



The CSU Entertainment Alliance (CSUEA) Grants Program Funding Highlights

2014 – 2017 Visiting Professionals Grant Awards

Cal Poly Pomona: Music Songwriting Summit

The Music Industry Studies (MIS) program hosted ten songwriting and music industry luminaries who held master classes and worked one-on-one with student songwriters. The Songwriting Summit provided students with unique and personal access to highly influential and successful professionals in the entertainment industry. Access to these professionals has led directly to students securing employment and internships. The MIS Program has over 300 students, and its comprehensive curriculum provides a solid foundation in music theory, history, production, performance, recording, technology and business.

Cal Poly Pomona: Musical Theatre Performance Workshop

The Theatre Department offered a full-day workshop for musical theatre performers led by award winning musical theatre performer Roger Bart. The workshop focused on singing, the interpretation of character, and audition techniques and culminates in a videotaped mock “audition” which was provided to the students post-workshop. The video portion offers students the ability to review, self-analyze and improve upon their work for future auditions.

Cal Poly San Luis Obispo: Media Arts, Society & Technology Guest Expert Series

The College of Liberal Arts’, Media Arts, Society & Technology (MAST) program created a guest speaker series to visit the campus in 2017. Shawn Welling, a choreographer, dancer, actor, photographer & movie producer spoke about “How to Make a Film in 2 Hours.” Simo Nylander, a cinematographer and director working with a local production company offered a “Fundamentals of Cinematography and Lighting” workshop. A guest lecture and interactive Q&A took place with Jim Dee, the founder and owner of the Palm Theatre and co-founder of the SLO International Film Festival. Two lectures and interactive Q&A’s with award winning filmmakers on “Narrative and Documentary Film” by award winning filmmaker Daniela Dar-Creutz and Academy Award nominated director Kimberly Pierce (*Boy’s Don’t Cry*) who lectured on “Exploring Filmmaking as Activism.”

Cal Poly San Luis Obispo: Orchesis Dance Concert 2017

The College of Liberal Arts, Theatre & Dance Department hosted a resident guest artist and instructor for the members of the Orchesis Dance Company. The Orchesis Dance Company is Cal Poly’s oldest concert dance organization and received funding to bring in choreographer, dancer, and teacher Ryan Corrison for a 4-day long residency and master class culminate in the creation of an original piece of choreography featuring company dancers in the finale of their 2017 Orchesis Dance Company Concert.

California State University, Fresno: APTRA Academy Journalism Bootcamp

The RTDNA (Student Club) from the College of Arts and Humanities & Media Communications and Journalism, created a program for students to get one-on-one, hands-on experience working with industry professionals to learn how to cover breaking news while promoting student and industry engagement. The APTRA boot camp is sponsored and organized by the Associated Press Radio and Television Association. More than four dozen professional news reporters, producers, photographers, news directors, assignment editors, law enforcement and public information officers gathered at Mt. Craggs to give students hands-on experience

covering news stories. Throughout this 2-day workshop, students directly engaged with industry professionals in an informal environment with mini workshops, panels, and one-on-one coaching sessions.

California State University, Fullerton: *Art/Animation Video Conferences*

The “3D” fellows program was recently developed by Entertainment Art and Animation Professor, Andy Fedak, and consists of an interactive approach to teaching methodologies. Every semester, faculty and staff choose a “3D fellow” to work with students online as well as on campus to foster a new approach to pedagogy, as well as the “mentor/mentee” dynamic. The program aimed to create an online “cloud” database of professional networking that can be shared between students of the CSU system and Southern California professionals from the “3D community” (Animation, Visual Effects, Gaming).

California State University, Fullerton: *Pitching & Creating Original Animated Content*

CSUF College of the Arts, Department of Visual Arts produced a three-part workshop event called “The Art of The Pitch—Creating Original Animated Content” as part of the CSUF and World Animation Celebration Festival in Spring 2017. This event brought animation show creators and producers as part of a three-part event beginning with 1) a panel discussion on the topic of show creation and distribution, 2) a workshop intensive where students were mentored by the professionals on pitching their own show ideas and 3) the students then pitched their ideas in front of an industry panel of judges along with a live audience at the 2017 World Animation Celebration International Festival.

California State University, Long Beach: *Video Game Music & Sound Symposium*

Long Beach College of the Arts, Bob Cole Conservatory of Music hosted a one-day conference in 2017 for CSU students prior to a performance by the Bob Cole Symphony Orchestra of video game music. This interdisciplinary symposium offers students interested in music composition, conducting, performance, film and electronic arts sound design and production and computer science game sound programming master classes, panel discussions, Q&A’s and networking opportunities with diverse, successful industry professionals and artists.

California State University, Long Beach: *Symposium & Masterclasses with Kristen Childs*

Long Beach College of the Arts, Department of Theatre provided three days of master classes and a symposium led by award winning African-American playwright/librettist Kristen Childs. In conjunction with the Department’s production of Ms. Child’s musical, “The Bubbly Black Girl Sheds Her Chameleon Skin,” the playwright was on hand for master classes and an interdisciplinary symposium with the music department where she addressed the process of her work, her own career path, the industry challenges she has faced, and success she has achieved as a woman of color in the theater arts.

California State University, Los Angeles: *Drum & Percussion Workshops & Concert*

CSULA, Music, Theatre & Dance presented a two-day drum and percussion workshop and concert in the spring of 2017. Master classes, workshops and performances by world-class drummers and percussionists alongside CSULA students focused on improving student skills while the final showcase focused on the guest clinician/artists with the student ensembles.

California State University, Los Angeles: *Cinematography & Lighting Workshop*

College of the Arts, Television, Film & Media Studies Department held a “Cinematography & Interpreting Light Workshop & Seminar” in April, 2017. The event was a 2-part all day learning experience featuring both theoretical and practical training from current high profile industry professionals including Alex Dunn, Tak Fujimoto, Dean Cundey, Art Linn and Mark Wilkinson. The hands-on workshop focused on the work of grip, electric, camera assistant, and operations and was followed by a presentation from a panel of Hollywood cinematographers discussing their work.

California State University, Monterey Bay: *Cinematic Arts & Technology Industry Workshop Series*

College of Arts, Humanities, and Social Sciences Cinematic Arts & Technology Department produced day long workshops highlighting accomplished and prominent industry luminaries who are CSU alumni and women working in film. Each day-long workshop will consist of a Master Class open to all Cinematic Arts students where the industry guest showed their work, discussed their experiences in the field, and shared with students how to apply their undergraduate experiences towards a career in the film industry. The second part of the day featured a technical workshop in the guest's area of specialty, which included cinematography, documentary editing, and color grading. During this part of the workshop, select students had the opportunity to receive an individual critique by the guest artist.

California State University, Northridge: *Seminars in Music Preparation, Mixing, and Mastering for TV, Films, and Public Relations*

The CSUN Music Department brought industry professionals on to campus to facilitate student/industry engagement. Over three days, CSUN Music hosted sessions geared for students and emerging professionals in the AV music business. Jason and Danita Poss of Bill Hughes Music (music prep house that prepared everything for the recent Oscars Ceremony) presented seminars on music preparation. Mark Cross, music engineer and composer for TV and films (ER, 50 Shades of Grey), presented seminars on mixing and mastering for films and TV, in particular the use of ProTools. Ray Costa of Costa Communications, press agent for John Debney (Jungle Book), Justin Timberlake, and other A-list commercial musicians, also spoke to attendees about public relations and the role of a press agent.

California State University, San Marcos: *American Indian & Indigenous Film Festival*

College of the Humanities, Arts, Behavioral & Social Sciences, American Indian Studies Department presented its fourth annual film festival in November of 2016. Each year, CSUSM students are involved in the festival planning and programming. Program content includes screenings, Q&A's and talks from industry professionals (including Peabody & Emmy Award winning filmmaker Chris Eyre of *Smoke Signals*).

California State University, Stanislaus: *Digital Art Workshops*

The College of Arts, Humanities and Social Sciences, Department of Art held 6 workshops around the theme of storytelling in Digital Arts. These Digital Art Workshops consist of industry leaders showing examples of their work, discussing their experiences in the field and how students can apply their undergraduate experiences towards a career in the media arts. The workshops culminated in students creating their own digital media project with guidance from the guest workshop leader. This series of workshops concluded with a public exhibition of student work in the California State University Building Imagination Center, a public art center focused on digital and video art work.

Humboldt State University: *Humboldt International Film Festival*

Humboldt's Theater, Film and Dance Department has received funding for film industry professionals to come and judge this successful community event including their 50th Anniversary Festival which took place April 2017. During the judges' four-day stay in Humboldt, they facilitate workshops as well as speak to and mentor students in the film classes. Over the years, students have benefitted through their connections with these professionals and many have received post-graduate work in the film industry because of those connections.

San Diego State University: *Joanna Gleason Theater Workshop*

Tony award winning actress Joanna Gleason visited the Musical Theater Department for their students, MFA Design and Tech students, as well as undergraduate theater students and undergraduate television, film and new media students for a five-day workshop. She spent her time conducting master classes and worked with students directly on their performances in theater and film.

San Diego State University: *Music Industry Panel*

SDSU Aztec Music Group held an on-campus panel and talk back with representatives from some of the Music Industry's leading companies. This event hosted over 270 SDSU student and several dozen faculty and staff participants who were able to connect directly with the panelists (which included: Kevin Lyman from Warped Tour, Reza Sarrafieh from Interscope Records, Dave Curtin from Disney Music Group, and Deirdre McCready from Live Nation) about the state of the industry and their experiences going from campus to career.

San Francisco State University: *Television Production Professional Workshop*

The SFSU Broadcast and Electronic Communication Arts Department hosted a week long Professional Development Workshop for a class of approximately 50 students. BECA 640 – Television Production Management, is a class that creates and produces the annual BECAfest, a competitive Oscar-style presentation of 600-700 students' work. By bringing in seasoned production planning professional, Nikki Levine, students gained invaluable knowledge from a young, dynamic film and television production manager. Students who attended Ms. Levine's workshop were hired to work as interns with her and developed ties to the television and film business.

San Francisco State University: *Filmmaking Workshop with Lisa Cholodenko*

The SFSU Cinema Department brought in SFSU alumna and established filmmaker Lisa Cholodenko to campus, as part of a larger effort by Cinema Department professors Scott Boswell, Cheryl Dunye and Johnny Symons to establish a Center for Queer Filmmaking on the SFSU campus. Cholodenko's Master Filmmaking Workshop included a lecture on the current state of queer filmmaking in Hollywood as well as a hands-on production workshop with students.

San Francisco State University: *Professionals on Campus Screenings & Master Class Series*

The SFSU Cinema Department brought in high profile cinema professionals including Barbara Hammer, Ellen Spiro, Dody Dorn and Amy Vincent for advanced master classes with students. 100 students had the opportunity to attend a screening of each guest artist's work along with a post-screening discussion with the artist about their work, career path, craft and technical methods along with advice for aspiring filmmakers. 16 students enrolled in the master class were able to participate in the advanced all day workshop with the visiting artist. The students were guided in creative projects, schooled in technology, technique, style and/or other creative elements. A crew of additional students documented all the visits and created short films about each artist to be shared with future students.

San Jose State University: *Steve Hickner Workshop (Director, Dreamworks Animation)*

Steve Hickner is a noted film director of *The Prince of Egypt* and *Bee Movie* for Dreamworks Animation. His distinguished industry experience includes work as a storyboard artist on *Over the Hedge*, *Madagascar*, *Shark Tale*, *Shrek Forever After* and *Antz*. Mr. Hickner assisted advanced animation students with honing their stories that ultimately were made into short films. He lectured on film techniques, the animation industry and visual storytelling. The SJSU Animation program has over 550 students, with alumni working at almost every major film and game company in the industry.

San Jose State University: *Jan Pinkava Virtual Reality Storytelling Workshop*

The Animation and Illustration program hosted a workshop weekend with Pixar Studios Writer and Director Jan Pinkava. The weekend intensive included lectures; an open conversation with students about animation, storytelling, tradition and new technologies; a screening of a film chosen by Jan Pinkava followed by discussion; review of selected student work; a meeting with animation faculty for a conversation about curriculum and new learning environments for animation. Through this program, our students will be exposed to the possibilities of a new Silicon Valley technology that has the possibility of shaping the future of animation.

Sonoma State University: *Working in 21st Media & Entertainment Series*

The Sonoma State University, Communication & Media Studies Department did a series of 5 events during the Spring 2017 semester including a classroom workshop/discussion & a lunch networking event. Each visiting professional spoke in a relevant course in the Communication & Media Studies Department offering their area of specialty related to that course's content and brief media-making activities. Invited speakers included: former Daily Show correspondent Jessica Williams, CSN-Bay Area Sportscaster Amy Gutierrez, NPR Host Jesse Thorm and Creative Arts Agency (CAA) Executive Jennifer Placios.

The Inaugural CSUEA Faculty & Student Development Grant Awards

2016 - 2017 Faculty Development Grant Awards

A total of \$8,000 was awarded to 8 Faculty members to support their attendance at diverse, high profile industry conferences and festival including The Public Theatre's 2017 Under the Radar Festival in New York City, The 2017 Palm Springs Film Festival, The 2017 USITT Conference for the Association for Performing Arts & Entertainment Professionals in Saint Louis, The 2017 National Association of Broadcasters (NAB) Conference in Las Vegas, The 2017 Future of Storytelling (FoST Summit) in New York, and The 2017 Digital Hollywood in Los Angeles. The faculty came from a range of campuses including Cal Poly SLO, Fresno State, San Francisco State and Cal State Long Beach.

2016 - 2017 Student Development Grant Awards

The CSUEA awarded 8 San Jose State College of Arts and Humanities Animation & Illustration Program students grants of \$500 to support their attendance at the 2017 Creative Talent Network (CTN) Conference in Burbank, California. CTN is an intensive 3-day conference featuring an industry expo, lectures and personal creative portfolio reviews.