

*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.*

**JULY 2013**

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## **SUNY OSWEGO**



In 2009, the **NYS Summer School of Media Arts** found a new home, relocating to SUNY Oswego on the shores of beautiful Lake Ontario. The relationship between the college and summer program has been a successful pairing with the NYSSSA having the full support of the School of Communications, Media and the Arts.

Perhaps you might attend next week's NYSSMA closing exhibit and screening on Friday, July 26; well worth the trip and your time. If you arrive a day early, you may also attend the annual NYSMATA meeting on Thursday, July 25.

Summer is a great time to visit the campus and see all the new buildings and state of the art facilities. Hope to see you there!

AND, you may go here, to learn more about the offerings in media arts for high school graduates at SUNY Oswego:  
[http://www.oswego.edu/academics/colleges\\_and\\_departments/comm\\_media\\_arts.html](http://www.oswego.edu/academics/colleges_and_departments/comm_media_arts.html)

NYSMATA is grateful to SUNY Oswego for being such a great partner and host for the NYSSSA program!

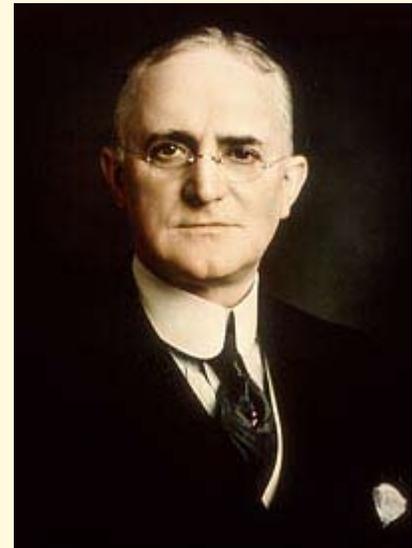
Thank you, Dom Licata, for our updated logo.

The public review of the proposed National Media Arts standards Pre-K-12 will take place in January 2014.

The NYS Alliance for Arts Education will hold workshops (in various locations throughout NYS) on Common Core Shifts, early in 2014. Details will be announced as they become available.

July 12 - was the birthday of the man who gave us the Kodak camera, **George Eastman**, born in Waterville, New York. He was working at a bank when he got interested in photography around 1877. He took his first dry-plate photograph the next year with the camera that he invented — a view of the building across the street from his window. He developed this little handheld camera, and he called it the Kodak because it was easy to remember, difficult to misspell, and it meant nothing, so it could only be associated with his product.

(from The Writer's Almanac with Garrison Keillor)



Filmmaker, environmentalist, social activist, **Toshi Seeger** died this month, leaving us the memories of a life devoted to family and the restoration of the Hudson River Valley.

Toshi Seeger has been referred to as the 'mother' of the Clearwater Festival which she helped conceive and organize all the years it has run.

NYSMATA extends condolences to Mr. Seeger, the Seeger family and friends.

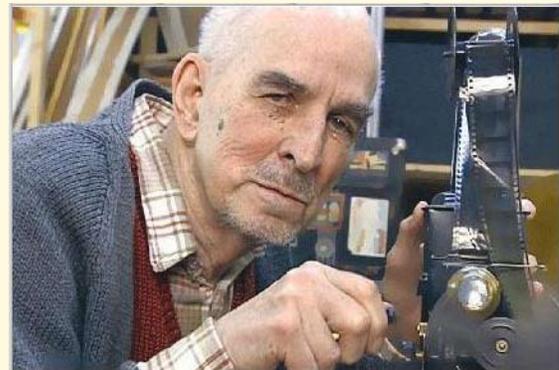
Read more: <http://www.lohud.com/apps/pbcs.dll/article?AID=/201307111849/OPINION/307110066>

<http://www.legacy.com/obituaries/nytimes/obituary.aspx?pid=165783178>

[http://larchmont.patch.com/groups/editors-picks/p/toshi-seeger-91-cofounder-of-clearwater\\_a5204e00?ncid=newsituspatc0000001&evan4=picks-3-post](http://larchmont.patch.com/groups/editors-picks/p/toshi-seeger-91-cofounder-of-clearwater_a5204e00?ncid=newsituspatc0000001&evan4=picks-3-post)

July 14 was the birthday of Swedish director and writer **Ingmar Bergman**, born in Uppsala (1918). He studied theater in college, and made his way into the film business in 1941, rewriting screenplays. Over the next decade, he wrote and directed more than a dozen movies. His first big international success came in 1955, with *Smiles of a Summer Night*, which won the Grand Prix at the Cannes Film Festival. *The Seventh Seal* and *Wild Strawberries* followed in 1957.

Bergman became known for making films about mortality and isolation. In one interview, he admitted that he couldn't watch his films anymore because he found them depressing. He influenced an entire generation of young filmmakers. Woody Allen called Bergman "probably the greatest film artist, all things considered, since the invention of the motion picture camera."



(from The Writer's Almanac with Garrison Keillor)

# NCCAS Public Review

The public review of drafts of standards Pre K - 8 is now closed.

<http://nccas.wikispaces.com/NCCAS+June+30th+Public+Review>

The URL above will take you to the archives of the orientation video and downloadable copies of the standards.

The left sidebar on the site contains research, resources, the conceptual framework and media arts reference materials. We hope that you can set aside some time to take a look -- come August, you will likely be involved with your September plans. Many of you will find yourselves driving to school to set up and prepare while you dodge the floor waxers and perplexed custodians who are wondering why you find it necessary to be there prior to labor day.

A public review of the comprehensive draft PreK-12 standards, including model cornerstone assessments, will begin in January, 2014. You will really want to be in on this as there is a good chance these standards will be adopted by the states. The timing will not be convenient -- it never is; but this will be your opportunity to have your voice heard.

The current project time line now includes a release date of March, 2014, for the complete and finished standards.

NYSMATA will alert you as soon as we are notified as to the specific date when the public review begins.

## NYSMATA REGIONAL ORGANIZATION

At last summer's NYSMATA meeting in Oswego, it was determined that there was a need to strengthen the organization within the regions. As with any organization, the members are the driving force and the local and state leaders need their support.

After some phone chats and numerous email exchanges, the following people have signed on as Acting Directors of their regions.

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
TBA		NYC and Lower Hudson

You know their faces and their names as they have co-ordinated your spring media art show for years and you, perhaps, have been a participant.

Co-ordinators will be asked to relay information to you and keep you informed of the development of the new nationwide Media Arts Standards. They will let you know of the dates for future evaluations and reviews and be the immediate contact for any inquiries you have about NYSMATA. We expect that each region will set up its' own 'heirarchy' and plan events as to the wishes of the local members.

We hope you will give the direstors your support. Like you, they have many demands and have kindly consented to help you participate in NYSMATA. Our organization is the only known one of its' kind in the country.

Furthermore, NY State ED. is relying heavily on NYSMATA's assistance in developing Core Shifts, State Standards and a revised syllabus for Media Arts. I think you want to have a voice in the evolution of all of these documents.

THANK YOU, local co-ordinators, for taking on the task of directing your regions!!!



# 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

**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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Mmmmm...Media Arts! NYSMATA.org

Name \_\_\_\_\_  
 School \_\_\_\_\_ Region \_\_\_\_\_  
 Preferred email \_\_\_\_\_ Tel. \_\_\_\_\_  
 Media art/interests \_\_\_\_\_

**Membership: \$20.00 annually**

*Please mail to Ms Robyn Talbot, NYSMATA Membership  
John Jay High School, 2012 Route 52, Hopewell Junction, NY 12533*



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