

LEE W. RIERSON  
2140 CANYON DRIVE  
LOS ANGELES, CALIFORNIA 90068  
818 235 3239

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Dr. Chui L. Tsang  
Superintendent and President  
Santa Monica College  
1900 Pico Boulevard  
Santa Monica, CA 90405

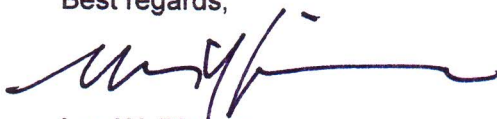
Dear Dr. Tsang,

I hope the holiday season is treating you well. Although we have met briefly, by way of re-introduction, I am a member of the KCRW Foundation Board of Directors and until recently was Chief Operating Officer of FremantleMedia North America, a large television and digital production studio located in Burbank.

As an employer of both creative and technical talent, I was pleased to hear that you are considering offering a **Baccalaureate Degree in Interaction Design** at Santa Monica College. The entertainment industry in the Los Angeles metropolitan area, especially those companies making significant investments in digital content, digital distribution and interactive applications around entertainment content, is in sore need of a diverse pool of talent to design and create this new wave of high quality intellectual property. We strongly believe that a baccalaureate level of education is critical to ensure that students are prepared for jobs in this area of interplay amongst design, user experience, and technology.

I enthusiastically support your proposal and look forward to seeing many resumes cross my desk from SMC four-year degree holders!

Best regards,



Lee W. Rierson  
KCRW Foundation Board of Directors