



****MEDIA ALERT* *MEDIA ALERT* *MEDIA ALERT****

PROMAXBDA, SMC AND SBCC CORDIALLY INVITE YOU TO COVER THE PROMO PATHWAY GRADUATION EVENT' CELEBRATING THE INAUGURAL CLASS OF STUDENTS WHO HAVE COMPLETED FIRST COLLEGE-ACCREDITED ON-AIR PROMOTIONS TRAINING PROGRAM IN THE U. S. THIS THURSDAY, JANUARY 12, 2012

WHAT: PromaxBDA and its partners will honor and recognize the achievements of the first graduating class of the Promo Pathway Program, the first accredited on-air promotions training program in the United States, this Thursday January 12 at the Little Theater on Fox Studio Lot. After a year of intensive training, internships and projects/coursework, the Promo Pathway graduates will enter the entertainment marketing workforce as production coordinators, associate producers and writers, producers, editors. Through the partnership between PromaxBDA, Santa Monica College and the South Bay Center for Community Development, the Promo Pathway Program arms students with a fundamental knowledge of entertainment marketing, media and communications and prepares them to write, produce and edit promotions for the entertainment economy. The partners designed the program to fast track the pipeline of diverse creative talent through a combination of mentorship, internship and intensive collegiate training in short-form writing, creative execution and video editing and production. Students work alongside key mentors within the entertainment marketing industry. Upon program completion, PromaxBDA will work closely with the industry to enable students to make the successful transition into the on-air promotions workforce. That starts with the Promo Pathway Creative Review at Santa Monica College on January 13th.

WHO: Promo Pathway is an anchor program of the PromaxBDA Diversity Council, which is comprised of marketing executives from Fox Broadcasting, ABC, CBS, NBC, E!, A+E Networks, Turner, Viacom, Warner Bros. and AMC Networks. The Graduation Ceremony will feature opening remarks from the Dean of Santa Monica College, a screening featuring the "Best of Promo Pathway" creative. In attendance will be PromaxBDA board members, diversity council members and executives who mentored the students from the entertainment industry. Valedictorian Tony Benitez will address the graduating class. The PromaxBDA Board of Directors includes top executives from ABC, CBS, NBC, Fox Broadcasting, The CW, Comcast, Time Warner, Warner Bros., CTV, Versus, Turner Broadcasting, DIRECTV, USA Network, PBS, OWN: The Oprah Winfrey Network, Fox Sports, KDFW FOX 4/KDFI (my27), WGBH, MTV Networks, SPIKE, BET Networks, Telemundo, Current Media, The Nielsen Company, Troika Design Group, The Ashy Agency, Borden Media Consulting, OMD, Imaginary Forces, GKH Media/24/7 Card and Dentsu Network West.

WHEN: Thursday, January 12, 2012, 5:00PM PRESS ARRIVAL FOR 6:00PM EVENT.

WHERE: The Little Theater at 20th Century Fox, 10201 W. Pico Blvd., Los Angeles, CA 90035

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About PromaxBDA

PromaxBDA (promaxbda.org) is a global, non-profit association dedicated to being the leading resource for education, community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry. The mission of PromaxBDA is to lead the conversation about the role marketing, promotion and design play in the value of media across content platforms. With a combined membership of more than 3,000 companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.

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