

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.

MARCH 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

NYSSSA / Media Arts



LAST CHANCE

The **Capital Region Media Arts Festival** will take place on **April 3rd, 9 AM – 2:15 PM**. This will be the last of the shows held all over the state where students are interviewed and have their portfolios evaluated by Adjudicators for the NYS Summer School of Media Arts.

Bethlehem High School
700 Delaware Avenue
Delmar, NY 12054

Go here for more info:

Melanie A. Painter, Art Supervisor
Bethlehem Central School District
518-439-4921 x22056
email: painmhs@bcsd.neric.org

Students may still **apply to NYSSSA directly by mail**. They should **send samples of their work to:**

NYSSSA - School of Media Arts
State Education Department
Office of Cultural Education
Cultural Education Center
Room 10D79
Albany, New York 12230

All applications and media works must be postmarked by March 31, 2014.

Go here, for guidelines and forms:

<http://www.oce.nysed.gov/nysssa/SMA/>

PHOTO Highlights

from the

2014 Media Arts FESTIVALS



Students voting for audience choice awards.

LOWER HUDSON REGION

Students from Westlake High School (top) and John Jay (right) ready to board buses and head home.





Kingston High School



John Jay High School



Westlake High School



Southern Westchester BOCES



Clarkstown North High School

**LONG
ISLAND
SHOW**



*Student photo exhibitors meet with
general evaluators and NYSSSA
Photo Adjudicator*



Lower Hudson Keynote



Mary Fennell is an artist, photographer and art educator living in Hastings on Hudson NY.

She is a long-time member of NYSMATA, and although retired from teaching, remains active in the Lower Hudson Region.

For 35 years, Mary taught all levels of studio art, photography and media arts. Many of her students won prestigious national, state and local awards and have gone on to very successful careers in the arts.

In addition to her teaching, Mary has also served as a consultant for Advanced Placement Art Portfolio programs, been a sponsor of the National Art Honor Society, and a presenter for art educators' workshops courses and conferences. In 2007, she was selected by the New York State Art Teachers Association as Art Educator of the Year for the Lower Hudson Valley.

In her personal art career, Mary has pursued both Photography and Mixed Media Drawing, Painting, and Book Arts.

While a freelance photographer, her clients ranged from fashion designers to corporate and editorial clients including "Parents", "Geo" and "Ski Magazine". In recent years she has been exhibiting both traditional black and white as well as color digital imagery.

Mary has also exhibited mixed media fine art, maintains a studio, and served as an artist in residence at national and international art centers.

Having always been interested in the relationship between electronic media and the plastic arts, Mary often combines traditional media with photographic imagery, computer imagery and copier art. Recently she has been exploring the many uses of iPhone/iPad technology with the available shooting and editing apps as tools for creativity in the emerging art form, "iPhonography".

As keynote, Mary demonstrated to the audience, how you can take Smart Phone images to the next level and beyond, as a viable art form.

For more information and to see Mary's work go here:
<http://mfenn25.wix.com/mary-fennell#!home/mainPage>
<https://www.facebook.com/mary.fennell>

MEMBERSHIP CARDS

Member Domenic Licata designed the new membership cards that you will receive from your Acting Director when you attend your regional media arts show in March. Membership is free and those of you who have already signed as members of NYSMATA need only pick up your card from your director. If you have not



nysmata.org
facebook.com/nysmata
@nysmata

name: _____ region: _____
title & school: _____
regional director: _____
membership valid through _____

become a member or renewed your registration within the last 18 months, you will need to do that to receive your membership card.

Members are invited to contribute to writing the NYSMATA Media Arts Syllabus that will be passed to State ED. as the recommended course of study for NYS media arts students. It is very possible that Media Arts will be another option for students for the NYS requirement for graduation. We

value your input and hope you will take advantage of this opportunity to contribute.

To become a NYSMATA member, send your name, school, preferred email, phone number and media arts interests to mealia.mata@gmail.com. Your name will be added to the membership list and passed along to your regional director. You may also become a member at your regional Media Arts Show. If you are unable to attend your regional show, contact your director and make other arrangements to receive your membership card.

Some regions have made arrangements with local arts organizations and art suppliers for discounts for members. Check in your region to see what is available.

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

Eric Heyworth

ericvcr@aol.com

NYC

Michael Witsch

mjwitsch@optonline.net

Lower Hudson

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
E-mail: 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

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

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*

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.

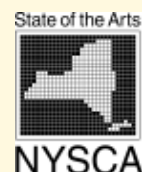
\$40 registration fee - box lunch included!

\$30 for NYSAAE Members!

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



Register @ www.nysaae.org



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*

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

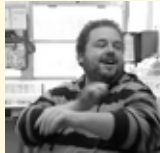
ACANY One-on-One Mentorships

- 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

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.

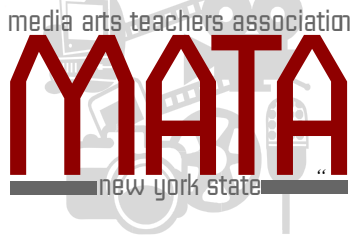
Inquiries? Send an email to:

Philip Alexander, Ph.D.

Director, New York State Alliance for Arts Education

"All Arts for All Students"

director@nysaae.org



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
- ⤴ 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 or mail this information to us:

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@esbores.org	Long Island
Eric Heyworth	ericvcr@aol.com	NYC
Michael Witsch	mjwitsch@optonline.net	Lower Hudson



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