

*Our mission is to promote media literacy and encourage our young emerging media artists to be the creative, critical thinkers of the 21st Century. We foster collegiality among our members and actively support the New York State Summer School of Media Arts.*

**JANUARY 2014**

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SUNY Oswego on the shores of Lake Ontario, host to the NYS Summer School of Media Arts!

**FREE MEMBERSHIP  
EXTENDED**

**email your acting  
director**

## **HAPPY NEW YEAR**

### 2014 suggested New Year resolutions:

1. Plan to **attend your regional media show** with your students in March.
2. **Become a member of NYSMATA** -- it's free (for now)
3. Let your voice be heard -- **send your news**, links, jpegs of student work, etc. for publication in our newsletter.
4. Volunteer in your region; contact your **acting director** (email addresses on **page 4** of this newsletter).
5. **Encourage your students to apply to the Summer School** of Media Arts:  
<http://www.oce.nysed.gov/nysssa/SMA/>  
AND <https://www.facebook.com/NYSSSAMediaArts>
6. Contribute to the **syllabus for Media Arts**.
7. **PARTICIPATE:** Final Public Review for NCAS Launching in February - Arts Standards review

In order to respond to the requests for more commonality amongst art forms and allow time to respond to recent HS reviews as well as a request to avoid a review over this holiday period, NCCAS has decided to open the public review from February 14, 2014 to February 28. A draft reading copy of the revised standards will be available at <http://nccas.wikispaces.com> on January 30. Final standards will be released on web site in mid June.

*message from: Leslie Yolen  
Associate in Visual Arts Education  
Curriculum and Instruction Team  
New York State Education Department*

Margaret Mealia & Mike Witsch  
Co-Presidents NYSMATA

# NYSSSA School of Media Arts 2014 NYS Youth Media Arts Show Schedule

<b>Location</b>	<b>Date</b>	<b>Coordinators</b>
<b>Western Region</b> Center for the Arts University at Buffalo Amherst Campus Buffalo, NY	<b>Friday, March 14, 2014</b> <b>9:00 AM – 1:00 PM</b>	<b>Elizabeth Randell</b> , MATA Chairperson Tonawanda City High School 716 –694-7670 x2258 email: <a href="mailto:erandell@lona.wnyric.org">erandell@lona.wnyric.org</a> <b>Mike Townsend</b> , 716-754-8281 x2415
<b>New York City</b> Museum of the Moving Image 36-01 35 <sup>th</sup> Ave Astoria, NY 11106	<b>Thursday, March 13</b> <b>10 AM – 2 PM</b>	<b>Dr. Eric Heyworth</b> Director, New York City Youth Media Arts Show <a href="mailto:ericvcr@aol.com">ericvcr@aol.com</a> 212-427-1764 (home) 917-855-7613 (cell) <b>Carl Goodman</b> , Director, Museum of the Moving Image <b>Chris Wisniewski</b> , Deputy Director for Education
<b>Lower Hudson Region</b> Westchester County Community College Valhalla, NY	<b>Tuesday, March 18, 2014</b> <b>Doors open at 8:15 AM</b> <b>Program starts @ 9 AM</b> <b>NYSSSA judging @ 10 AM</b>	<b>Michael Witsch</b> 914-698-0769 email: <a href="mailto:Mjwitsch@optonline.net">Mjwitsch@optonline.net</a> <b>Jerry Maselli</b> Director Media & Instructional Technology Westchester Community College 914-606-7869 email: <a href="mailto:Jerry.Maselli@sunywcc.edu">Jerry.Maselli@sunywcc.edu</a>
<b>Long Island Region</b> Five Towns College Dix Hills, NY	<b>Friday, March 21, 2014</b> <b>8 AM – 1 PM</b>	<b>Carol Brown</b> , Director, AIE, Eastern Suffolk BOCES, 631-286-6989 <a href="mailto:cbrown@esboces.org">cbrown@esboces.org</a> <b>Diane Bloxon</b> Eastern Suffolk BOCES, 631-286-6989 <a href="mailto:dbloxon@csboeces.org">dbloxon@csboeces.org</a>
<b>Capital Region</b> Bethlehem High School 700 Delaware Avenue Delmar, NY 12054	<b>Thursday, April 3, 2014</b> <b>9 AM – 2:15 PM</b>	<b>Melanie A. Painter</b> , Art Supervisor Bethlehem Central School District 518-439-4921 x22056 email: <a href="mailto:painmhs@bcsd.neric.org">painmhs@bcsd.neric.org</a>
<b>Mail in (Method 1)</b>	<b>Postmarked by March 31</b>	<b>NYSSSA School of Media Arts</b> , NYS Office of Cultural Education 222 Madison Avenue, Rm 10D79 CEC Albany, NY 12230 518-474-8773 email: <a href="mailto:nysssa@mail.nysed.gov">nysssa@mail.nysed.gov</a>

NEW YORK STATE SUMMER SCHOOL OF THE ARTS  
A Program of the New York State Education Department



## SCHOOL OF MEDIA ARTS

June 29 – July 25, 2014  
SUNY Oswego, Oswego, NY

*Electronic Sound Art- Video – Film –Digital Photography – Computer Arts*



Media Arts is an intensive, immersion art making experience. Each student participates in a month of day-long creative workshops devoted to a particular discipline:

**16mm filmmaking, photography, electronic sound art, computer animation/intermedia, or digital video art.**



Our goal is to develop each student's creative process. All students work on the creation of personal, meaningful, increasingly complex, artistic statements. We are interested in ideas, curiosity, discovery, critique, and the discipline of engaged creative exploration. With extensive viewings and discussions of work, each class includes a strong foundation in the history of its medium. All classes teach fundamental, formal, aesthetic principals. Classes also involve extensive teaching of the technical skills associated with each individual discipline.

## **New For Summer 2014! Electronic Sound Art!**

***What is Electronic Sound Art?*** You will explore the creative possibilities of sound recording, electronic music composition, sound mixing and a variety of sonic presentation forms. Working with recorded sound samples, synthesized sounds, and other audio samples, students will learn recording, electronic audio synthesis, sound processing, sound design, editing, and music composition. Electronic Sound Art class projects will include formal electronic music compositions, sound tracks for student films, audio "installations" (interactive acoustic- spaces), *Musique concrete*, and other musical forms.

**Have your work adjudicated for possible selection to the NYSSSA School of Media Arts**

Submit work directly to the **NYSSSA School of Media Arts, Office of Cultural Education, Cultural Education Center Room, 10D79, Albany, NY 12230** for adjudication and possible selection to the 2013 summer program. Mail-in submissions must be postmarked by March 31, 2014.

**For application forms and submission requirements,  
visit our website at [www.occ.nysed.gov/nyssa/](http://www.occ.nysed.gov/nyssa/)  
phone: 518-474-8773 or email: [nyssa@mail.nysed.gov](mailto:nyssa@mail.nysed.gov)**

## **NYSMATA REGIONS**

### **Acting Director**

Elizabeth Randell

ERandell@tona.wnyric.org

*Western NY*

Scott Walroth

swalroth@niskyschools.org

*Capital*

Keith Rosko

ROSKOK@cforks.org

*Central NY*

Carol Brown

cbrown@esboces.org

*Long Island*

*Looking for nominations*

NYC

Michael Witsch

mjwitsch@optonline.net

*Lower Hudson*

Help promote NYSMATA in your region. Contact your Acting Director with your ideas --

## **VOLUNTEER!**

Networking, support, public relations, program development, member recruitment, awards committee (student, teacher, program)????  
What are the needs in your region?

## **MEDIA HISTORY**

On Christmas Eve in 1906, the first radio program was broadcast. Canadian-born Professor Reginald Aubrey Fessenden sent his signals from the 420-foot radio tower of the National Electric Signaling Company, at Brant Rock on the Massachusetts seacoast. Fessenden opened the program by playing "O Holy Night" on the violin. Later he recited verses from the Gospel of St. Luke, then broadcast a gramophone version of Handel's "Largo." His signal was received up to five miles away.

*Credit: "The Writer's Almanac with Garrison Keillor"*

*VIA Mike Witsch*

It was on December 28 in 1895 that Auguste and Louis Lumière opened the first movie theater at the Grand Café in Paris. Other inventors, including Thomas Edison, were working on various moving picture devices at the time. But most of those other devices could only be viewed by one person at a time. The Lumières were the first to project moving pictures on a screen, so that they could be viewed by a large audience.

*Credit: "The Writer's Almanac with Garrison Keillor"*

*VIA Mike Witsch*

FOR IMMEDIATE RELEASE

Contact: Cory Wilkerson  
[800-587-6814](tel:800-587-6814)  
[Coryw2.0@gmail.com](mailto:Coryw2.0@gmail.com)

## **Final public review of NCCAS arts standards will launch in February**

The National Coalition for Core Arts Standards (NCCAS) has scheduled a final public review of the draft PreK-12 arts standards in dance, media arts, music, theatre, and visual arts.

The review will open February 14, 2014, and close February 28. A draft reading copy of the revised standards will be available at <http://nccas.wikispaces.com> on January 30.

This third and concluding review reflects NCCAS's ongoing commitment to a responsive and transparent strategy that allows adequate time for each arts discipline's standards writing team to incorporate changes to the drafts suggested by reviewers. To fully address the standards content and structural changes, the coalition has revised the project's timeline. The February review is the first in a series of new and significant benchmarks for NCCAS, leading to the web-based release of the standards in June, 2014.

Currently, the writing teams are creating a set of overarching anchor standards that articulate an alignment of artistic practice among the five art forms. Upon completion of that process, the teams will review their individual discipline standards to ensure that they are appropriately parallel with the anchor standards. The teams are also finalizing examples of model cornerstone assessments to include in the February draft review.

There will be a rolling "first-glance" version of the final standards available beginning in March. This document will showcase the fundamental structure and content of the arts standards in order to give teachers, decision makers, and the public a better understanding of what will be included and how they will inform teaching and learning.

NCCAS is the coalition of national arts and education organizations and media arts representatives that are developing the 2014 National Core Arts Standards. The new, voluntary grade-by-grade web-based standards are intended to affirm the place of arts education in a balanced core curriculum, support the 21st-century needs of students and teachers, and help ensure that all students are college and career ready. The arts standards emphasize "big ideas," philosophical foundations, enduring understandings/essential questions, and anchor/performance standards, all of which are intended to guide the curriculum development and instructional practices that leads to arts literacy for all students.

To find out how to participate in the February review process and to view all public documents related to the arts standards, visit <http://nccas.wikispaces.com/>

# Rod Serling Video Festival

**Binghamton City School District – Rod Serling School of the Arts**

FOR RELEASE:                   Immediately

RE:                                **THE ROD SERLING VIDEO FESTIVAL**  
*Call for Entries*

ENTRY DEADLINE:           **May 1, 2014**

CONTACT:                      **Lawrence Kassan, Festival Coordinator**  
**607-762-8202**

Internet: [www.RodSerlingVideoFest.com](http://www.RodSerlingVideoFest.com)  
E-mail: [Director@RodSerlingVideoFest.com](mailto:Director@RodSerlingVideoFest.com)

**Entries are now being accepted for the 2014 Rod Serling Video Festival. Here's your chance to write, direct, and/or star in your own video! All students, from kindergartners through seniors in high school are eligible to enter this video competition.**

**Categories include but are not limited to - Best of Show, Best Directing, Best Animation, Best K-6 Entry and Best Special Effects. Best of Show winner will receive a \$100 Gift Certificate (Unicorn Electronics). Certificates and prizes will be awarded in a number of other categories. All finalists will receive an official festival t-shirt courtesy (Knucklehead Embroidery).**

**A special "Red Carpet Gala" will be held at the WSKG Public Television Studios on Friday, May 16, 2014 at 8:00 PM. WSKG Public Television will produce a one-hour television special featuring the winning videos which is scheduled to air in the Fall of 2014.**

**Festival Sponsors are - Knucklehead Embroidery, Unicorn Electronics, Binghamton City School District, and WSKG Public Television**

**To arrange for a distance learning broadcast or book a guest speaker to present to your school or organization please visit our website: [www.RodSerlingVideoFest.com](http://www.RodSerlingVideoFest.com)**

**Entries must be on DVD (*not CD-ROM*) and may be any length up to a maximum of 5 minutes. Complete festival rules are available by request or may be viewed on our website. All entries must be received or postmarked by May 1, 2014.**

**For questions about competition rules or to request an entry form please contact Lawrence Kassan, Festival Coordinator, at 607-762-8202. Applications are also available at our website: [www.RodSerlingVideoFest.com](http://www.RodSerlingVideoFest.com)**

# NEW YORK STATE ALLIANCE for ARTS EDUCATION

NYSAAE has announced two new professional development programs for Winter- Spring 2014, which are open for registration and application for the next few weeks.

## ARTS@theCORE Regional Symposia

Facilitated by national experts in arts learning and the Common Core State Standards, these day-long workshops provide vital information and strategies for curriculum development for learning in any art form at any grade level. Scheduled from January through March, the ARTS@theCORE Symposia are hosted in four different locations across New York State. *Register at: [www.nysaae.org](http://www.nysaae.org)*

New York State Alliance for Arts Education  
presents

## ARTS@theCORE

REGIONAL SATURDAY SYMPOSIA FOR ARTS EDUCATORS  
ACTIVELY DEMONSTRATING HOW  
LEARNING IN THE ARTS CAN MEET THE COMMON CORE STATE STANDARDS

### Each symposium features

- Hands-on exploration of the Common Core State Standards with Learning in the Arts
- A nationally recognized expert in arts curriculum development
- Opportunities to develop curriculum
- Networking with fellow arts educators
- 6 hours of professional development

### Choose from four locations and dates!

All symposia from 9:00am – 3:30pm

January 11	Purchase College, Performing Arts Center	Bruce Taylor
February 8	Five Towns College, Dix Hills	Scott Shuler
March 8	Albany Institute of History and Art	Susan Riley
March 29	Memorial Art Gallery, Rochester	Bruce Taylor

### The ARTS@theCORE Faculty



Bruce Taylor



Scott Shuler



Susan Riley

**ARTS@theCORE is suitable for:** certified arts specialists, teaching artists, classroom teachers of any discipline and grade level, administrators from schools & arts organizations.

**\$40 registration fee - box lunch included!**

**\$30 for NYSAAE Members!**

Freelance Teaching Artists may apply for a scholarship (waived fee).



Register @ [www.nysaae.org](http://www.nysaae.org)



## Arts Connect All New York

Providing semester-long one-on-one mentorships for teachers who serve special needs populations, this is a great opportunity for anyone looking to refine their teaching practice in the arts with students who often are overlooked in arts learning. A small stipend is provided to participants. *Apply at: [www.nysaae.org](http://www.nysaae.org)*

New York State Alliance for Arts Education  
proudly announces

# Arts Connect All New York

A NEW PROFESSIONAL DEVELOPMENT MENTORSHIP PROGRAM FOR  
ARTS EDUCATORS WHO TEACH STUDENTS WITH SPECIAL NEEDS

### ACANY One-on-One Mentorships

- Occur during Spring 2014 semester
- Are conducted by veteran arts educators
- Consist of phone consultations and on-site visits
- Address participants' specific teaching and learning goals
- Cater to all educators who want to improve their arts instruction practice
- Provide a \$125 stipend, for out-of-school time

### The ACANY Mentors



Glenn McClure  
Western NY



Alan Núñez  
NYC



Anne Rhodes  
Central NY



Elise Sobol  
Long Island

### PLEASE APPLY IF:

- You're a teacher or a teaching artist
- You teach in the arts (any discipline) or through the arts (i.e. thru integration)
- You teach students with special needs (any grade, K – 12)
- You're interested in refining your teaching practice

### APPLY ONLINE:

[www.nysaae.org](http://www.nysaae.org)

**NOTE:** All applicants (except teachers with stand alone special education classes) must have at least two classes of students that include students with special needs, either as an inclusion class or as a self-contained class. Participants must provide mentors with access to classrooms, and will submit short written reports as part of the program.



**The New York State Alliance for Arts Education** is dedicated to providing quality professional development across the Empire State, for anyone teaching in and through the arts. We pride ourselves on our high standards, including instruction by accomplished & expert leaders in the field, interactive learning models, and up-to-date curriculum topics.

*Inquiries? Send an email to:*

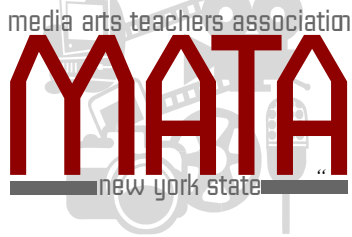
*Philip Alexander, Ph.D.*

*Director, New York State Alliance for Arts Education*

*"All Arts for All Students"*

*[director@nysaae.org](mailto:director@nysaae.org)*





# NYSMATA NEW YORK STATE MEDIA ARTS TEACHERS ASSOCIATION

*NYSMATA is the only known professional teachers organization of its kind in the country.*  
Leslie Yolen, Associate in Visual Arts Education, Curriculum and Instruction Team  
New York State Education Dept.

*"NYSMATA is a wonderful resource for teachers of the media arts in New York State."*  
Mary C. Daley, Executive Director (ret.), New York State Summer School of the Arts

Dear Arts Educators,

Introducing **NYSMATA**, specifically designed for teachers of the media arts: **PHOTOGRAPHY, VIDEO, FILM, ANIMATION, SCANNER ART, WEB DESIGN, COMPUTER GRAPHICS, HOLOGRAPHY, CREATIVE SOUND and related media arts.**

### Join NYSMATA for unique benefits:

- ⤴ website – [www.NYSMATA.org](http://www.NYSMATA.org)
- ⤴ statewide interactive Internet forum
- ⤴ monthly e-newsletter
- ⤴ regional Youth Media Arts Shows
- ⤴ local networking meetings for professional development
- ⤴ Exemplary Student Media Arts Awards
- ⤴ NYSSSA - New York State Summer School of the Arts in Media Arts: information, application, and adjudication
- ⤴ eligibility for NYSMATA awards for students, teachers and program
- ⤴ discounted membership for renewing
- ⤴ opportunities for leadership, regionally and statewide
- ⤴ curriculum support
- ⤴ resources

**THE INCLUSION OF MEDIA ARTS IN NEXT GENERATION ARTS STANDARDS:** <http://nccas.wikispaces.com/>

**Join NYSMATA**, stay informed. Visit our **[nysmata.org](http://nysmata.org)** or mail this information to us:

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**Mmmm...Media Arts! NYSMATA.org**

Name \_\_\_\_\_  
 School \_\_\_\_\_ circle your Region: WNY, CNY, Capital, LHR, LI, NYC  
 Preferred email \_\_\_\_\_ Tel. \_\_\_\_\_  
 Media art/interests \_\_\_\_\_

**copy/paste the above info and email to the Acting Director (or membership chairperson) for your region:**

Elizabeth Randell	ERandell@tona.wnyric.org	Western NY
Scott Walroth	swalroth@niskyschools.org	Capital
Keith Rosko	ROSKOK@cforks.org	Central NY
Carol Brown	cbrown@esbooces.org	Long Island
(Eric Heyworth?)		NYC (email: <a href="mailto:mealia.mata@gmail.com">mealia.mata@gmail.com</a> )
Michael Witsch	mjwitsch@optonline.net	Lower Hudson



***Please pass this along to colleagues who are teaching any media-related classes.***