

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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**NATIONAL SERIES OF EVENTS STARTS IN OC
LOCAL CHAPTER of MCAI CREATES FIRST MEDIA PRO CAMP
ADMISSION FOR PROFESSIONALS IS FREE**

The local LosAngeles/Orange County chapter of the Media Communications Association International (MCAI) is producing the lead-off event in a national series for professionals working in all areas of the media industry. Dubbed MediaProCamp, the one-day event 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.

“This format provides a very fluid forum for an exciting cross-pollination of creative ideas, techniques and useful information among professionals,” stated Tina Wilson, chapter president. Wilson is a voice-over artist and vocalist which, in the parlance of media pros, puts her into the category of ‘talent.’

MCAI Chapter president-elect, Bill Ennis, is a producer whose company, Media Magic, is located in Rancho Santa Margarita. “The MediaProCamp will bring together folks in every category from every form of media,” he explained. “Whether you’re on the creative side such as writers, producers and performers or more technical such as web developers, cinematographers, animators, editors or suppliers, this event is for you.”

Wilson and Ennis explained that with every participant being a working professional all will be able to contribute personal expertise to the discussions. “Everybody contributes and everybody brings plenty of questions,” continued Ennis. “You can create a topic for discussion and form a group... or sit in on any group/any topic you choose.” Topics are expected to range widely; from industry issues all the way to personal career advice. Laptops are recommended but optional.

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“Interactivity between all of the participants guarantees a powerful experience for everyone,” said John Coleman, one of the local MCAI organizers. “And it provides for fabulous networking—something MCAI is known for.”

Besides being a member of the local chapter, Coleman is on the board of the international organization. “This is the first of at least five MediaProCamps planned for the second half of ’09,” he said. “Using the OC event as a prototype, we expect to roll these out as a national series of regional events.” 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.” Coleman pointed out the group is still looking for more sponsors to help with the cost.

The inaugural MediaProCamp will be held Saturday, June 20, 2009 at the Santa Ana College’s Digital Media Center located at 1300 S. Bristol in Santa Ana. Attendance is limited and interested media professionals are required to register at the local MCAI chapter’s Meetup Group website: <http://newmedia.meetup.com/82/>

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.

The MediaProCamp event format originated only a few years ago in Silicon Valley. Commonly known as a ‘bar camp,’ it has proven to be intensely productive and popular in the IT industry. The MCAI is adapting it for the Media Communications industry.

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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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