



# NEWSLETTER

*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.*

*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

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"Light makes photography.  
Embrace light. Admire it. Love it. But above  
all, know light. Know it for all you are worth,  
and you will know the key to photography".

*George Eastman*

## **NYSMATA Membership Drive**

Update your email address  
and mail your \$10.00  
membership fee to:

Mike Townsend  
MATA Treasurer  
369 MacArthur Dr  
Buffalo NY 14221-3775

# WELCOME 2018-2019

NYSMATA wishes you and your students a great start to the new school year. This is a good time to announce the upcoming media events for your students for 2018-2019.

## **Regional Media Arts**

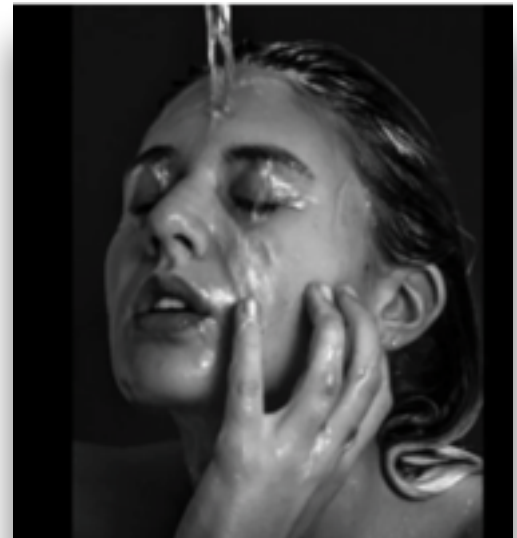
**Shows** typically take place in March and April. Let us know as soon as your date and venue are announced and we will publish the shows in the newsletter.

**NYSSSA Media Arts** will begin accepting applications after January. Interested students need to think about their entry portfolios as soon as they begin producing work.

## **Rod Serling Film Festival / page 7**

**Students who  
attended NYSSSA at  
Alfred** are invited to submit work, links and comments for publication in the newsletter.

Images on the right are from the 2018 Media Arts Shows; top / Lower Hudson Region. Bottom / Long Island Region.





## **NISKAYUNA HIGH SCHOOL FILMMAKER BREAKS RECORD AT PRESTIGIOUS FILM FESTIVAL FROM ANOTHER DIMENSION.**

This past July, Lucas Neufeld from Mr. Stephen Honicki's Advanced Studio in Film program at Niskayuna High School had been notified that THREE of his short films had received accolades in the 2018 Rod Serling Film Festival. The films were screened on Saturday, July 7th, 2018 at The Forum Theatre in Binghamton, NY.

### **CATEGORICAL HONORS**

**BEST ABSTRACT / EXPERIMENTAL** | "Vibrating the Drums" | Lucas Neufeld

**BEST SCI-FI / FANTASY** | "Far Fetched" | Lucas Neufeld

### **ENTRANT LEVEL HONORS**

**BEST 9-12** | "The Gender Thing" | Lucas Neufeld

The Rod Serling Video Festival launched in 1995 and has welcomed hundreds of entries throughout the years. In 2014, Larry Kassan retired as Festival Founder & Director. WSKG Public Media assumed coordination responsibilities and the project was renamed.

The Festival is held in honor of Rod Serling and his work, which has had a lasting influence on the television industry and media creation. The Festival seeks to inspire the next generation of filmmakers. Jackie Stapleton-Durham, Education Director at WSKG announced (in introducing Mr. Neufeld) this was the first time in the festival's history that it has had a TRIPLE NOMINEE (AWARD WINNER) in one year.

This is the first year Lucas has received an award in this juried festival for his short films. He follows in the footsteps of Niskayuna High School alumni Evan Pritchard, Calvin O'Connor, Christopher Perrella, and Michael Borowiec to receive this distinction of multiple awards.

The experimental short, "The Gender Thing", was selected to be screened at this year's Capital Region Media Arts Festival, High School Regional Juried Exhibition at Albany Center Gallery, Flick Fest 2018 Film Festival, and the Inland Empire Media Academy.

"The Gender Thing" is an experimental film with a social commentary subtext. In discussing his concept, Neufeld spoke to his inspiration, "I decided to make a film about something that has been in the news rather frequently: being a transgender individual in our society. In reading about new policies our Government has put into place about it, along with story after story upon the internet, I became sick. I saw so many great, inspiring things from transgender people who had come out after years of depression and anxiety, only to find in the comments, those who detested and called these beautiful people horrible obscenities." The second award winning film by Neufeld is "Vibrating the Drums". In this drama, Neufeld drew upon personal experience to create this black and white narrative drama. In writing about his experience, Neufeld shared this information – "Most people assume I cannot hear them because I am simply not paying attention. It is actually because I have various hearing issues. Since I was one year old, I have been having sets of tubes in my ears due to nearly constant ear infections. My last surgery I had on my ears was two years ago, it was my seventh. From all the surgeries I developed tinnitus. I almost constantly hear a ring in my ears. Somedays I get serious surges of pain, for various reasons from getting just a drop of water in my ear to accidentally hearing music that is too loud."

In bringing his story to the screen, Lucas spoke to his creative process. "I wanted to show the effects of this in a film. I did not want to have the film merely tell the viewer this. I decided to have the film contain no dialogue and consist of visual representations of how it feels to have this disorder. I wanted the film to feel dark and enclosed so I chose for the film to be in black and white. I used strong lights to create shadows and





show details that make the film more interesting to the viewer. "Vibrating the Drums" is my most personal film and illustrates how I feel sometimes daily." "Vibrating the Drums" received the Juror's Award at the 2018 Fulton-Montgomery Community College High School Regional.

In his filmmaker's statement, Neufeld states, "With each of these films, I chose

to think conceptually rather than based on plot. In doing so, I have found that a lack of dialogue and having the film be much more contained makes for much more powerful filmmaking."

In addition to this sort of trilogy of personal stories, I love the genre of horror. Filmmakers such as Dario Argento, John Carpenter and Brian De Palma inspire me daily and I find myself thinking just of stills from their films often. I have made several short horror films (that feature some comedic elements). "Far Fetched" came from just a long conversation I had with a great friend about losing dogs when we were younger.

Neufeld spent his summer as a teaching assistant in the media arts programs at Proctors Theatre's School of the Performing Arts and is now currently starting his freshman year as a film major at Purchase College.

This marks the fourteenth consecutive year that Niskayuna High School filmmakers have received accolades in this prestigious film festival. Previous winners include:

2017

BEST FICTION / STORY | "It's Not What It Looks Like" | Jad Jacob  
BEST SOCIAL COMMENTARY | "Dream Deferred" | Nadia Nugent  
BEST 9-12 | Why God? | Evan Pritchard

HONORABLE MENTION | "Doodle" | Tyler Barhydt

2016

BEST 9-12 | "Les Milkerables" | Evan Pritchard

2015

BEST FICTION / STORY | "Long Distance" | Alta Fox  
BEST DOCUMENTARY | "Grand Bazaar" | Metin Ozisik

2014

BEST SCREENWRITING | "Making An Impression" | Shea McGrinder & Michael Sise  
BEST ANIMATION | "A Noteworthy Production" | Calvin O'Connor

2013

BEST COMEDY | “The Long Off Season” | Calvin O’Connor

2012

BEST CINEMATOGRAPHY | “The Hollow” | Ken Omiya

BEST USE OF HUMOR | “Maddie Takes The Wheel” | Maddie Rojas Lynch

HONORABLE MENTION | BOOM! | “Manu Berduc” / Matt Lingenfelter

2011

BEST SPECIAL EFFECTS | “What You Become” | Chris Finn

BEST ART DIRECTION | “Ven Dimensional” | Alex Burstein, John Michael Fragnoli,

Matthew Nicoletta

2010

BEST DIRECTION | “The Drum Set” | Alex Gilmet

2009

BEST IN SHOW 9-12 | “Talk to the Hand” | Chris Murphy

2008

BEST EDITING | “Gymnasium” | Stephen Gemmiti

BEST ANIMATION | “Checkers” | Christopher Perrella

2007

HONORABLE MENTION | “Zucchero” | Christopher Perrella

2006

BEST IN SHOW | “Guthro’s Parents” | John Dutcher

2005

BEST SOCIAL COMMENTARY | “Draft” | Michael Borowiec

BEST SCREENPLAY | “Fine” | Michael Borowiec, Rob Nevulis, Dennis Seaman

The Rod Serling Film Festival is partnering this year with Serling Fest. Details on all activities can be found at [www.rodserling.com](http://www.rodserling.com).

You may view the entries –plus other outstanding films - from Niskayuna High School’s “Studio in Film” classes on the “NHSshortcuts” channel on YouTube:

<http://www.youtube.com/user/NHSshortcuts?feature=mhee>

***Stephen Honicki / Niskayuna High School  
Department of Art & Design  
Media Arts Educator***



## September 2018

Highlights in this month's newsletter include:

[Innovators, Technicians and Researchers Share their Experience of Video in Higher Education](#)

by Kamakshi Rajagopal, Belgium

[New survey from Kaltura reveals 20% increase in lecture capture use over last two years](#)

[Fight disinformation with media literacy on 13 November in Brussels](#) One day practice based event related to European Elections

[Developing Risk Assessment Skills in Media](#)

by Dr Helen Jackson and Philip O'Neill, Ulster University, UK

[Digital Accessibility in Higher Education](#)

by Nanne Roos Vonk, handicap + studie, The Netherlands

[New Taskforce for European Regulators on Media Literacy](#) Broadcasters produce guidelines on Media Literacy Networks

plus plenty of other news, notifications and announcements related to the use of media in education and training.

[https://media-and-learning.eu/files/newsletter/Media-and-Learning-News\\_2018-09.pdf](https://media-and-learning.eu/files/newsletter/Media-and-Learning-News_2018-09.pdf)



# STHE ROD SERLING FILM FESTIVAL 2019

Open to youth  
in grades K-12

Accepting  
entries  
through  
5.3.19

For more  
information visit  
[wskg.org/filmfest](http://wskg.org/filmfest)

## CATEGORIES

Abstract/Experimental  
Documentary  
Fiction/Story  
Sci-Fi/Fantasy  
Social Commentary

## AWARDS

Best in Show  
Entrant Levels  
Spirit of Serling

INSPIRING THE NEXT GENERATION OF FILMMAKERS

# WSKG

# **NYS MATA OFFICERS**

Michael Witsch / Margaret Mealia	Co-Presidents
Robyn Talbot - Howard	Vice President
Claudia Abate	Secretary
Mike Townsend	Treasurer
Domenic Licata	Webmaster

MATA officers are elected to serve a four year term but remain in office until new officers take their posts. Fill out the nomination form on page 16 & 17 if you are interested in serving or wish to nominate a colleague.

# **NYS MATA REGIONS**

## **Acting Directors**

<u>Elizabeth Randell</u>	ERandell@tona.wnyric.org	<i>Western NY</i>
<u>Steve Honicki</u>	SHonicki@niskyschools.org	<i>Capital</i>
<u>Keith Rosko</u>	ROSKOK@cforks.org	<i>Central NY</i>
<u>Doug Hodges</u>	ddhodes@gmail.com	<i>Long Island</i>
<u>Eric Heyworth</u>	ericvcr@aol.com	<i>NYC</i>
<u>Michael Witsch</u>	mjwitsch@optonline.net	<i>Lower Hudson</i>



September 2018

## SEEKING NOMINATIONS / NYSMATA Vacancies

***Return this form via email to:***  
***Michael Witsch***    [mjwitsch@optonline.net](mailto:mjwitsch@optonline.net)

Dear NYSMATA Member:

In these changing and challenging times, members look to Directors for inspiration, information, and leadership. Step up to help teachers of media arts and guide the future of NYSMATA!

We are currently seeking nominations for the Board of Directors and the office of Co-President of the New York State Media Arts Teachers' Association.

Candidates should provide the following information.

Name

Home Address

Home Phone

Mobile

Home e-mail

School District / Institution

School Address

School Phone

School e-mail

NYSMATA Region /   ☐ LI    ☐ NYC    ☐ LHR    ☐ CNY    ☐ Capital    ☐ WNY

I am interested in serving:

- ☐ on the Board of Directors
- ☐ as a Co-President
- ☐ volunteer to serve in your region

Other \_\_\_\_\_

Media Arts Courses that you teach / areas of expertise

Please describe your participation in your region's annual Media Arts Show (Festival) usually held in March or April. Include committees you have served on and number of years you have attended the show with students.

List acknowledgements, awards or honors you and your students have received in the Media Arts

What is your vision for the future of the NYS Media Arts Teachers' Association, in your region and state-wide?

### **Duties and Responsibilities:**

Members of the **Board of Directors** set policy and promote the association's philosophy and by-laws.

The **Co-Presidents** work collaboratively, maintain contact with the regional directors and are the liaisons with the NYS Office of Special Projects / the Summer School of the Media Arts. The Co-Presidents represent the NYSMATA membership at NYSED meetings and conferences. They also oversee and edit the monthly/ bi-monthly newsletter.

The **Vice President** as an assistant to the Co-Presidents, maintains contact with the Regional Directors and solicits news from the membership for publication in the newsletter. The Vice President may be called upon to represent NYSMATA at meetings and functions when the Co-Presidents are unavailable.

The **term of office** for all positions is four years and officers may serve multiple consecutive terms as elected by the membership or until newly elected officers assume their post. Past officers receive the title "Emeritus" and as such serve as consultants.

# Resources

## **FILMS BY KIDS**

<http://ny.pbslearningmedia.org/collection/films-bykids/>

## **Student Filmmakers Magazine**

[http://www.studentfilmmakers.com/enews/IBC-2014\\_StudentFilmmakers-Magazine.html](http://www.studentfilmmakers.com/enews/IBC-2014_StudentFilmmakers-Magazine.html)

## **NEW STANDARDS FOR MEDIA ARTS**

<http://www.p12.nysed.gov/ciai/arts/standards/at-a-glance/nys-standards-media-arts-at-a-glance-8-13-2017.pdf>

<http://www.p12.nysed.gov/ciai/arts/documents/Posters/Media%20Arts/NYS%20Med%20Arts%20Poster%20All%20info%2024x36.pdf>

<http://www.p12.nysed.gov/ciai/arts/standards/at-a-glance/nys-standards-media-arts-at-a-glance-8-13-2017.pdf>

## **OLD NYS Learning Standards for the Arts**

<http://www.p12.nysed.gov/ciai/arts/pub/artlearn.pdf>

## **\* National Core Arts Standards/ Media Arts \***

\*<http://www.mediaartseducation.org/wp-content/uploads/2014/06/Media-Arts-Standards-6-4-14.pdf>

## **Link for Flow Chart for NYS Visual Arts Education**

<http://www.p12.nysed.gov/ciai/arts/pub/artchart.pdf>

## **NATIONAL GEOGRAPHIC GUIDE TO PHOTOGRAPHY**

[https://www.nationalgeographic.com/content/dam/ngdotcom/rights-exempt/NatGeo\\_GuideToPhotography.pdf](https://www.nationalgeographic.com/content/dam/ngdotcom/rights-exempt/NatGeo_GuideToPhotography.pdf)

## **Photoshop Tools**

This site lists and describes some Photoshop Tools and may be a good handout for your 'beginners'.

<http://blog.hostonnet.com/photoshop-tools>

## **Guides for Photographic Composition**

[http://photoinf.com/General/KODAK/guidelines\\_for\\_better\\_photographic\\_composition.html](http://photoinf.com/General/KODAK/guidelines_for_better_photographic_composition.html)

[http://www.kodak.com/ek/US/en/Home\\_Main/Tips\\_Projects\\_Exchange/Learn/Photo\\_Tips\\_Techniques/Advanced\\_Techniques/Composing\\_your\\_Pictures.htm](http://www.kodak.com/ek/US/en/Home_Main/Tips_Projects_Exchange/Learn/Photo_Tips_Techniques/Advanced_Techniques/Composing_your_Pictures.htm)

## **Jacob Burns Film Center** (Film Education Community)

<https://education.burnsfilmcenter.org/education/for-schools>

**Spark Media Project** / (formerly Children's Media Project) provides workshops, programs, and projects that teach critical viewing of media, encourage youth to be creatively engaged in Media Arts, and offer employment and growth opportunities for youth.

<http://sparkmediaproject.org/>

**Squeaky Wheel Film & Media Arts Center** Buffalo Media Resources supports and promotes the creation of film, video, and digital/computer art by independent and community media .

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

# Opportunities In Your Community

<http://www.imagechaser.com/summer-fun-photography/?cid=eml-0715-imgchaser-article1-lm>

Remind your students of the year-round opportunities that await them in their communities.

Lower Hudson / Poughkeepsie Area

**<http://sparkmediaproject.org/programs/>**

Buffalo area

**<http://www.squeaky.org/education/>**

Lower Hudson / Westchester / Rockland

**<https://education.burnsfilmcenter.org/education>**

**[www.lmctv.org](http://www.lmctv.org)**

Larchmont-Mamaroneck Community Television

What local opportunities are available to your students???

## TEACHERS

iTunes Education has many free books by educators. Apple describes them as “amazing teaching materials that educators have created using iBooks Author.” You may browse this collection of free books on iTunes where they are organized by subject and available for iPad or Mac.

Titles include; [Lighting Essentials](#), [iBooks Author Starter Kit](#), [Stop-motion Animation](#) and many [others](#).

Why not use the [iBooks Author Starter Kit](#) and write and publish your own materials?