

PRESS RELEASE - SEDT NAME CHANGE

By Jay Sandhouse

If The School of Entertainment and Design Technology appears to be just a little bit different, well you're right...starting with our name. *"Design Technology"* is now part of the Entertainment Tech family. It's a perfect fit...we sound great and we look award-winning on the silver screen...and it's all there in black & white...and in color too!

But you'll have to pardon us if we've been feeling like vagabonds these past several weeks; we've been kicked out of our homes. But with good reason. The Department of Film & TV is undergoing a "facelift" of sorts. Our facilities and our offices are being totally renovated, with a scheduled completion by mid-September. When finished, our state-of-the-art facilities will include digital non-linear editing suites, an auditorium with stadium-style seating, a Dolby surround-sound motion picture screening room, an artist reception area, slash green room, equipped with wide-screen plasma display monitors, a fully operational, broadcast-quality digital television studio, and much, much more. But don't just take our word for it; seeing is truly believing.

But the biggest triumph of all took place in late July, when The School of Entertainment and Design Technology was awarded a three-year contract to take over broadcast operations of Cable-TAP. Beginning October 1st,

Cable-TAP will provide 40 hours a month of original programming for Miami-Dade County, and scholarships and on-the-job training for our TV production students, furnishing them with that competitive edge so desperately needed to succeed in the entertainment industry. But why wait until October 1st? The Film & TV Department has already "jump-started" its programming earlier this spring by producing "Chat", an open-forum, interactive talk show viewed weekly on Mun2: Telemundo's local cable network. Incorporating our student population, not only as crew members, but also as audience participants, "Chat" delivers broadcast opportunities, both behind the scenes, as well as in front of the camera. Several of our students have already been approached by the crew of Telemundo regarding potential job placement.

Bringing dreams to life through high-tech digital training, the School of Entertainment and Design Technology emphasizes "real world" instruction on those cutting edge technologies that drive the film, television, radio, graphic design, printing and graphic arts, web design photography, computer animation, theatre, sound recording and music industries.

The spotlight shines on the School of Entertainment and Design Technology...Center stage!