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**SAGE TO PROVIDE FINANCIAL SUPPORT FOR THE NEW
FACULTY RESEARCH CENTER AT SANTA BARBARA CITY COLLEGE**

Los Angeles, London, New Delhi, Singapore and Washington DC (April 2, 2009) – SAGE announced today that it will provide up to \$100,000 to support the building of the new Faculty Research Center in the new School of Media Arts at Santa Barbara City College.

Santa Barbara City College's School of Media Arts was established in 2001 as a way to promote collaboration, synergies and the opportunity to maximize resources between programs with a similar mission: applied communication, visual literacy and digital media. Construction of the new 65,000 square foot, state-of-the-art building will unify the community of digital arts media under one roof, making it possible to use a collaborative, interdisciplinary approach to training students in the fields of new media and digital media.

Faculty at the School of Media Arts have significant industry experience in their respective fields (TV production, design, graphics, and journalism), and are dedicated to preparing students for transfer to four-year programs or for immediate entry into professional careers. Students in these programs have already gone on to work for companies that include Lucasfilm, ABC, NBC, Disney, Pixar and *Newsweek*.

"We're pleased to support the School of Media Arts facility, which has the potential to make California's south coast a hub of new media economic activity," commented Sara Miller McCune, SAGE founder and chairman. "The interdisciplinary learning environment, the training of future employees, and teaching new forms of digital technologies that don't currently exist, will impact business development, creating digital media applications in a new world of commerce – something that SAGE truly cares about."

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The School of Media Arts at the Santa Barbara City College is one of the premier programs in California for communication arts and technologies. The popularity of the School of Media Arts – over 2600 students enroll annually – is correlated to graduates' immediate and realistic path to employment. Graduates have worked for Lucasfilm, NBC, ABC, Disney, and *Newsweek* among many others, putting the School of Media Arts' students at the forefront of the digital revolution. http://www.sbccfoundation.org/soma_about.html