and salon sessions, case studies, skills training, and creator spotlights from the world's most iconic entertainment brands

**12** SFSU's School of Cinema Presents: Women of Color in Hollywood Series Event #1 – Development & Executive Producing

**13** The Social Media Agency – Industry Series: Casting – with the incredible casting directors Angelique Midthunder (Captain Fantastic, The Kid), Zora DeHorter (Ali G InDa House, Loving Annabelle), and of course the spectacular Jeremy Gordon about the current state of casting, social media, and so much more.

**16** Launchpad- How to Get Your First Writing Job in TV- Learn from TV writers, as they break-down how they got their first TV staffing jobs

**18-25** Remote Control 2 Conference – Three-time Oscar-winning VFX supervisor Rob Legato joined to discuss how he collaborates with directors on location scouting, scene planning and filmmaking while "on-set" virtually from his home, complete with a dolly, hand-held camera, pan and tilt wheels using Unreal Engine

**18** House of Blues Music Forward Foundation Presents: Now Streaming – discussion for insight on the trends, tips, and tools that are empowering artists and reshaping the industry landscape

**19** SFSU's School of Cinema Presents: Women of Color in Hollywood Series Event #2 – Law & Finance

**23** The Post-Pandemic Future of the Entertainment Industry – Variety Streaming brought executives together in a panel to discuss their path forward to success during a major transformation in their industry

**25** CSU Esports Unconference – This Unconference was an opportunity to learn about competitive multiplayer video gaming. Esports is a growing industry with enormous potential for shaping student outcomes, building on-campus communities and forging pathways to future-facing careers

## APRIL

**4-22** College + HBO Creative Jam Live – Adobe, HBO, and hundreds of college students used their video editing skills in this storytelling Creative Jam

**16** SFSU's School of Cinema Presents: Women of Color in Hollywood Series Event #3 – Agency

**21** LA2021: Future of Creative Talent Summer Series. The Film, TV, and Digital Media Industries are crucial to Los Angeles County's identity and economy, and will be integral in its economic recovery during and after the COVID-19 crisis. The LA2021 series was held across 2 virtual summits throughout 2021.

**22** Variety Entertainment Marketing Summit – a day of powerful virtual conversations with leading CMOs, executives and brand leaders discussing the entertainment industry's evolving digital trends, storytelling strategies and new platforms to deliver marketing messages

**23** SFSU's School of Cinema Presents: Women of Color in Hollywood Series Event #4 – Creatives

**24** Evil Geniuses Press Forward: Young Women in Gaming. Event gave students the opportunity to speak with women leading Riot Games, Blizzard, 343 Industries, and tier-one Esports organizations to ask them questions and learn about the gaming industry

**28** The Future of Entertainment & Events: A Higher Ed + Industry Summit hosted by The CSUEA & The CSU Hospitality & Tourism Alliance – in partnership with Adobe & Dolby – Hear from some of the biggest names in entertainment on trends, technology, and hiring, in a brighter post-pandemic future

## MAY

**4** Second installment of "Here's the Pitch!" – a 3-part pitch-fest competition and TV development workshop, provided a real-life, rare opportunity for students to interact with seasoned veterans, show creators, working writers, and producers

**8** CSU Virtual Arts Concert – "What is Resilience?" Twenty students. Six campuses. All creatively answering the question, What is Resilience?

**18** Urban Tech Connect Conference – Plug in South LA: A conference for those who think differently. Not business as usual, meant for those looking to disrupt

**21** UCLA AAPI United Fireside Chat with Albert Cheng, COO Amazon Studios on Representation, Culture, & Storytelling: Making Space for New Voices in Entertainment

**27** Variety & Sony FYV Virtual House – A month-long, interactive experience with exclusive panels and original content featuring Sony Pictures Television's contending shows, top talent and creators

## JUNE

**2** Variety Streaming Room – An Exclusive Q&A With the Host, Executive Producers, Series Director & Subjects of "IMPACT with Gal Gadot"

**2-4** VR/AR Global Summit – 180+ Speakers presented on how they work, design, shop, build, workout, teach, travel, experience art, adapt, understand, do privacy, witness, and entertain!

**3** Netflix Studio Engineering Event – HPE Silicon Valley and NSBE Silicon Valley partnered with Netflix to host a special event and allow students to meet the Netflix Engineering team and recruiters

**8-10** Variety Virtual TV Fest – The entertainment industry's premiere content creators and stars gathered for a 3-day event featuring keynotes and panels discussing all aspects of the best of television including content development, writing, casting, marketing and distribution

**9** The Power of Collaborating with VA – Minority Summit highlighting VA clinical training opportunities, VA scholarships and loan programs, and VA research grants, the summit aims to increase diversity of the VA workforce

## JUNE (CONT'D)

- 15** Variety Upfronts: Disney & the Future of Inclusive Creativity & Content – Disney continues to reimagine and drive inclusion in the media industry, this event highlighted top executives from Disney Advertising Sales and Freeform / Onyx Collective in this exclusive Variety Upfront conversation
  
- 17-18** Variety's Changemakers – A virtual 2-day thought-leadership event showcasing voices representing underserved communities in entertainment
  
- 24** Pipelines Pro – A Conversation about the animated career of Floyd Norman, Disney Legend and the first Black animator at Disney
  
- 29** Fuse Theatre – Bringing LGBTQ+ Issues into the Classroom and Onstage. LGBTQ+ workshop with Andrew Waldron, an educator who has explored creative drama, puppetry, devising, theatre for the very young, theatre for social change, and digital storytelling.

**THANK YOU  
SO MUCH FOR  
YOUR SUPPORT  
AND WE LOOK  
FORWARD TO  
SEEING YOU AT  
UPCOMING  
EVENTS!**



# THE CSU ENTERTAINMENT ALLIANCE

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