

digital bodega

Digital Bodega is a GFS student-operated company that creates commissioned media products, e.g., DVD annual reports, videos for special meetings or events, and electronic press kits (EPKs). Clients have included General Mills, AdColor Coalition, NY Presbyterian Hospital, German Consulate General, Independent Film Channel (IFC) and the NYC Department of Education. Digital Bodega provides paying work for advanced GFS participants that have proven themselves reliable and able to participate in a group business. Various tasks in the business (e.g., bookkeeping, marketing, production schedules) along with creative aspects of product development create a wide range of opportunities for our students.



GFS Alumnus, James Calinda, sits as a stand-in on location at the General Mills Head Quarters during production for their Supplier Diversity Video Project. (March 2010)



GFS Alumnus, James Calinda, prepares for an interview at the General Mills Head Quarters during production for their Supplier Diversity Video Project. (March 2010)