

## Inspire Oakland

Oakland Digital Arts Literacy Center (ODALC), of Oakland, California, provides workshops and hands-on training for digital literacy to the inner city community, essential digital and Internet skills that are mandatory for today and tomorrow's job market.

RACINGMIX heads are technologically savvy and may or may not underestimate the need for such a cause and organization that ODALC provides. Let's put things in perspective from a global culture and digital lifestyle point of view compliments of Pharrell. A 36-year-old American musician (N\*E\*R\*D), and music producer of the decade 2000-2010 (The Neptunes), Pharrell gave a keynote discussion at Midem 2010 in Cannes, France. Pharrell expanded upon the struggle with technology and importance of digital literacy:

"The real issue is, can we keep up with the technology? It's getting better not by the year, but by the moment. Literacy is an unresolved issue of the past. Technology is spinning things out far more and faster than the public can keep up with. People are not up on it, they're not able to keep up with **whats going on**. That's the new struggle. Are you able to communicate and are you able to get around on the Internet? Cause if you're not, you're going to be left behind. One of my biggest agenda's is to make sure inner city kids become more acclimated with technology."

If you take anything away from Pharrell's points, it's that you better not get caught sleeping on digital literacy. Teaming up with Whole Foods Market and CBS, the ODALC held a billboard design contest for the City of Oakland in which four winning designs were made and chosen by the community. If you've been driving along the ten lane Highway 80 past Oakland, Emeryville, Berkeley at Gilman St., you've seen the CBS Outdoor digital billboard that is blinding bright, especially at night. Among the ads in rotation are Apple iPad, Iron Man 2, Oprah Winfrey, and ODALC's posters! Never tiring, it's amazing to see local community creations being advertised as opposed to nationwide corporate propoganda. Head on over to [ODALC's website](http://odalc.org) to see how you can contribute to the cause of digital literacy for Oakland's community!

Below are photos snapped of the billboards for the campaign, "Inspire Oakland", an original concept by ODALC and its partners, Whole Foods Market and CBS Outdoor:

Sources:

[Oakland Digital Arts Literacy Center](http://odalc.org)

[Whole Foods Market](http://www.wholefoodsmarket.com)

[CBS Outdoor](http://www.cbs.com)





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