



## NEWSLETTER

March 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*

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### **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**

Rich Preston was MATA President in 1990 and wrote the following in the January Newsletter of that year..

### **WHAT IS MATA?**

"Since its inception, The Media arts Teachers' Association has had a diverse membership. Educators with fortes in a number of technologies make up this organization known as MATA. As MATA enters the 90s with its limitless possibilities for the media arts and education, I have asked myself — What is MATA? Where is it going?

Article III of the MATA constitution states the following:

*"Recognizing that the media arts are distinct, synthesizing and unifying art forms, important to the cognitive and effective growth of young people, MATA has organized to promote and implement activities which bring media arts education for youth into the mainstream of education. The association shall also provide opportunities that allow its members to exchange ideas and materials for the betterment of youth and media itself."*

It is my hope that in the 90s MATA will grow stronger as an organization and continue to be involved in activities that foster the media arts and enhance media arts education."

*Reprinted from the January, 1990 Edition of the Media Arts Teachers Association Newsletter.*

## **March / Women's History Month**

### **Anne Morgan's War: Rebuilding Devastated France, 1917–1924**

PBS honored Ann Morgan this month by screening a documentary of her efforts to provide relief and aid to France following WW I and II. She grew up privileged, the daughter of J.P. Morgan, but made it her mission to care for the wounded and civilian refugees of both world wars.



Check your local programming to see the documentary that chronicles her devotion to the people of France and go here: <https://www.themorgan.org/exhibitions/online/Anne-Morgans-War> for more information and photos of the reconstruction effort.

You may find her letters from the field here: <https://www.themorgan.org/exhibitions/online/annemorgan/letters-from-the-field>

An excerpt from a letter written by Anne Morgan to her mother, Frances Tracy Morgan La Villa Trianon, Versailles, 8 July 1917.

*Dearest Mother,  
Your good letter of June 10 came last night and glad enough I was to have it. Now at last we are in communication, for you can answer my letter and one feels much closer. I am glad you don't mind my machine [i.e., typewriter], for it is great fun to try and learn it and the*

*speed improves every day a little. Your account of the wedding was delightful and I know how happy you must have been all through.*

*Over here we are full of business all day every day getting our work started at Blérancourt. Tomorrow we are actually starting off six strong to begin by unpacking our own beds and cooking utensils. While we are settling we must sleep at Compiègne about an hour away by motor and go over every day. At the moment there is only one little pavillon which is at all habitable; the other has no roof and of course we must put up some sort of baraque meant for our dispensaire, our ouvroir, and magasin [barracks for the dispensary, workshop, and store] and our extra sleeping quarters for the motor girls. The "grape arbour" is to be sent from Paris and we hope soon to put in a bathroom. Altogether it is all going to be more than interesting and worthwhile.*

Reprinted from the morgan website. Read the rest at the link above.

# The 2019 Media Arts Shows

After two years of snow related cancellations, the sun and Westchester Community College welcomed the **Lower Hudson Region's** students, parents, teachers and administrators to the **50th Youth Media Arts Show**.

We thank the WCC Administration and Media Services Department for their warm welcome and all those who participated in making our show a success.

Mike Witsch adorned the stage in the theater with 50th Anniversary balloons and students broke out in song to celebrate 50 Years of Media Arts Education.

WNY had their show on March 15 and LI celebrated on March 22.

Here are some samples of the still images that students exhibited at the LHR show. We will have more in the coming months and look forward to images from WNY and LI also.







2D Exhibit Area



Theater / Video Screening



WCC Award/presented to VP and head of Media Services



Student exhibitors



Show chair Claudia Abate with student award winner



Keynote, Casey Sylvestri / NBC Producer with Robyn Talbot



## Regional Media Arts Shows

**Lower Hudson Region** at Westchester Community College  
Tuesday, March 12, 2019  
**Mike Witsch** / [mjwitsch@optonline.net](mailto:mjwitsch@optonline.net)  
**Claudia Abate** / [cabate@mtplcsd.org](mailto:cabate@mtplcsd.org)

**Long Island** at Five Towns College  
Friday, March 22, 2019  
<https://www.esboces.org/Page/306>  
**Bill Buchholz** / [wbuchholz@farmingdaleschools.org](mailto:wbuchholz@farmingdaleschools.org)  
**Doug Hodges** / [ddhodges@gmail.com](mailto: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](mailto:ERandell@tona.wnyric.org)  
**Domenic Licata** / [djlicata@buffalo.edu](mailto:djlicata@buffalo.edu)

**Central New York**  
TBA **Keith Rosko** / [ROSKOK@cforks.org](mailto:ROSKOK@cforks.org)

**Capital Region**  
TBA **Steve Honicki** / [shonicki@niskyschools.org](mailto:shonicki@niskyschools.org)

**New York City**  
TBA **Eric Heyworth** / [ericvcr@aol.com](mailto:ericvcr@aol.com)

## **RENEW YOUR MEMBERSHIP**

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/>

Then, 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>

## March 2019

📅 2 weeks ago



### Featured Articles



FEATURED ARTICLES

#### AI, Immersion and Lecture Capture....

The draft agenda for the next Media & Learning Conference on Video in Higher Education has been published and three topics that are set to receive a lot of attention are AI, Immersion and Lecture Capture. The...

📅 3 weeks ago ⌚ 3 min read



FEATURED ARTICLES

#### Using immersive video to enhance simulated practice for health and social care students

Simulated clinical experiences have been increasingly developed to provide authentic learning opportunities for...

📅 3 weeks ago ⌚ 4 min read



FEATURED ARTICLES

#### Teaching busy academic staff to create their own educational video content

Time is always an issue for teachers who want to innovate their teaching. Research at the University of Amsterdam evidences that this is just the same for its own academic teaching staff....

📅 3 weeks ago ⌚ 3 min read

And more: <https://news.media-and-learning.eu/newsletter/march-2019/>



# 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

March 2019

## 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**

### **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](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)

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

**The Art Effect** / (formerly Mill Street Loft + Spark Media) 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. The Art Effect empowers the next generation to harness their creative voice to shape their future and bring about positive social change.

<http://feelthearteffect.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)

## **PHOTO FINISHING SERVICES**

Albany, NY

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

Bergen, NJ

<https://bergencountycamera.com>

Larchmont, NY [Homefair Camera](#) in Westchester County also processes film: (914) 834-4564  
[production@homefaircamera.com](mailto:production@homefaircamera.com)

Can you add to this list? Forward info to: [mealia.mata@gmail.com](mailto:mealia.mata@gmail.com)

# Opportunities In Your Community

## **Tips from Nikon**

<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

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

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?