



## NEWS RELEASE

June 24, 2020

### **Roadway Intelligence Announces Location for Broadcast Certification School**

*Education Program To Provide Career Path for Those in Broadcast and Corporate Content Creation*

LIVERMORE, CA.—With the changing educational and economic environment as a result of the global pandemic of COVID-19, Roadway Intelligence, Inc. announced has launched the Corporate Certificate School (CCS). A polytechnic postsecondary school, addressing both the new graduate and established workers seeking new skills or a career change. We are pleased to announce that the Fall 2020 classes will be held at facilities provided by the San Leandro Adult School in the San Francisco East Bay.

“We are very excited about launching a long term relationship with the San Leandro Adult School. With a number of educational institutions moving to being just virtual and on-line, having a partnership to be able to provide a safe modern space for people to experience a hands-on education was key to our program. The practical knowledge of a polytechnic school along with hands-on internships and experience, is foundational to the ability of the students to rapidly join the full time employment community on a long term career path, following completion of the education.,” said Roberto Mendez, CEO & Education Director of Roadway Intelligence. “The central location of the facilities available at the San Leandro Adult School and easy access with both public transportation and by private vehicles, we believe provides a convenient place for students who are recent graduates, and the lunch time classes work well for those that are in a career transition. The location also highlights local industries and opportunities available during the pandemic, that are right here”

CCS is presenting a tuition-free hands-on education model. The focus is on electronic messaging using modern media tools for streaming, broadcast and corporate platforms. Supplementing the free certification programs, CCS is offering both 3-month internships and 6-month apprenticeships that will provide students practical experience on the tools and technology they are learning. Initial courses include BlackMagig Design Video Editing, ESA's Creative Storage for content creators, MET's Electronic Appearance for presenters now moving from the large stage presentation to the video conference and web conference outreach, and SPR's Modern Messaging for Electronic Media.

#### **About Roadway Intelligence, Inc.**

Roadway Intelligence is a 501(c)(3) nonprofit focused on assisting people with the duality of demands from their personal lives and rapidly shifting societal pressures. A key component of this support is the educational core, which teaches observational and mediation skills, as well as messaging techniques for video and broadcast communications, to help provide career opportunities. Roadway Intelligence was founded by product and media creation veterans with more than 35 years' experience in technology, marketing, journalism and education with many successful systems, software, security and funding projects.

[www.roadwayintel.com](http://www.roadwayintel.com)

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