



NEWSLETTER

January 2019



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 and the NEW NYS Media Arts Standards.

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

"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

In This Issue

- Bob Reals reminisces
- NYSSSA / Media Arts
- Regional media shows
- The Darkroom
- **Renew Your Registration**
- MATA Officers and Regions
- Media and Learning News
- Rod Serling Film Festival
- MATA leadership nomination form
- Resources
- Community Opportunities

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

NYSMATA

the early days

In this 2012 letter to the NYSMATA newsletter editor, **Robert Reals**, retired New York State Education Dept. arts officer and leader of media arts education, recalls the beginnings of the Summer School of the Media Arts. Later, he helped found NYSMATA, the New York State Media Arts Teachers Association.

"I never realized how important the 1969 New York State Youth Film/Media Show would turn out to be. Being a hick kid from a hick hamlet in Upstate New York, I was surprised to end up at the State Education Department. Then, I ended up with fantastic bosses, during a time when the Kennedys were in office and there was money for education. How much luckier can you get?

It all worked out. The Humanities and the Arts began to roll. Dr. Vivienne Anderson was at the helm. She was a mover. The ball was thrown to her to develop audiences for the new Lincoln Center and the Saratoga Performing Arts Center.

The NYS Council on the Arts appeared on the scene. The staff at the Division of Humanities and the Arts thought a State High School for Gifted Students in the Arts was a must. We only got a couple summer schools in 1972, Ballet and Orchestra. The New York City Ballet was to have a residency at Saratoga Performing Arts Center. The School of Dance was to be a part of the "Plan," students working with principal dancers of NYC Ballet. They wanted the NY Philharmonic to come to Saratoga for the summer, but they refused. I forget the politics involved, but we ended up getting Eugene Ormandy and the Philadelphia Orchestra.

It turned out great. Eugene was a high-profile guy and had a top orchestra. The School of Orchestral Studies had access to the first chair Philly Orchestra players. It was all great. After the 1969 Film/Media Show, the program for media arts began to roll too. Each year it became bigger and there were more shows around the state, bigger attendance, more of everything.

*I insisted that we needed a **Summer School for Media Arts**. Movers and shakers in the arts, like Gerald O'Grady concurred. It was hard to convince the staff at State Ed, but Vivianne backed the idea. Gordon Muck was the Commissioner of Education at the time. He was a forward-looking guy. I got him and his wife to attend a Media Arts Show at SUNY Albany. He was especially impressed with Chris Wedge's¹ presentation. Chris was 12, when he attended the 1st Show in '69.*

By '74 Chris had gotten pretty slick. His art teacher, Bernice Necomb, at the Norwich High School, Norwich, NY, knew little about filmmaking, but was supportive and encouraging, the kind of teacher who recognized giftedness and knew how to foster it.

The next year, 1975, the State Legislature funded the School and Gerry O'Grady became the first Artistic Director. Gerry knew the ropes. He was a friend of Fr. John Culkin at the New School in NYC, a media arts mover, and that guy from Canada who wrote "The Media is the Message." Isn't it strange, that I've forgotten the name of Marshall McLuhan? I had to look him up on the web. Gerry got himself on the panels at the NYS Council for the Arts and the National Arts Council. He brought additional monies to the program, which made the SS of Media Arts real special. We insisted on a six-week program. All the others were just four. Our reason was: It takes at least six weeks to make a film. The film had to be sent-out to be developed. The turn-around time required six weeks. Because it was all so new, reel-to-reel Sony cameras, all that technical stuff, which the general community, including educators, were mystified by, made the six weeks stick, at least a few years, till the money began to dry up. We had Creative Sound, then, Holography too, before the money began to dry up. No one seemed to object to Computer Arts, when it arrived on the curriculum list. Film and Black and White Photography were staples.

It all seemed to happen in a flash, now that I'm 83, but it was lots of hard work by all of us, the involvement of lots and lots of dedicated teachers who believed, and lots and lots of gifted students.

You are the Leaders. It is you, who make it all happen. I just tried to keep the ball rolling. Now, you keep it rolling, until those to come, take their turn. It's worth the work! "

*Life is wonderful!!!!!!
Namasté,
Bob*

Read more NYSMATA history in future editions, part of our 50th Anniversary celebration. We invite you to share your reminiscences. - ed.

¹ John Christian "**Chris**" **Wedge** (born March 20, 1957) is an American film director, film producer, screenwriter, cartoonist and voice actor of animation, best known for the films Ice Age (2002), Robots(2005), Epic (2013) and Monster Trucks (2016). He is a co-founder of the animation studio **Blue Sky Studios**.



January 2019



NYSSSA Dates for 2019 are July 13 - August 9 @ Alfred State College
Applications are available now.
<http://www.oce.nysed.gov/nysssa/media-arts>

About the School of Media Arts

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, esthetic principals. Classes also involve extensive teaching of the technical skills associated with each individual discipline. The first 2 1/2 weeks are generally spent learning foundations, history, technical skills, and completing assigned exercises. The last week and 1/2 is spent developing and finishing individual final projects.

Free your imagination and be part of an inspiring adventure in the cutting-edge fields of video, filmmaking, photography, electronic sound art, or computer graphic arts in the School of Media Arts. We will require your intense focus, motivation, and commitment in this program. Your reward will be exciting and challenging classes, work sessions, critiques, lectures, field trips, and presentations by visiting artists.

While the curriculum stresses creative production, it is not exclusively goal-oriented. Exploration, experimentation, and discovery are key elements. The process - an awareness of the avenues of discovery and stimulating detours - is as important as product.



Ghen Zando Dennis, a nationally known media artist, is the Artistic Director of the School. She has assembled an outstanding faculty for the program.

Sarah Phyllis Smith
Assistant Artistic Director



Announcing the 2019 Regional Media Arts Shows

Reserve your bus early and contact show coordinators for more information.

Lower Hudson Region at Westchester Community College

Tuesday, March 12, 2019

Mike Witsch / mjwitsch@optonline.net

Claudia Abate / cabate@mtplcsd.org

Long Island at Five Towns College

Friday, March 22, 2019

<https://www.esboces.org/Page/306>

Bill Buchholz / wbuchholz@farmingdaleschools.org

Doug Hodges / ddhodges@gmail.com

Western New York at UB Center for the Arts /SUNY Buffalo

Friday, March 15, 2019 / UB Art and Media Study Day

Elizabeth Randell / ERandell@tona.wnyric.org

Domenic Licata / djlicata@buffalo.edu

Central New York

TBA

Keith Rosko / ROSKOK@cforks.org

Capital Region

TBA

Steve Honicki / shonicki@niskyschools.org

New York City

TBA

Eric Heyworth / ericvcr@aol.com

The Darkroom

We know many of you have kept your darkrooms open and still shoot film.

Many local (regional) photo businesses have abandoned processing and printing services because customers have embraced the simplicity and ease of digital; carry it in your pocket, point and shoot.

For those of you who still shoot film, McGreevy ProLab and ProPress offer film processing and photofinishing for a range of formats. Here is their website:
<http://mcgreevyprolab.com/photo-lab-services/film-processing> (Albany, NY)

Bergen County Camera is another: <https://bergencountycamera.com> (NJ)

Homefair Camera in Westchester County also processes film: (914) 834-4564
production@homefaircamera.com

We pass this along to you FYI and this is not an endorsement. However, we welcome comments and reviews from anyone who has used these or similar services.

Perhaps you will share photos of your school darkroom along with student comments for another edition of our newsletter.



The year, 2004 / **John Jay High School's PhotoMedia lab** / Hopewell Junction, NY.
This was the result of a long awaited renovation of the old photolab that was about 1/10th the size. Enlarge the images and you will see color work hanging above the computers. Those were not digital but rather color film prints and yes, we printed them in-house. Back then, kids loved the magic of seeing their images emerge in the developer and from all reports current students react the same way. John Jay's darkroom is up and running!

M.Mealia

NYSMATA REGISTRATION

After many years of not asking for dues, the piggybank is just about empty. You may remember last year's statewide awards for students. That depleted quite a bit of our treasury and we need a refill.

Those members who have recently paid dues will have their paid membership extended through March 2020.

All others should go here and fill out the form:

<http://www.nysmata.org/join-mata/>

Complete your registration by mailing your \$10.00 membership fee to:

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

Thank you in advance. We have received many suggestions for student and teacher recognition but we cannot accomplish anything without funding.

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>	ddhodges@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>



January 2019

Highlights in this month's newsletter include:



[Large scale take up of lecture capture at NHL Stenden in the Netherlands](#) by Richard Aldridge, NHL Stenden University Applied Sciences



[Media literacy in Latvia: the Ministry of Culture's 6 strands](#) by Klinta Ločmele, Ministry of Culture of the Republic of Latvia



[Media Literacy experts' group calls on EC to avoid replication and to build on lessons learned](#) by Kamakshi Rajagopal, Belgium



[Closing date for submissions to Video in Higher Education Conference](#) Submit your proposal by 21 January 2019



[Potent Pedagogic Roles for Video](#) revised video techniques and teaching functions from Jack Koumi



[Virtual reality produces better results than those in video supported and traditional learning settings](#) according to new study

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

[Read Newsletter Online](#)

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

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

January 2019

SEEKING NOMINATIONS / NYSMATA Vacancies

Return this form via email to:
Michael Witsch 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

NEW STANDARDS FOR MEDIA ARTS

MEDIA ARTS AT A GLANCE

<http://www.nysed.gov/common/nysed/files/programs/curriculum-instruction/nys-media-arts-at-a-glance-final-8-13-2017-high-res.pdf>

GLOSSARY

<http://www.nysed.gov/common/nysed/files/programs/curriculum-instruction/nys-media-arts-glossary-final-high-res.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

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://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

PHOTO FINISHING SERVICES

Albany, NY

<http://mcgreevyprolab.com/photo-lab-services/film-processing>

Bergen, NJ

<https://bergencountycamera.com>

Homefair Camera in Westchester County also processes film: (914) 834-4564
production@homefaircamera.com

Can you add to this list? Forward info to: mealia.mata@gmail.com

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

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?