



WESTSIDE
DEVELOPMENT
CORPORATION

CASE STUDY: San Antonio Motion Picture Academy

September 1, 2016

Table of Contents

I. Executive Summary	2
II. Methodology	2
III. Demographics	3
Conclusion	3
IV.	

Executive Summary

The San Antonio Motion Picture Academy is a program of Alamo Colleges Westside Education and Training Center (WETC), and the City of San Antonio Westside Development Corporation (WDC) as its financial sponsor while SAMPA achieves its non-profit 501 (c)(3) status.

The program's commenced in the Spring of 2016 with seed funding support from Alamo Colleges and the WDC. The was able to host its first industry workforce development boot-camp in the Summer of 2016.

Specifically, students in the boot-camp learned:

- Camera operation fundamentals used in the television and motion picture film industry.
- Audio production techniques using a digital recording instruments.
- Post production editing techniques and programs.

Methodology

The program's commenced in the Spring of 2016 with seed funding support from Alamo Colleges and the WDC. The program hosted its first industry workforce development boot-camp in the Summer of 2016 and provided motion picture job training for 9 students over the course of seven, 6-hour days.

Students learned on and off camera job skillsets and produced a creative 8-minute Public Service Announcement in support of growing San Antonio's motion picture industry.

Resource Partners

ALAMO COLLEGES WESTSIDE EDUCATION AND TRAINING CENTER

Housed at Alamo Colleges WETC, SAMPA has received financial support to host summer motion picture workforce training boot-camps for SAISD and EISD students. In addition, SAMPA has access to utilize Alamo Colleges facilities for its workforce training programs, mainly the San Antonio College Longwith Radio Television and Film *Building*. *This state-of-the-art facility allows for hands on training including in-studio and off-site motion picture production, digital audio production, and writing for television and cinema style production.*

CITY OF SAN ANTONIO WESTSIDE DEVELOPMENT COPORATION

Serving as SAMPA's fiscal sponsor, the WDC also supports SAMPA through funding and access to various resources. The WDC provided scholarship funds for student



participation and provided marketing services to promote SAMPA's summer boot-camp. As a City-delegate entity, the WDC has access to the City of San Antonio's video production facility and Edgewood ISD's Fine Arts Academy through its Alamo Colleges WETC partnership.

Demographics

Program participants are broken out by several demographic categories, as follows:

The percentage of respondents are broken out by:

- Under age 18: **5**
- Age 18 to 44: **3**
- Age 45 – 64: **1**
- Age 65 and above: **0**
- Gender M/F: **6/3**
- Education level: **6 High School / 1 College / 2 Non-traditional Student**
- Ethnicity: **9 Hispanic/Latino**

Conclusion

The San Antonio Motion Picture Film Academy hosted its inaugural Bootcamp August 1 – 9, 2016 at several Alamo Colleges campuses. The seven-day workshop was, by all measures, a success and concluded with the production of a PSA produced by Bootcamp students.

The inaugural class was comprised of nine participants: three adults who were informed of the Bootcamp through the City of San Antonio's "getcreative.com" website, five current Edgewood ISD students, and one current WETC student. Of this inaugural class, only two students had previous experience in the film production process.

Following four days of instruction, the Film Academy students worked together to write, perform, stage, and film their PSA. Students exhibited a strong sense of professionalism and humility as they worked through the creative and production processes.

Instructors sought to instill in participants a golden rule respected throughout the film industry, to "let the craft make you humble." Their end product is a testament to their earnest effort and adherence to this motto.



The San Antonio Motion Picture Academy was formally announced at the *Noche Buena* event on Saturday, September 24, 2016 at Alamo Colleges WETC. At this event, the PSA was premiered to the public.