

Ian Beavers

Aspiring Film Director



As an aspiring Film Director, my experience took place at Cox Media with their commercial production team at the CBS47/FOX30 Action News 4 Jax studio. Mentored by Tony Sotelo, I was given the chance to learn about various career fields in the media industry, though primarily commercial production. Surprisingly, this aligned almost perfectly with my career aspiration to become a film director; commercial production involves setting up the same equipment used in film sets, though on a smaller scale. One individual is even in charge of directing the set just like a film director. Actors, lighting, equipment, and props are all managed by the on-set commercial director, and this has given me plenty of experience in setting up and operating equipment, filming, and learning how to direct second-hand.

While not on a film shoot, I had the opportunity to learn more versatile skills at the CBS47/FOX30 station. At the commercial production office, my mentor taught me how to use Adobe Premiere, Photoshop, and After Effects, all of which are valuable tools for the media industry and beyond. Through this, I have both assisted in producing commercials for companies as well as videos for the Annie Ruth Foundation itself!

My experience at Cox Media Group was a stellar experience; I learned and did far more than I ever expected! Being selected as an Award Recipient has proven valuable for both my current career aspiration and even other careers in and outside of the industry, should my aspiration change.