

*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.*

**AUGUST / SEPTEMBER 2013**

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**MEDIA ARTS IN OSWEGO**

We are pleased to report that the 2013 Summer School of the Media Arts was another grand success. Hope you enjoy the sample thumbnails from the final show (below) and will send jpegs and URLs for your students' work so that we can showcase their accomplishments in future newsletters. *mealia.mata@gmail.com*

This will be an important year for Media Arts in NYS and we hope you will actively participate in your region and make an effort to communicate your ideas for the Media Arts Syllabus by posting on the forum at:

<http://galileo.dcbooces.org/icampus/login/index.php>

New NYSMATA members must create an account. Sign on information will be sent in a separate email to members only, so be sure to sign up.

You may also contact your Acting Director (page 4) for more information. *Free membership has been extended; just follow the guidelines on page 6 of this newsletter.*

**Scott Walroth and Steve Honicki (Capital Region)** will present at the NYSATA Convention in Albany in November. Details TBA.

**SQUEAKY WHEEL**

**SAVE THE DATE!** World Premiere of 9 new documentaries about Buffalo's West Side, locally produced.

**Sun., Sep. 15th @ 1:30 pm**  
**Burchfield Penney Art Center**, 1300 Elmwood Ave,  
 Buffalo, NY 14222  
 More information at:  
<http://www.squeaky.org>



**OUR BEST WISHES FOR A SUCCESSFUL SCHOOL OPENING!**

Media Arts Shows will once again be held in March 2014 -- make your request for a substitute and transportation ASAP.



# Long Island Arts Alliance

## SCHOLAR-ARTIST AWARDS

(reprinted from the web page)

In 2007, Long Island's school arts administrators launched a collaboration with Long Island Arts Alliance, Newsday, and New York Community Bank Foundation, one designed to recognize students judged to be "the best of the best" on Long Island. The Scholar-Artist program mirrors the regions' Scholar-Athlete programs. High school seniors are nominated by their school districts, and ten each from Nassau and Suffolk receive the program's highest honor. The current class of Scholar-Artists is the program's fifth.

- Every Long Island public, private, or parochial high school may nominate up to five Juniors, one in each of the following disciplines: Music, Visual Arts, Media Arts, Theater, or Dance.

- Students who meet the program's academic criteria are invited to submit performance recordings, or portfolios of visual or media arts. Panels of leading artists and arts educators review submissions, and 20 students are then named LIAA Scholar-Artists. Up to 20 additional students may receive Awards of Merit, and all applicants are recognized with Certificates of Appreciation. Program applications can be found on this website's "For Arts Educators and Administrators" page. Nominations for the 2013-2014 school year must be submitted online by May 1, 2013.

Student nominees must meet the following minimum criteria:

- Each must be a graduating senior during the following academic year. Applications are to be submitted by a district administrator.

- Students must represent the highest level of artistic excellence and superior academic achievement with an unweighted grade point average of 90 or above.

- School arts teachers may nominate students who meet these criteria. Students submit a performance recording or portfolio of their work, and an essay. Final selections are made by panels of artists and arts educators.

Scholar-Artist and District Superintendent awards:

- The program's most prestigious awards. Twenty students are named LIAA Scholar-Artists each academic year.

- Photos and profiles of Scholar-Artists, one each from Nassau and Suffolk counties, appear in monthly features in Newsday.

- Individual portfolios of each Scholar-Artist appear on Newsday.com, ArtsLI.com, and LongIslandArtsAlliance.org.

- Scholar-Artists receive a check for \$250, and a framed copy of their Newsday profile. These are presented at LIAA's annual Gala at Tilles Center for the Performing Arts.

- Superintendents are presented with a copy of their student's framed Newsday profile at the Gala.

Awards of Merit:

- ♣A secondary honor for up to twenty additional students.
- ♣Students are listed on the Long Island Arts Alliance and Newsday websites.
- ♣Students receive an award and a certificate at the Gala.

Certificates of Recognition: Teachers are sent awards of participation to distribute.

For more go here: [http://www.longislandartsalliance.org/longislandartsalliance.org/Scholar-Artist\\_Program.html](http://www.longislandartsalliance.org/longislandartsalliance.org/Scholar-Artist_Program.html)

**2013 Scholar Artist Gala Video:** <http://www.youtube.com/watch?v=plbOitpIHHs>

# PBS

"The Science, Art and Impact of Digital Cinema"

This special, hosted and co-produced by film star Keanu Reeves, investigates the history, process and workflow of both digital and photochemical film creation.

<http://video.pbs.org/video/2365069419/>

"Georgia O'Keeffe at Lake George" will air 09/11/2013 on Thirteen/WNET New York. Check the programming schedule for your local PBS station.



On Sept. 7, 1927 the first successful television image was demonstrated, by the inventor **Philo T. Farnsworth**. Farnsworth was a Mormon farm boy from Utah, and he grew up in a log cabin. When the family moved to a house in Idaho, Farnsworth was amazed that the house had electricity — he had never seen it before.

Farnsworth was a star science student. At the age of 13, he won a national competition for inventing a thief-proof lock. He was particularly fascinated by something called television. The basic premise of television existed, but the only technology used rotating discs, and it was basically a failure. Farnsworth was convinced that there was a better way. One day, when he was 14, he was plowing the family

potato field with a team of horses. He looked back at his parallel lines of soil and was struck with an inspiration: What if he could scan an image in a similar way, with parallel lines of electrons, and reproduce it electronically? He approached his high school chemistry teacher with a set of complex drawings, his blueprint for electronic television. The teacher encouraged Farnsworth to pursue his idea, and filed away his student's drawings.

Farnsworth finished high school in a couple of years, then started college at Brigham Young University. But after his father died, he dropped out to support his family. He couldn't shake his television idea, so a few years later, the 19-year-old inventor approached two California businessmen and convinced them to lend him money to build a model. He moved to California, submitted a patent in January of 1927, and began building that summer.

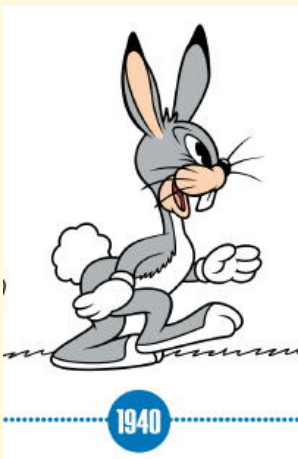
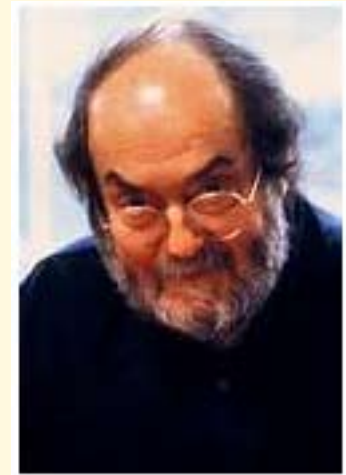
On September 7 in 1927, he transmitted the first electronic television image: a straight line. When the line appeared on a separate receiver, his assistants just stared at it, speechless. Finally, Farnsworth announced: "There you are — electronic television!"

He continued to refine his technology. But he was not the only inventor who had been working on electronic television, and the powerful RCA (Radio Corp of America) tried to claim that its own chief engineer, a Russian-born scientist with a Ph.D., had invented it. The patent battle lasted many years, and the key piece of evidence to determine who had invented the television first turned out to be the teenaged Farnsworth's old sketches, which had been kept all that time by his high school chemistry teacher. The court sided with Farnsworth, but even though he had legally won, RCA's publicity totally overshadowed his, and he never made much money on his patents. He was actually ambivalent about television in general, which he thought was generally a waste of time.

*Credit: The Writer's Almanac with Garrison Keillor*

July 26 was the birthday of movie director **Stanley Kubrick**, born in New York City in 1928. His first big film was *Spartacus* in 1960. After that, Kubrick vowed never to make another film unless he had total artistic freedom — and he managed to keep that vow. His best-known films are *Dr. Strangelove, or, How I Learned to Stop Worrying and Love the Bomb*; *2001: A Space Odyssey*; *A Clockwork Orange*; and *The Shining*.

(from *The Writer's Almanac with Garrison Keillor*)



**Bugs Bunny** made his official debut on July 27, 1940 in an animated film short called *A Wild Hare*. It was the first cartoon in which Bugs Bunny acted like himself. The storyline of the cartoon involved Elmer Fudd hunting rabbits, only to have Bugs thwart him at every turn. Bugs Bunny's first line in the cartoon, when he meets Elmer Fudd, is, "What's up, doc?" It was a phrase that one of the writers remembered people saying where he grew up in Texas. It got such a big laugh in the theaters that the writers decided to make it a catchphrase.

Bugs Bunny was also a great transgressor, frequently dressing in drag to seduce his enemies into losing their cool. He often went through a series of disguises and identities in each cartoon. He was a quick-change artist and a performer, able to sing and dance and play the part of any character. In one cartoon, he managed to single-handedly and simultaneously play all the positions on a baseball team.

He went on to star in more than 160 classic Warner Brothers cartoons. He became the second cartoon character, after Mickey Mouse, to receive his own star on the Hollywood Walk of Fame.

July 29 was the birthday of documentary filmmaker **Ken Burns** (1953). He was born in Brooklyn, New York, but he grew up in Ann Arbor, Michigan, where his father was a professor at the University of Michigan. He studied film and design at Hampshire College in Amherst, Massachusetts, and his first major documentary film was *Brooklyn Bridge* in 1981.

It's his 11-hour television miniseries *The Civil War* (1990) that made his name. Because he used so many still photographs from the period, he came up with the idea to give a sense of movement by panning over the photos, or zooming slowly in on a particular detail. The technique has come to be known as "the Burns effect." He's since produced lengthy documentaries on jazz (2001), *World War II* (2007), the *National Parks* (2009), two series about baseball (1994 and 2010), and *Prohibition* (2011).

(from *The Writer's Almanac with Garrison Keillor*)



# NCCAS Public Review

The NCCAS standards writing teams are currently working on drafts of the high school (9-12) standards and reviewing pilots of the cornerstone assessments. An invitational review of the high school work will occur in September. A public review of the comprehensive draft PreK-12 standards, including model cornerstone assessments, will begin in January, 2014. The current project time line includes a release date of March, 2014, for complete and finished standards.

The public is invited to a town hall style meeting and streaming live "chat" in early September that will include an update on the work and a summary of the data collected during the recent public review. To join the September meeting or learn more about the new, voluntary arts standards, or to review video archives of previous presentations, please visit the National Coalition for Core Arts Standards website at <http://nccas.wikispaces.com>.

## 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@esbooces.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 member.

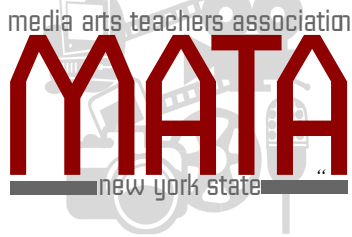
Many of you have the experience to advance the cause of Media Arts in the NYS schools. Contribute and volunteer in your region.

## 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 via the website; just click on the link and 'like' us.

[www.nysmata.org](http://www.nysmata.org)



# 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** 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@esbores.org	Long Island
Eric Heyworth	ericvcr@aol.com	NYC
Michael Witsch	mjwitsch@optonline.net	Lower Hudson



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