

## **EL CERRITO MEDIA ACADEMY**

*In the El Cerrito Media Academy, students become adept in journalistic skills in various media forms, creating media in typographic print, video, photography, and web-based interactive formats. The Media Academy is focused on developing strong communicative skills in students.*

*Some of the many careers this high-demand Academy prepares students for are:*

- *Broadcast Journalist*
- *Radio Engineer*
- *Advertiser*
- *Graphic Designer*



## **West Contra Costa Unified School District**

El Cerrito High School  
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[www.wccusdpathways.org](http://www.wccusdpathways.org)

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# **El Cerrito Media Academy**



El Cerrito High School  
**MediAcademy**  
Communication Critical Thinking Creativity Collaboration

West Contra Costa  
Unified School District  
*The mission of the West Contra  
Costa County Unified School  
District is to prepare students for  
college and their future careers.*



## What We Are

Our pathway moves far beyond the old “vocational ed” model. Today’s high-demand, high-wage jobs all require post-secondary education, and we are addressing the need for students who are better prepared for career and college with an emphasis on career preparation alongside traditional education.

We emphasize a rigorous curriculum in critical thinking, creativity, and communication skills, along with specific career technical skills. We are increasingly offering students early college credit in our pathways.

All pathways focus on solid, broadly transferable skills that will serve students well even if they decide to go in another direction after high school.

Students and parents choose a pathway option together during 8<sup>th</sup> or 9<sup>th</sup> grade. More information is available at [wccusdpathways.org](http://wccusdpathways.org), along with a video presentation of the pathway.

Pathway teachers work together as a team to create connections between their courses and to embed real world projects. As a team, they can provide individualized student support. Most students say their pathway experience is like their school family and that it helped to give them direction and confidence.

## WORK-BASED LEARNING

All pathway students have an opportunity to go on experiential study trips to relevant places of employment and education.

Pathway teachers and industry partners work together to help students create résumés and practice interviewing skills during their junior year.

Pathway juniors meet with industry mentors and are assisted to apply for a summer internship before senior year.

During their senior year, students participate in a service learning project in the community. Their pathway experience culminates with a presentation to a panel of professionals highlighting their learning experience and fielding questions.



## GET INVOLVED

There are a number of ways we welcome parents, community and business partners to get involved! Please visit [wccusdpathways.org](http://wccusdpathways.org) and hit the “Get Involved” button to see the various ways we could use your help! You will be contacted by our Work-Based Learning Coordinator, who will help to make the arrangements easy for you and to ensure



- This pathway begins in grade 10 with an introductory course in multimedia, which includes storyboarding, animation, graphic design, photography, web design, and an introduction to video.
- It is followed by broadcast journalism, which includes an opportunity to work in the on-campus radio booth on the school’s radio broadcast station, as well as writing and speaking for Youth Radio. There is a focus on development of journalistic storytelling and reporting skills.
- The senior year culminates with Advanced Media Communications, during which students develop their skills in greater depth, especially in filmmaking.
- Field trips include visits to radio and television stations, as well as teleconferencing with podcasters and documentary makers. Educational visits may include visits to Contra Costa College’s journalism program and Laney College’s media broadcast program.