



***South Bay Workforce Investment Board***

**PRESS RELEASE**

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South Bay Workforce Investment Board  
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**South Bay Digital Arts Media Consortium Features guest speaker  
Director Rick Famuyiwa at Lawndale High School**

**LAWNDALE** – Nearly 50 students from Lawndale High School’s Academy of Media Arts and Hawthorne High School’s Tech Theater Department were treated to a two-hour talk and lunch with special guest speaker Director Rick Famuyiwa, who was born and raised in Inglewood, with film credits such as *The Wood*, *Brown Sugar*, *Dope*, and *Confirmation* to his name.

The event was part of the South Bay Digital Media Arts Consortium (SBDMAC), which is aimed at strengthening linkages around its Digital Media Arts Academies, currently serving nearly 500 South Bay Area high school students.

Director Rick Famuyiwa stated, “I came to speak to the students because I wanted to expose them to the pathway to having a successful career in the movie industry. I’m from the area (Inglewood). I was born and raised here. Hopefully this gives them an eye opening experience that shows there are always opportunities to succeed and not to be confined to boxes of life.” He added, “I was blown away by the questions from students. The questions were not typical. The questions had substance. The students seemed to be informed and very passionate about the industry. The school and more importantly the teachers are doing a great job with the students.”

As a Consortium partner, the South Bay Workforce Investment Board (SBWIB), along with CSU Dominguez Hills, El Camino College and UCLA, improve and expand relationships between high school, postsecondary partners and local businesses involved in digital media arts, fostering collaboration within the consortium on curriculum development and work-based learning opportunities.

The SBWIB acts as the workforce system intermediary to connect school and work based learning components of Consortium goals by expanding work-based learning opportunities through outreach to local employers, targeting digital media arts companies. Work-based learning opportunities include job shadowing, internships, group experiences, paid or unpaid employment, company tours, employment opportunities and guest speaker events.

Jan Vogel, CEO SBWIB stated, “This event was great because the students were able to listen to a local success story in the field they are passionate about.” Mr. Vogel added, “This is just what they need at this juncture to inspire them to forge ahead on their chosen career path and to see what someone, who was once in their shoes, can achieve.”



Director Rick Famuyiwa, who was born and raised in Inglewood, with film credits such as *The Wood*, *Brown Sugar*, *Dope*, and *Confirmation* to his name, addresses an audience of about 50 students from Lawndale High School's Academy of Media Arts and Hawthorne High School's Tech Theater Department at Lawndale High School on Wednesday, June 1, 2016.