

FOR IMMEDIATE RELEASE
RE: MediaProCamp
Presented by LA/OC Chapter of MCAI
June 20, 2009
Digital Media Center
1300 S. Bristol, Santa Ana CA 92707

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FIRST MCAI MEDIA PRO CAMP TO BE HELD AT SANTA ANA COLLEGE'S DIGITAL MEDIA CENTER

The local Los Angeles/Orange County chapter of the Media Communications Association International (MCAI) www.mcai-oc.org has announced their inaugural MediaProCamp will be held at the [Digital Media Center](#) (DMC) of Santa Ana College on Saturday, June 20, 2009. "The DMC is the perfect venue for us," said Tina Wilson, president of the chapter. "It's centrally located and dedicated to both media and cutting edge technology."

Gustavo Chamorro, director of the Digital Media Center, explained that the DMC is the first facility of its kind in Orange County combining education and business in the digital media industry. "The DMC was created to stimulate economic growth in Orange County by attracting emerging businesses to the area and providing educational programs in digital media arts, TV/video communication, digital music and business seminars," he said. "We're happy to be hosting the first-of-its-kind MediaProCamp." The 28,000 square-foot DMC includes a state-of-the-art television studio as well as a business incubator program dedicated to the emerging digital media industry in the Orange County area. The DMC is located at 1300 S, Bristol St in Santa Ana,

Media professionals from all over Southern California will gather at the DMC for a truly unique event. The one-day MediaProCamp is formatted as an open series of short roundtable discussions on any subject the participants choose, with up to ten simultaneous sessions starting every forty-five minutes. Attendance is limited. Interested media professionals are required to register at the local MCAI chapter's Meetup Group website: <http://newmedia.meetup.com/82/>

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The MediaProCamp promises to bring together media professionals of every stripe. Expected to attend are creatives such as writers, producers and performers as well as those technically oriented such as web developers, cinematographers, animators, editors and others. The DMC Business Incubator supports emerging digital media businesses such as: **MaMoCa**, the developer of a new motion capture technology advancing that used in films such as *Lord of the Rings* and video games; **Abroadcasting** an innovative technology and service that enables consumers to access and share foreign programming over the Internet; and **Teresis Media Management** a multi-media, digital workflow, and content management service provider to the entertainment industry, being utilized by network reality shows.

Professionals working in any area of media are invited to attend the first MediaProCamp **FREE**. “Thanks to our sponsors and the generosity of the Digital Media Center, we’re able to offer free registration as well as free lunch and refreshments for this day-long event,” said John Coleman, one of the MCAI event organizers. He also pointed out the group is still looking for more sponsors to help with the cost.

The event’s sponsors include local businesses and media professionals: ProMax Systems; Twin Oaks Communications; Electric Pictures; Media Magic; Orange County Film Commission; Creative Media Recording; Tina Wilson Talent; Brian Page/Vocal Images; and writer, Julie Nagode.

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About the Digital Media Center

The Digital Media Center (DMC), an economic development program of Rancho Santiago Community College District (RSCCD) and a Santa Ana College (SAC) instructional center, joins technology, business and education under one roof. The DMC was made possible through a \$1.6 million U.S. Department of Commerce grant facilitated by the WRJ Group, land donated by the City of Santa Ana and Measure E funds. The DMC features a RSCCD-hosted business incubator nurturing digital media companies and college programs and seminars in the digital media arts, TV/video and business.

About the Media Communications Association International

The 40 year old Media Communications Association International has chapters in 27 U.S. cities and three foreign countries. Southern California chapters include the Los Angeles/Orange County Chapter www.mcai-oc.org and the San Diego Chapter www.sdmca-i.org Its mission is to provide opportunities to its members for networking, educational forums and resources for information. Membership is open to professionals working in any media as well as educators and students specializing in communications and media. MCAI is a New Jersey corporation designated by the IRS as a 501c3 charity. It accepts tax-deductible donations of cash and certain in-kind goods. Until 2001 MCAI was known as ITVA. www.mca-i.org

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