

media arts teachers association



NEWSLETTER

JULY / AUGUST 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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NYSSSA / MEDIA ARTS closed August 9th with an exhibition and screening of photography, video, film, animation and sound art.

Here are some images from the program and exhibit. Go to NYSSSA\_MediaArts on Instagram for video clips and more images.

Students who attended the 2019 session are invited to send images, links and remarks for upcoming editions of our newsletter. Email:

[mealia.mata@gmail.com](mailto:mealia.mata@gmail.com)

**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



Expanded cinema visiting artist Rachael Guma brought all of her machines and the students had a chance to play her theremin; "an electronic musical instrument controlled without physical contact by **the** thereminist (performer)."



Film students working on hand painted films and animation students starting their projects.

Visiting artist animator Kelly Gallagher did a cut out workshop with the animation students.



Photo class made cyanotype print studies.

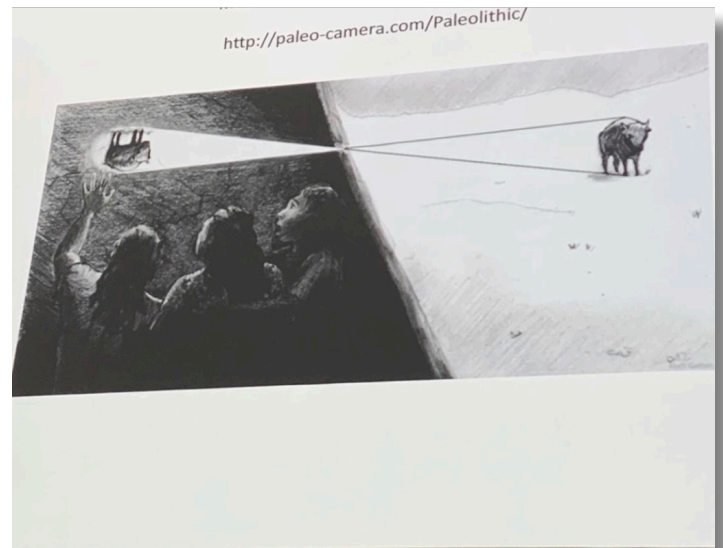
Film students on site at the Farm Sanctuary, shooting super 8, 16 mm film and recording ambient sounds.



Photographer **John Opera** joined us and talked about the history of photographic phenomena as well as his practice in alternative chemical processes.

[paleo-camera.com/paleolithic](http://paleo-camera.com/paleolithic)

Guess who were early users of the "Camera Obscura"?



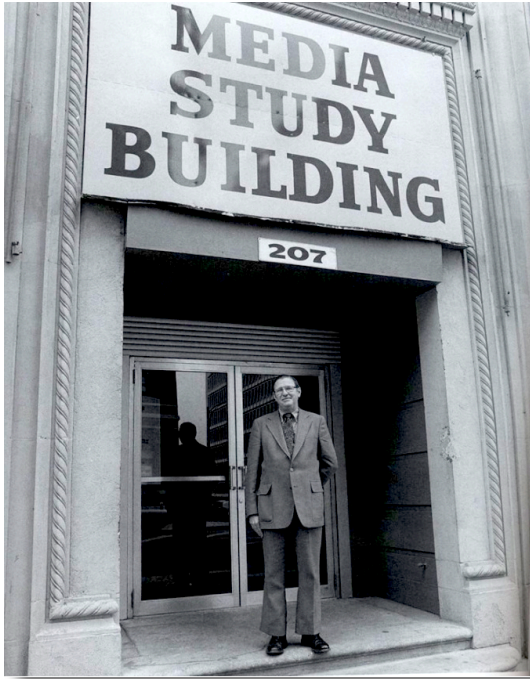
Thank you, NYSSSA / Media Arts staff and Alfred State College, for another great summer experience for our students.

All photos and text for this report / courtesy of nysssa\_mediaarts / find them on Instagram

# Gerald O'Grady, founder of Media Study

First Artistic Director of NYSSSA / Media Arts

November 30, 1931 - March 26, 2019



It is with great sadness that the UB Department of Media Study announces the passing of Gerald “Gerry” O’Grady on Tuesday 26 March 2019, in Boston, MA. Gerry had been living in Boston--where he had grown up-- since his retirement from SUNY/Buffalo in the mid-1990s. Gerry arrived at the University at Buffalo in 1967 where he became the initiator and Director of the Center for Media Study which was renamed the Department of Media Study in 1982. He was instrumental in turning UB Media Study into the hotbed of experimentation and innovation that is so compellingly documented in the book “Buffalo Heads”: Media Study, Media Practice, Media Pioneers, 1973-1990 (MIT Press, 2008); he helped hire the now canonical, then avant-garde filmmakers Hollis Frampton, Tony Conrad, Paul Sharits, the documentary filmmaker James Blue, the video artists Steina and Woody Vasulka, and the media artist Peter

Weibel. His last hire was our very own, award-winning Sarah Elder.

Today, Gerry O’Grady’s influence remains far-reaching and profound: he advocated for a new way of using image and sound, a way of seeing and understanding media he referred to as “mediacy”, i.e. the literacy of a new generation whose legacies are as important and inspiring now as they were then. During his visionary leadership, he established two other organizations for which he simultaneously served as Director: The Educational Communications Center at the university that served all of the media production and classroom exhibition needs of 128 departments and included the management of the Public Radio Station, a studio transmitting engineering and business courses to industries on cable television, and the foreign language laboratory; and a regional community development center called the Media Study/Buffalo, that provided access to equipment, workshops and nightly exhibition of media to the Buffalo community. It is under Gerry’s leadership that the vision of a scholarly and social engagement with media study and media art, of a hybrid theory and practice model, was realized. His goal was first and foremost to improve public media competence “for it is only possible to participate fully in society if one understands its channels and modes of communication.”

reprinted from: <https://arts-sciences.buffalo.edu/media-study/news-events/recent-news/gerald-ogrady-passing.html>

*In the summer of 1971, O’Grady engaged with a group of high school teachers — MATA co-president Mike Witsch among them, at the New School (NYC) Summer Media Institute. O’Grady had been a professor of medieval studies in Texas and joked that when he moved to New York, he dropped the “evil” but stayed with the “media.”*



## 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.

To renew, print and fill out the form attached to this email.

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 we can accomplish so much more with 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>	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>



## Featured Articles

### JULY 2019



- **Schools need better strategies to boost social media literacy**
- **Film Education Project with Youth**

Audiovisual messages invade and are part of our daily lives and are a powerful strategy of information and communication today. The influence of the media can be seen in...

- **How podcasting can enrich your teaching**

Do you see everyone wearing headphones in the train nowadays? Do you wonder what they're listening to? Besides the greatest hits of the 80's, more and more people are...



Get the rest of the stories here:: <https://news.media-and-learning.eu/newsletter/july-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)

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

## **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>

**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](http://Homefair Camera) in Westchester County also processes film: (914) 834-4564  
[production@homefaircamera.com](mailto:production@homefaircamera.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?