

Business of Media Vocational Discovery Program at HSRA

Over the past 3 years the Vocational Discovery program at HSRA has provided paid internships to nearly 50 HSRA students, and over \$100,000 in wages and stipends has been paid to HSRA students. These funds came from a mix of workforce dollars from the Ramsey County U-Lead program, CARES ACT Federal Funding, private and corporate donors, and community partners like Rock the Cause Records 501c3 with mentoring from WFNU Frogtown Radio.

During the COVID-19 shut down High School for Recording Arts vocational discovery program, lead by Scott Herold of nonprofit Rock the Cause Records, in partnership with Ramsey County U-Lead, was given special permission by Ramsey County Work Force solutions to continue having HSRA U-lead student interns work in a distance environment. Scott Herold presented the Ramsey County U-Lead program with a work plan for student to continue working from home. The plan also included a system to verify work was being completed and verified for payroll. As a result, 40 HSRA students enrolled in U-lead and CARES Act Funding continued to work from home during COVID-19.

The Job Tasks the students performed were as follows.

- Press Release Writing
- Web Content Writing
- Social Media Content Writing
- Audio Engineering Student Recordings
- Teaching Audio Engineering to other Youth via Zoom
- BMI and ASCAP Registration of Music
- Video Production and Editing
- Graphic Design
- Film Studies
- Film Festival Promotion and Entry
- Data Base Management
- Radio and Media Servicing of Electronic Press Kits
- E-mail Follow Up with Radio and Media Contacts
- Building Music Libraries for TV and Film, and Other Licensing
- Pod-Cast Recording
- Learning Entertainment Law and Best Practices
- Community Organizing
- Fundraising and Crowdfunding
- Business Writing and Communications
- Photography and Photo Editing
- Digital Distribution and E-commerce

The Business of Media Vocational Discovery program at HSRA provides real world employment experiences while developing transferable job skills in business communications, e-commerce, Google Suite, computer skills, audio engineering, intellectual property best practices and law, business research skills, marketing and promotions strategies, licensing and publishing, content development for podcast, radio, TV, and streaming platforms as well as event planning, business budgeting and financial planning. – Scott Herold Business of Music and Vocational Discover HSRA & CEO and Founder Rock the Cause Redords 501c3

