



*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.*

**OCTOBER 2013**

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### **BACK TO SCHOOL SPECIAL**

**FREE MEMBERSHIP  
EXTENDED**

**email your acting  
director / page 3**

## **MEDIA ARTS / MARCH 2014**

October, again; it has a way of creeping up on us. Pools closed, lawn furniture away, leaves dropping --

October is also the time to plan your trip to the March Media Arts Show in your region; file for the bus, substitute and announce the event to your students and their parents.

Has your district cut back? Eliminated field trips? Each regional show is unique, reflecting the ideas of the planners and fed by the vision and opinions of the participating teachers and students.

Every region provides the opportunity and space for students applying to summer school to exhibit their qualifying portfolios and be interviewed and judged by the NYSSSA adjudicators. Most regions offer awards for excellence and exceptionalism.

In short, work is exhibited and this is a **show** BUT also a **competition**. And this competition is equal to a science fair, spelling bee, math 'olympics' and / or athletic contest. If your district is providing the time, substitutes or transportation to any of the afore mentioned, you are entitled to the same.

I suggest that you title your request as a "Competition and Show" to be clear in your application; sponsored by the NYS Media Arts Teachers Association and the NYS Summer School of the Arts.

Here are your dates as reported by the show co-ordinators.

Western NY - Friday March 14

Lower Hudson - Tuesday March 18

Long Island - Friday March 21

Capital Region - Thursday April 3 (change of location to Bethlehem HS instead of Niskayuna)

Central NY - TBA

NYC - TBA

# NYSATA CONFERENCE

Many of you are long-time members of the NYS Art Teachers' Association as well as NYS-MATA.

For those of you planning to attend the NYSATA Conference this November, note that **Scott Walroth and Steve Honicki (Nyskayuna / Capital Region)** will speak on **Thursday, November 21** about Integrating Technology in Art Education Past and Present: Connecting the Visual Arts, Media Arts and the Common Core.

This pre-conference offering will focus on innovation and advocacy and there will be two strands: the CURRICULUM STRAND the TECHNOLOGY STRAND. You will have to choose between the two and note the program is limited to thirty participants.

Scott and Steve will lead the discussion of technology integration and present examples of student work in visual and media arts. They will address visual literacy and portfolio-based assessments to include the digital portfolio and the incorporation of critical writing.

The program begins at 9AM.

## COMMON CORE TOWN FORUM

The first of four scheduled town forums with Dr. King and community members took place at Spackenkill High School in Dutchess County on Thursday, October 10. The local paper (Poughkeepsie Journal) reported a contentious and angry public dissatisfied with the implementation of the Common Core; too much, too soon, not enough preparation or public input, held nothing back.

Test scores have plummeted and no one in attendance was there to defend or support the Common Core. Questions went unanswered, further fueling hot tempers.

Future town meetings that were scheduled near Buffalo, Utica, Albany and on Long Island were cancelled the next day.

**Read all about it here:**

*Time to evaluate Common Core standards, parents say at contentiou...*

To view the contents on <poughkeepsiejournal.com>, go to:  
<http://www.poughkeepsiejournal.com/apps/pbcs.dll/article?AID=/201310120600/NEWS01/310120017>

*Editorial: Embrace Common Core debate*

To view the contents on <poughkeepsiejournal.com>, go to:  
<http://www.poughkeepsiejournal.com/apps/pbcs.dll/article?AID=/201310170600/OPINION01/310170006>

# NYSMATA REGIONAL ORGANIZATION

The leaders of NYSMATA's six regions follow; expect to be contacted by them and if you have not signed up as a member send an email to the Acting Director for your region. Media Arts has been designated the 5th Discipline by the NCCAS and will likely be designated as such by NYS.

As NYSMATA moves forward on the new state syllabus, members will be asked to give input and review the work of the association's writing committee. Become a member for full access to our forum, hold office and determine the direction of the new NYSMATA -- the only known organization of it's kind in the country!

Here are your Acting Directors to whom we are grateful for their past and continued service:

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
TBA		NYC
Michael Witsch	mjwitsch@optonline.net	Lower Hudson

Regional Directors will relay information to you and keep you informed of the development of the new nationwide Media Arts Standards. As a member, you can follow and contribute to the process of developing the NYS Syllabus for Media Arts, but you must be a newly registered member. **Send your name, school, email, phone number and area of specialization (in Media Arts) to your acting director.** NYC should contact: **mealia.mata@gmail.com** until an Acting Director is appointed. **Interested in leading NYC? Send an email.**

Many of you have the experience to advance the cause of Media Arts in the NYS schools. Contribute and volunteer in your region.

## WARNING

It has come to our attention that, over the summer, many districts have been revamping their computer systems and you may not receive our email notifications or newsletter. Include our email address in your address book or consider sending an alternate address for our messages. The newsletter will also be uploaded to our website at:  
[www.nysmata.org](http://www.nysmata.org)

Messages will be posted on facebook too and you can find us at: [www.facebook.com/nysmata](http://www.facebook.com/nysmata)

## The New York State Alliance for Arts Educators

A state-wide non-profit service organization, NYSAAE champions and strengthens education in and through the arts for the people of New York State: <http://www.nysaae.org>

The NYSAAE is looking for a NYS school district / board of education, that has shown great support of arts education to be the state nominee for a Kennedy Center Award. Could this be your school district? If yes, send me an email: [mealia.mata@gmail.com](mailto:mealia.mata@gmail.com)



# 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
- ⤴ 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](http://nysmata.org)** or mail this information to us:

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**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@esbooces.org	Long Island
TBA		NYC (email: <a href="mailto:mealia.mata@gmail.com">mealia.mata@gmail.com</a> )
Michael Witsch	mjwitsch@optonline.net	Lower Hudson



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