Titan Communications preps future broadcasters

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The basement of the CSUF Pollak Library is home to much more than computer labs and classrooms. It also houses the College of Communications’ Titan Communications, CSUF’s digital media center, a program not many students are aware of.

The program has two components, Titan Radio and Titan TV, and offers students hands-on experience.

Titan TV consists of shows covering sports, local news and world news. The programs air on Time Warner Cable and AT&T U-Verse.

Titan Radio offers students the opportunity to host their own radio show for an hour once a week.

On the TV side, students can gain experience in reporting, anchoring, producing and directing. On the radio side, students can learn about radio production and radio management.

The program also services university clients with video production services, webcasting and multimedia.

Titan Communications launched in 1998 and has grown to include a television studio, control room and audio and editing labs.

It’s a program Arthur Garcia, 20, credits for enhancing his broadcast skills and leadership abilities.

Garcia became involved with Titan Communications his first semester in Fall 2013. The RTVF (Radio-TV-Film) major applied for a camera operator and director position after coming across a job posting over summer. He was brought onto the Titan Communications team as the studio manager.

“Arthur is an amazing kid,” said Eraj Shadaram, director of Titan Communications. “When he came to campus, he was fresh from high school. I saw him and he was very sharp, very focused.”

Garcia was in a film-making class in high school and had prior experience in producing news-type content. Entering his junior year, he hopes to continue furthering his knowledge in an effort to become well-rounded in media as broadcast journalism is a big part of the communications industry.

As the studio manager, his duties consist of directing shows, ensuring computers are taken care of, cleaning the studio and making sure the storage room stays organized. He also oversees interns and answers any questions they have, as well as provides them with career advice.

He says his favorite part about working at Titan Communications is the people and making connections, which last through professional careers.

“It’s a family-type atmosphere,” he said. “You really get to know people and grow together.”

Garcia says the most difficult challenge he has faced while at Titan Communications is spreading the word and getting people excited about it.

“We’re in the basement of the library, not a lot of people know we’re down there,” he said. “It’s not just a hobby, it’s a stepping-stone to a professional career.”
Garcia says Titan Communications helped him land his first gig in the freelance world as a camera operator and has made him a better leader.

After graduation, Garcia hopes to pursue a career in film and become a director of independent feature and archival style films.

Shadaram is pushing to create new content and for students to get more hands-on experience.

“I see great opportunity for us to grow and become more beneficial for our students,” Shadaram said.

Shadaram says goals are to get more classes and departments involved and to create more high-quality content to increase the number of productions Titan Communications makes.

“If we create more programming, more TV shows, lots of people benefit from it, the students and the organizations,” he said.

“We encourage students to get involved with us,” said Shadaram, “Because it will help them build a portfolio and demo reel, especially those studying RTVF and Broadcast.”

Shadaram says in order for students to succeed they must have a drive. It is important for students to know it’s a tough and competitive business. He encourages students to get involved as soon as possible and not to wait for advanced classes.