

SCHOLASTIC  
 MEDIA  
ASSOCIATION



Mount Wachusett  
*Community College*

# MEDIA EDUCATORS CERTIFICATE PROGRAM

SCHOLASTICMEDIA.ORG • MWCC.EDU



## ABOUT THE PROGRAM

It has been an important goal of the Scholastic Media Association to offer professional development hours/points for the educators attending our jam-packed educational events. Media educators have told us that our conferences and events provide the most professional development directed squarely at them and media education. All session hours are compiled and applied toward the **Media Education Certificate Program** offered as a collaborative effort between Mount Wachusett Community College and Scholastic Media Association (SMA). The **Certificate Program** encompasses lectures and workshops presented throughout the SMA year. Successful completion of ten hours results in a certificate awarded by Mount Wachusett Community College.

### Scholastic Media Association

Begun in 1997 as the Video Educators of New England, the Scholastic Media Association continues to deliver on the mission of promoting and supporting collaborative communication among media educators, students and industry professionals. The importance of pursuing this mission was clear when our first conference was held in October 1998, and is even more relevant today as our field expands. Technology has changed, but storytelling in a thoughtful and compelling way has not. The excitement of meeting and sharing best practices with peers is crucial to professional development and fulfillment.

### Mount Wachusett Community College

Mount Wachusett Community College (MWCC) is accredited by the New England Association of Schools and Colleges (NEASC) Inc., a non-governmental, nationally recognized organization whose affiliated institutions include elementary schools through collegiate institutions offering post-graduate instruction. MWCC has been an important sponsor of the continuing education of media educators through the support of Video Educators of New England's first conference in 1998 and its robust Broadcast and Electronic Media program.

#### ***For more information on these organizations contact:***

Jan Haughey, Scholastic Media Association, [jan@scholasticmedia.org](mailto:jan@scholasticmedia.org)

Vincent Ialenti, Mt Wachusett Community College, [v\\_ialenti@mwcc.mass.edu](mailto:v_ialenti@mwcc.mass.edu)

## LECTURES/WORKSHOPS

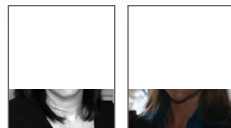
**MARC Train-the-Trainer Program  
for Faculty Training\*****SPEAKERS:** Elizabeth Englander, Ph.D and Meghan McCoy, M.Ed.**CRN 17497 — 5 PDP HOURS, OFFERED MAR. 14, 2016**

We are pleased to announce the partnership with the Massachusetts Aggression Reduction Center (MARC) and Scholastic Media Association in regards to upcoming curriculum workshops offered by MARC. Due to the partnership SMA members can choose to have their PDP's applied to the SMA Media Education certificate program.

The MARC Faculty Train-the-Trainer programs prepare professionals to train their colleagues. The program itself is one day, 9am to 2pm, and provides both didactic learning (intended to convey the latest research in bullying and cyberbullying prevention) and coaching in process and procedures. Attendees become certified by MARC as a Trainer, and receive all necessary materials, including paper materials, electronic materials, and accompanying videos. MARC-certified trainers are trained to present to their colleagues. They are not certified to personally train or certify other trainers. The materials and videos received by trainers may only be used by them at the school or facility at which they were employed when trained. This training satisfies the requirements for professional development under the Bullying Prevention Law. Certification is good for one year.

*\* Please note, this program is NOT suitable for student trainings. It is a program that prepares faculty and administrators to train their professional colleagues.*

Cost is \$150.00 per person and includes materials and lunch; pre-payment required, credit card preferred. Information is available on the MARC website (<http://marccenter.webs.com/train-the-trainer>), by emailing [marc@bridgew.edu](mailto:marc@bridgew.edu), or by calling 508-531-1784.

**Create Digital Games****SPEAKER:** Paul Medlock-Walton**CRN 91566 — 1 HOUR, OFFERED NOV. 21, 2015**

Learn how to create digital games using Gameblox, a new blocks based programming language for designing games for the web and mobile devices. This workshop will help you build a simple game and show you the possibilities of what can be built with the platform.

**Emerging Citizens: A Game for New  
Media Literacy and Local Change****SPEAKERS:** Jedd Cohen, Jordan Pailthorpe**CRN 91562 — 1 HOUR, OFFERED NOV. 21, 2015**

In this experiential workshop, participants explore a game and supporting curriculum that organize young people and their teachers around collaborative problem-solving about

pressing needs and opportunities in their school communities. The game and curriculum use a media literacy lens to scaffold inquiry into local needs, supporting research, development of action plans, and local implementation of campaigns, and other projects. Educators will learn best implementation practices and adapt materials to their own school communities.

## Explore Models For Using Games as Media in the Humanities Classroom

**SPEAKER:** Carole Urbano

**CRN 91610 — 1 HOUR, OFFERED NOV. 21, 2015**

Tapping into popular culture to motivate learners and convey concepts is a time-honored practice among effective teachers. The MIT Game Lab and Education Arcade are building upon this promising trend by creating curriculum units and support materials that enable teachers to leverage student experiences with commercial games including offline console games to support learning in literature, history, and civics classrooms. Session participants will learn about a pilot program now underway in Lynn and will participate in hands-on activities designed to explore models for using games as media in the humanities classroom.



## Integrating Media Projects in English Language Learning Classes Improve Language Skills

**SPEAKERS:** Saket Mishra, Andrew Schuschu, Johanna Smith

**CRN 91571 — 1 HOUR, OFFERED NOV. 21, 2015**

Integrating media projects in English Language Learning classes improve language skills and capacity in students... Highlighting a Boston Public Schools English Language Learners Summer learning program. We will share some of the projects, feedback from the teachers, the Weebly sites used for portfolios and we will explore how media projects can be used to develop informal language around the subject matter in the ELL curriculum. We will discuss and share how the structured approach to creating media provides a platform for students to revisit content and revise their thoughts and language as they develop insights and skills.



## iTV-Studio — The Future of Live TV is Participatory! And in a Box!

**SPEAKER:** Bob Doyle

**CRN 91611 — 1 HOUR, OFFERED NOV. 21, 2015**

Bob will explain his research and development of multicamera, multiview, Internet television production tools (see [iTV-Studio.com](http://iTV-Studio.com)) and how schools and cable access can avail themselves and their students to participate in testing of his prototype equipment. In the past Bob has been involved in many projects (see [DTVGroup.com](http://DTVGroup.com)), some with David Pearson and Harvard



University. He will also touch upon a group to group sharing program (see Wiggio.com) that was developed at his lab at 77 Huron Avenue and has 3 million people connecting through it.

## Online Portfolios and Approaches to Project Management

**SPEAKERS:** Joe Beckmann, Julia Pope, Xavier Rozas

**CRN 91565 — 1 HOUR, OFFERED NOV. 21, 2015**

Online portfolios and approaches to project management that lead to student centered learning: (Young Achievers K-8 Pilot School, English High School's Online portfolios). In both schools there is a lot of hands on learning... Either through expeditionary learning projects and days of service or through the pathways classes that are career and project focused. Both schools have been working with on line portfolios for some time now and you have documentation to share on their unique approaches and goals for their work. Both of you are working on how to transition to Google and how to integrate projects created in various formats into the on line tools they are using.



## Personal Branding—Nurture your Successful Brand, Launch a Business with Confidence!

**SPEAKER:** Ed McDonough

**CRN 91570 — 1 HOUR, OFFERED NOV. 21, 2015**

Be it for your programs Trans Media operations or individual Student Portfolios, "Personal Branding" is vital for success. Topics will include: Business Cards, Logos, Mic Flags, Bumpers, QR Codes, Twitter, Tchotchke's with an emphasis on Web Site Portfolios. You can launch a business as a result of nurturing your successful brand!



## Popular Technology Articles to Increase Critical Media Literacy and Engagement: *A Subject-Flexible Framework for New Non-Fiction Reading and Writing Standards in ELA, Science and Technology*

**SPEAKER:** Mark Kelsey

**CRN 91569 — 1 HOUR, OFFERED NOV. 21, 2015**

English language arts teachers, social studies, as well as science and technology subject teachers, must increase reading and evaluation of non-fiction text written for a broad, adult audience. This provides a unique opportunity for the classroom English or social studies teacher to collaborate with the technology integration specialist, computer science or TV production teacher. Students read selected cutting-edge technology news then analyze and respond to issues and controversies: media literacy, social media, digital tools and citizenship, electronic privacy, science and tech innovations, careers, human behavior, and powerful corporations. Students use TV production and media literacy skills to respond through new media and social media platforms.



**AUDIENCE:** teachers, library-media specialists, media teachers, television production teachers, technology integration specialists, curricula coordinators, librarians, ELL teachers, social studies teachers, film studies teachers

## Possibilities of Entrepreneurial Initiatives Alongside Media Education

**SPEAKER:** Iain Williamson

**CRN 91568 — 1 HOUR, OFFERED NOV. 21, 2015**

How is the role of film and media being reinvented in schools? This session uses the example of South Island School in Hong Kong to explore the possibilities of entrepreneurial initiatives set alongside media education as authentic learning. Using the example of a quickly evolving curriculum model and media affiliates replacing syllabi, the medium is very much the message as the session will be mediated via film in advance!



## Successfully Deploying Games to Engage Students

**SPEAKER:** Scot Osterweil

**CRN 91567 — 1 HOUR, OFFERED NOV. 21, 2015**

First released in 1996, and recently reissued for tablets and PC's, Zoombinis was an early model of a commercial game that found widespread acceptance in the classroom. Zoombinis designer Scot Osterweil will lead a discussion of how games can be successfully deployed to engage students in even the most challenging concepts.



## The TeenTV Workshop

**SPEAKERS:** Kevin Escobar, Sara Federico

**MODERATOR:** Alan Michel

**CRN 91564 — 1 HOUR, OFFERED NOV. 21, 2015**

The TeenTV workshop will explore how students create a magazine style TV show for the teen audience and by doing so, expand their creativity, risk taking, social and technical exploration and develop their abilities to think outside the box...to plan and research...to work with other people and to accept criticism and to work towards common and personal goals. Program clips, scripts, personal assessments and other tools will be presented and discussed with the audience.



## Xenos: English Language Learning through Games

**SPEAKER:** Peter Stidwill

**CRN 91563 — 1 HOUR, OFFERED NOV. 21, 2015**

Explore how Xenos, a social language learning environment complete with a virtual world and multiplayer games, is providing students across the country with a safe environment to



practice their language skills and extend their vocabulary. This session will explore the design and approach of the game, demonstrate how it is used as part of a blended learning model, and provide attendees the chance to play.

## How to Create and Distribute Video Lessons for Enhanced Learning

**SPEAKER:** James Chordas

**CRN 91493 — 4 HOURS, OFFERED OCT. 27, 2015**

Using new blended learning systems teachers can create complete courses by integrating their own material with selected educational content from the Internet. Participants will learn how to use various software tools to create video lessons for the classroom and how to include relevant material from resources such as YouTube. The speaker will demonstrate how to embed questions into video lessons and track students' progress. The presentation will include a discussion on the added benefits and features of these new video learning systems.



## Intro to the Seamless Workflow of Adobe After Effects CC & Adobe Premiere Pro CC

**SPEAKER:** Eric Latek

**CRN 91492 — 4 HOURS, OFFERED OCT. 27, 2015**

How do you get from After Effects CC to Premiere Pro CC without consuming the workday and without pain? In this informative BYOD four-hour workshop Eric Latek takes the student through the workflow and methods of doing just that. Participants will gain a clear understanding of how to work painlessly between these two programs to save valuable work time. Emphasis of this workshop is efficient migration between these programs for beginning to intermediate users. Some knowledge of After Effects CC and Premiere Pro CC is desirable, but not a prerequisite. Q & A.



## Cyberskills Curriculum Workshops

**SPEAKERS:** Elizabeth Englander, Ph.D and Meghan McCoy, M.Ed.

**CRN 14452 — SESSION 1 GRADES K-5, 2 HOURS, TBD**

**CRN 14453 — SESSION 2 MIDDLE SCHOOL, 2 HOURS, TBD**

**CRN 14454 — SESSION 3 HIGH SCHOOL, 2 HOURS, TBD**

We are pleased to announce the partnership with the Massachusetts Aggression Reduction Center (MARC) and Scholastic Media Association in regards to upcoming curriculum workshops offered by MARC. Due to the partnership SMA members can choose to have their PDP's applied to the SMA Media Education certificate program. Check back on the MARC website for updated info, <http://marccenter.webs.com>.





## Audio Workshop

**SPEAKER:** John Little

**CRN 14454 — 4 HOURS, OFFERED MAR. 28, 2015**



What audio techniques are you teaching in your production courses? How do you teach them? Do your students forget that video production is not just visual? Attend this guided workshop on teaching audio for video, and bring your best ideas and biggest questions. Share them with your colleagues in this gathering where we will exchange what works and what doesn't. Bring your laptop with student video edit projects and let's share our post production hits and misses too. In addition to peer exchange, I'll share my lessons on how to dress lavalier microphones, basic microphone choice and technique for video capture, how to coil cable like the pros do and why it's done that way, and basic audio sweetening within the software you bring. Even the best camera work and editing is compromised by poor audio, and the biggest culprit of poor audio is lack of awareness. Let's go over teaching ideas to fix that.

## Doing the News Strategies for Developing a News Broadcast in Middle and High Schools

**SPEAKER:** Jeb Brunt

**CRN 14453 — 4 HOURS, OFFERED MAR. 28, 2015**



Producing a regularly scheduled program isn't as hard as it sounds. Learn how to develop a news broadcast at your middle or high school. Discover strategies that will keep your students motivated, organized and on deadline. This workshop will address these questions:

- What kind of show should your students make?
- What are your options for broadcasting/sharing your students' work?
- How do you build a broadcast website?
- How do you create mobile-friendly content?
- What are the best ways for your students to interact with your audience?
- What are the best ways to use social media in a journalism classroom?
- What type of video equipment do you need?
- How do you tap into public access and commercial television resources?
- What are some strategies for getting parents and the community involved?

## How to Teach Web Design to Teenagers

**SPEAKER:** Phillip Simon

**CRN 11452 — 4 HOURS, OFFERED MAR. 28, 2015**



Teens love social media, but ultimately the richest sources of online information are published on Web sites in the form of text, images, animation, video, and audio. And a presence on the Web has become essential for any profession, business, or organization.

But the variety of ways to publish and design for the Web are numerous and sometimes





difficult to navigate. Never-the-less, there are best practices of Web design and development that can and should be applied to any effort to create Web based content.

This workshop is designed to equip you with the means to develop and deliver instruction on designing and developing Web sites covering the most recent techniques, but also examines best design practices that are applicable to any design and development modality. Topics will include content management systems, like Wordpress; how do Web servers work; how to tell good from bad Web design; what is HTML, CSS, and Javascript; and how to make simple, effective, and usable Web sites.

An outline for a Web design curriculum will be reviewed at the session and available on the Web after the meeting.

## **Broadcast BootCamp Intensive**

**SPEAKER:** Don Goble

**CRN 98744 — 7 HOURS, OFFERED JAN. 24, 2015**



SMA and Curry College will be hosting Apple Distinguished Educator and 2015 JEA Broadcast Adviser of the Year, Don Goble, as he presents a Broadcast BootCamp Intensive on Saturday, January 24th on the Curry College campus. This all day workshop covers everything from research, interviewing, shooting tips, editing, voiceover and more, finishing with a screening and critiques of each participant's work. The program is designed as a day of fun. The bonus is a completely replicable program for the classroom or access/media center.

## **Connecting with the Professional Filmmaking Community**

**SPEAKERS:** Ted Garland, Andrea Lyman

**CRN 98745 — 1 HOUR, OFFERED OCT. 17, 2014**



Hollywood has come to New England with major hit movies, a state-of-the-art studio, A-list movie stars, and the world's greatest directors. These resources can be available to you, if you know how to cultivate the relationships. Learn how to cast professional actors from SAG-AFTRA in your student films for free! Do you want to know how the pros do it? Do your students want to know how to get paid work in the movies right now? This seminar will point the way.



**Editing Dialog****SPEAKER:** John Little**CRN 98746 — 1 HOUR, OFFERED OCT. 17, 2014**

Spoken word is not text. Go beyond the meaning of words and listen for elements of human speech, including breathing, tempo, tone, and inflection. Learn the best places to make your edits and discover the value of sub-frame editing. See why sometimes, the best place to make dialog edits is in the middle of words.

**Glamorous? You Decide: Introduction to Working in Regional Film and TV Production****SPEAKER:** Chris O'Donnell**CRN 98747 — 1 HOUR, OFFERED OCT. 17, 2014**

The International Alliance of Theatrical Stage Employees, Moving Picture Technicians, Artists and Allied Crafts (I.A.T.S.E.) is the union that represents the thousands of technicians and crafts people in the US and Canada who work on a wide variety of motion picture productions including television commercials, documentaries, feature films, television shows, and content for the web. This presentation will provide an overview of the I.A.T.S.E., a description and understanding of the dozens of I.A.T.S.E. positions working behind the camera ("What is a Key Grip?"), and the state of and opportunities in the film and television industry in the region. The presentation will also explain the realities and culture of working in the industry and some potential pathways towards doing so. The information provided will be a benefit to anyone looking to get into this "glamour business."

**Meet Floyd Flapjacque: Interviewing Skills and Newspaper/Media Writing****SPEAKER:** Steven Krasner**CRN 98748 — 1 HOUR, OFFERED OCT. 17, 2014**

In this entertaining, interactive and hands-on workshop, Steve Krasner will introduce you to his alter ego, Floyd Flapjacque, who will offer practical tips on improving interviewing and note-taking skills as well as different ways of looking at the same information, turning these interviews into News stories, Feature stories and Editorials/Columns. The session can help prospective journalists in their career endeavors and in the classroom. Floyd's lessons also dovetail perfectly with chapter review in Social Studies, bringing content to life in an active way while giving students experience in interviewing, say, George Washington one day and Thomas Jefferson the next, writing up the interview as a News, Feature or Editorial/Column.



## **Nudging the Imagination: Interactive Writing to the Common Core across the Curriculum**

**SPEAKER:** Steven Krasner

**CRN 98749 — 1 HOUR, OFFERED OCT. 17, 2014**



In this hands-on, interactive and fun-filled session, Steven Krasner will be offering practical, easy-to-implement strategies for nudging students along the path to becoming independent and enthusiastic writers across the curriculum. These strategies align perfectly with the Common Core State Standards and the 6 Traits of Writing, exciting and engaging the students along the way in emphasizing that writing is a process. The concepts of word choices, revision and the use of dialogue, among other writing concepts, will be stressed as Steve takes the participants step by step through the process of writing Narratives, Personal Narratives, Mysteries, Tall Tales, Newspaper/Media articles, Mystery Dinner Theater Scripts and Video Magazine Scripts. Handouts will be provided.

## **So You Want To Be An On-Camera Host?**

**SPEAKER:** Jimmy Young

**CRN 98750 — 1 HOUR, OFFERED OCT. 17, 2014**



Are you the next Jimmy Fallon? Ellen? Oprah? They are all on camera talent and it's not as easy as you think it might be. In the beginning you will have to be a one man band, and get used to being on camera, setting up a camera, and shooting your own stand ups. This is true for sportscasters, or any broadcaster, or news journalist. In this workshop you will learn the importance of writing for the spoken word as opposed to the printed word. You will be introduced to Jimmy Young's exclusive methodology of I.P.I.E., inflection, pronunciation, intonation, enunciation and the importance of mastering these skills whether you go into broadcasting or not. You will be asked to tell us about the biggest story in your life in news, sports, weather, or a personal moment. You can then record your story, get a chance to be critiqued, and go home with a copy of your debut on camera.

## **Teacher and Student: From High School to Hollywood**

**SPEAKERS:** Tom Reid, Misha Tenenbaum

**CRN 98751 — 1 HOUR, OFFERED OCT. 17, 2014**



Since 1995, Tom Reid has been teaching TV Production and Media Literacy at Swampscott High School in Swampscott, MA. Misha Tenenbaum was one of his students, a star pupil who went on to become a successful Hollywood editor and assistant editor ("American Horror Story," "Jobs" and more). In this seminar, Tom and Misha will compare concepts taught in TV Production classrooms with what Misha has most needed to know or to learn in building his professional career in film and television.

Bring stories of your work with your own students – and the students themselves if possible! Depending on your areas of interest, Tom and Misha's presentation will combine any or all of the following topics:

- 1) Teaching TV Production – What were Misha's most valuable experiences and areas of focus in his high school classes? How do we best help and inspire our students?
- 2) Teaching Media Literacy – How do we help students better understand and deal with the media messages that will so influence them throughout their lives? How does Misha's work in the film industry influence his thoughts about how Media Literacy should be taught in our schools?
- 3) Ideas, anecdotes and informal discussion with seminar attendees on any topic from high school to Hollywood, from aesthetics to economics. Ask Misha for some of his behind the scenes Hollywood anecdotes and share your own stories of film, fame and fortune!

## Teaching Creative Editing Skills, the Hollywood Way

**SPEAKER:** Misha Tenenbaum

**CRN 98752 — 1 HOUR, OFFERED OCT. 17, 2014**



Critiquing a film's editing is no different from grading an essay. Well, O.K., it's a little different. In this seminar we'll discuss the creative techniques that professional editors use to get that A+. Then we'll look at how film schools in LA are teaching those techniques to their students. Finally we'll discuss techniques for analyzing your students' work and how best to give them constructive feedback. Put away your button-pushing tutorials; this session is focused on creative tools, as well as student-teacher interaction.

## The Perfect Storm of Networks and Cultures Colliding

**SPEAKER:** Mark Tomizawa

**CRN 98753 — 1 HOUR, OFFERED OCT. 17, 2014**



Are we practicing structure and agency with awareness, recognition, thinking and expressing what you notice, live, at the speed of life? Now is a different dynamic, non-linear with a different set of ways and means. Young kids live in the now. Adults publish or perish. The gap is fierce, packing the energy of a perfect storm of storms, a net storm of networks and cultures colliding.

Are we overly embracing tech that separates us instead of tech that brings us together across cognitive biases and cultures? The Internet is a creative medium, a live creative medium for the jazz-minded, dancers, jocks, theoretical physicists, and kids-at-heart among us. It is the ultimate integrator and team creator.

In this entertaining interactive session, Mark will focus on how powerful cultural patterns curb productivity. Explore how finding structure in the chaos of today's media and internet leads to greater productivity through the creation of problem-solving teams in your classroom, in the business of media, in the Olympics.

## Working with Local Organizations to Enhance Your Classes

**SPEAKER:** Ted Garland

**CRN 98754 — 1 HOUR, OFFERED OCT. 17, 2014**



It's amazing how many groups and organizations exist in your community that can offer valuable resources to your video program and it's just as amazing how your program can enhance those community organizations. This seminar will offer two case studies where Weston High School collaborated with the Weston Council on Aging and the Golden Ball Tavern Historical Museum to create successful win-win results. Unlike typical 3-minute student films, we'll show you how to run your class like a Hollywood production crew. You'll see the process and workflow and we'll demonstrate a grading model that will motivate kids to engage with your project. Get ready. When the community is behind you, the sky's the limit!

## The Multi-faceted Business of Media: Where is it Headed?

### *Panel on Media Industry*

**MODERATOR:**

Mark Tomizawa, Founder NowCivic

**PANELISTS:**

Kevin R. Convey, Quinnipiac University

Dennis Dutra, Jr., Broadcast Engineer

Steve Krasner, Writer

John Little, MWCC

Andrea Lyman, SAG

Chris O'Donnell, I.A.T.S.E.

**CRN 98755 — 1 HOUR, OFFERED OCT. 17, 2014**

Panelists representing acting, writing, the trades and engineering discuss their journey into this industry, the path they took, the schooling needed and the reasons they chose their vocation. What might a career in media hold for you? Questions are welcomed and encouraged!



## SPEAKER BIOGRAPHIES

### JOE BECKMANN

Joe Beckmann has been an activist in education and community development for over 40 years. His career has focused on innovation and alternative approaches to learning and measuring success. He has played a major role in developing the portfolio requirements for the Somerville Public Schools and has pioneered several approaches to portfolio assessments working with HOME, Inc., the Somerville school system and Harvard University's Oneville project. Joe has taken PhD. courses in U.S. Studies at Brown University and Ed.D. courses at UMass Amherst.

### JEB BRUNT

Jeb Brunt is an 18-year veteran broadcast teacher and current advisor for the NHS-TV program at Norwood High School in Norwood, MA. Jeb has taught various levels of broadcast including positions in middle school, high school and at the district level where he oversaw the production of the nationally-acclaimed *Broward Teen News* program in Broward County, FL. Jeb is also an active member of Student Television Network, serving on the Board of Directors for the past six years.

### JAMES CHORDAS

James is the Northeast Territory Manager for Discover Video. He has been involved with video for over 15 years with a focus on live streaming technologies, video-on-demand management, digital signage and video priority alert. He has worked with

many schools and corporations to help them educate and communicate better through the use of video. James serves on the Board at WPAA TV in Wallingford, CT and is a member of Association for Talent Development (ATD).

### JEDD COHEN

Jedd Cohen has worked throughout the education sector as a policy researcher, community organizer, and teacher. He earned his EdM at the Harvard Graduate School of Education and is interested in the ways that people and organizations learn. He has created curricula that help schools and other partner organizations use games to address community challenges and help students develop core habits of mind and content knowledge.

### KEVIN R. CONVEY

Kevin R. Convey is an assistant professor of journalism at Quinnipiac University and chair of the university's journalism department. Prior to joining Quinnipiac in August 2014, he served as an adjunct professor of journalism at New York University and the City College of New York while earning a master's degree in entrepreneurial journalism at the Graduate School of Journalism at the City University of New York. The degree followed a 35-year career in journalism, including posts as editor in chief of the Daily News in New York, editor in chief of the Boston Herald and editor in chief of Community Newspaper Company in Needham, Mass., where he was responsible for the editorial



operations of more than 100 community weeklies and four suburban dailies. He has also worked as a managing editor, Sunday editor, arts editor, city editor, magazine writer and editor; political editor and reporter; and business, investigative and general assignment reporter in a career stretching back to 1977. He began his journalism career at the age of 9 when he began distributing a neighborhood newsletter he printed himself on a toy press.

## BOB DOYLE

Bob Doyle has been adapting consumer devices to reduce the cost of film and video tools for over forty years. In the early 1970's, he brought professional synchronous sound shooting and editing on magnetic film to consumer-quality Super 8 movie cameras, following the example of MIT's Ricky Leacock. Film schools around the world used *Super8 Sound* equipment, including his Harvard-Radcliffe Filmmaking Workshop. In the 1980's, Bob designed and funded low-cost, three-color-camera television studios for *Brown University's BTV* and *Harvard University's HRTV*. In the 1990's, launched *Quad Sound Studios* at Harvard, funded the start-up of *Videomaker Magazine*, and was the "digital video guru" of *NewMedia Magazine*, where he covered the transition of video from analog to digital technology with a special interest in nonlinear desktop video editing (NLE). He and colleague Stuart Cody developed a technique for shooting with four Hi-8 camcorders patched though a Panasonic WJ-MX50 4-input S-video switcher for live recording

onto a fifth camcorder. He found he could later synchronize the four camcorders and redo the switching in a post-production environment. We can do this today with multicam video editing in Final Cut Pro and Adobe Premiere.

So all this led to a focus on multicam, multiview productions, on an absolute minimum budget, for the young creators of the live Internet television shows of the future. He calls this *iTV*, for live Internet television. Most television, including YouTube, is post-produced and on demand. Ten years ago he wrote an article about it that led to his slogan—"YouTube, but *iTV*!"

## DENNIS DUTRA, JR.

Dennis Dutra, Jr. is currently the Chief Engineer of Boston Neighborhood Network, responsible for all engineering functions of the Boston PEG channels (public, Educational and Government). He is also a consultant for a number of municipalities colleges and PEG facilities throughout the New England region. Dutra is an SBE certified broadcast television engineer (Society of Broadcast Engineers) with over 28 years experience in the broadcast engineering industry and a member of SBE, SMPTE and NATOA.

## ELIZABETH ENGLANDER, PH.D.

Dr. Elizabeth Englander graduated from the University of California at Berkeley with Phi Beta Kappa and High Honors, and completed her doctorate in Clinical Psychology at the University of Southern California as an All University Merit Fellow.





## SPEAKER BIOGRAPHIES

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After being awarded a National Institute of Mental Health Research Service Award to study at the University of New Hampshire, she started teaching in Massachusetts and is now a professor of Psychology. She was awarded a Presidential Fellowship to found and direct the *Massachusetts Aggression Reduction Center*, which delivers anti-violence and anti-bullying programs, resources, and research to K-12 Education, reaching about 100,000 children every year. Dr. Englander's research and publications are nationally recognized and she was named *Most Valuable Educator of 2013* by the Boston Red Sox because of her work in technological aggression and how it interacts with peer abusiveness. She was the Special Editor for the Cyberbullying issue of the *Journal of Social Sciences*, and has authored about a hundred articles in academic journals and books. She is the author of *Understanding Violence, and of Bullying and Cyberbullying*, recently released by Harvard Press. Dr. Englander has been named the Chair of the Cyberbullying Workgroup for the Institute of Digital Media and Child Development, a project supported by the National Academy of Sciences to define the nation's research agenda regarding children and digital technology. She has written three research-based curricula and many educational handouts for communities and professionals. Reflecting her interest in educating laypeople, Dr. Englander has answered questions in a column for the *New York Times* (online edition), and she writes the column *Bullying Bulletin Board*,

which is syndicated by Gatehouse Media in hundreds of newspapers nationwide.

## KEVIN ESCOBAR

Kevin Escobar is a video editor for Home, Inc and also a media lab coordinator for its summer program Teen TV. Kevin participated in Teen TV when he was a high school student at English High School. He has been working for Home, Inc for the past 6 years. Kevin is also a part-time student at Emerson College majoring in Broadcast Journalism.

## SARA FEDERICO

Sara Federico recognized her passion for film at the early age of 13 and has worked in LA in the industry for several years. She studied film at the Art Institute of Los Angeles and at the University of Southern California. Sara is an AmeriCorps and City Year Alumni, and she co-lead the TeenTV program this past summer as part of her media lab coordinator position with HOME Inc. at English High School in Jamaica Plain.

## TED GARLAND

Before becoming a teacher, Ted Garland spent nineteen years in radio, television, and feature films. He is a former board member of SAG-AFTRA, the professional actors and broadcasters union. He continues to work in the industry during weekends and vacations and uses his professional connections to enhance his classes at Weston High School in Weston, MA. His program has been recognized with awards from the Los Angeles Cinemafest of Hollywood, the

Philadelphia International Film Festival, The Roxbury International Film Festival, Dance Don't Chance, The 7-Day-PSA and more.

## DON GOBLE

Don Goble is a high school television and film instructor at Ladue Horton Watkins High School in St. Louis, MO. In addition, Don serves as the Ladue School District video producer for their Communications Department. He is also an independent video producer, consultant, and an avid promoter of digital media for individuals, schools and corporations. Don regularly speaks at International Educational Conferences, was named JEA 2015 Broadcast Advisor of the year and is an Apple Distinguished Educator.

## MARK KELSEY

Technology integration specialist, media literacy coordinator and TV production teacher, Mark Kelsey leads professional development and instructional coaching for higher-ED and K-12. He has developed innovative STEAM courses as well as partnerships with leading tech companies and universities. Mark's background includes filmmaking and writing.

## STEVEN KRASNER

Steven Krasner has been visiting classrooms conducting interactive writing workshops as "Nudging the Imagination" since 1985. He also was a sports writer at the Providence Journal for 33 years, the last 22 of which he covered the Boston Red Sox on a daily basis before retiring in 2008. Steve, who has freelanced for ESPN's website in Boston,

covering the Red Sox and New England Patriots, is the author of several published children's books, including "Play Ball Like the Pros," which won a Parents' Choice Silver Award when the first edition was published in 2002. In addition he is on the rosters of K-12 Teachers Alliance, a teacher-trainer company based outside of Chicago, and Hartford Performs, an organization whose mission is to re-integrate Arts into the curriculum of all of Hartford's Public Schools. Steve is Executive Director of Rhode Island Write on Sports, a summer sports writing camp for at-risk middle school students. He has been on the Baseball Hall of Fame's Education Advisory Council as well.

## ERIC LATEK

Eric Latek has been voted one of *Filmmaker Magazine's* worldwide *25 New Faces in Film*. Eric is a commercial and independent filmmaker in Rhode Island. From post-production VFX to the Art of Cinematography, Latek, who specializes in all facets of production and post-production, is currently finishing the production of three short films, *Branch*, *The Shivering*, and *Fraction*. Pre-production projects include the feature *Auggie & The Byrd*. Over the last fourteen years Latek's personal contact with figures in the boxing world has evolved into an illuminating, gut-wrenching documentary feature, *Tiger*.

## JOHN LITTLE

John Little heads the Audio Engineering Curriculum at Mount Wachusett Community College and is the Department Chair of the



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Media Arts & Technology Department. He holds an A.S. degree from Mount Wachusett Community College, a B.S. degree from Fitchburg State University and an M.S. degree from Fitchburg State University. Mr. Little has worked as a staff and freelance sound engineer in corporate video and for network level television and radio. His broadcast credits include: Good Morning America, Entertainment Tonight, The Disney Channel, The Discovery Channel, Extra, Inside Edition, Paramount Pictures, and National Public Radio. Proprietor of Up-Side-Sound Recording Studio in Ashburnham, MA, since 1989, he has helped his clients achieve Awards including the New Hampshire Film Festival's 2002 Best Documentary Award and the Rhode Island Country Horizons 2007 Best Traditional Country CD award

**ANDREA LYMAN**

Andrea Lyman is a filmmaker who has been producing and acting in films for years. The first film she produced, *The Donor*, was screened in several film festivals including the PanAfrican Film Festival in Cannes. She and Ted Garland have produced several films together over the years. Andrea Lyman is a singer/actor and member of AEA as well as SAG-AFTRA where she has been a board member and runs SAG-AFTRA Conservatory monthly workshop for members. She has taught acting to children of all ages in New Jersey, New York and Massachusetts. Andrea has been working in films, television, stage, commercials and radio.

**MEGHAN MCCOY, M.ED.**

Megan McCoy is a Program Coordinator for Massachusetts Aggression Reduction Center. Her duties include instruct graduate and undergraduate students in a service learning environment. She provides faculty, student, and parent bullying and cyber bullying awareness programming for K-12 education and has been published and presented at local and national conferences.

As a Graduate Intern at Carver High School, Carver MA McCoy identified at-risk freshman and sophomores to participate in a study skills group designed to improve academic achievement and provided academic and career counseling to high school students.

**ED MCDONOUGH**

Ed McDonough is a Media Educator with over 30 years experience. He teaches in Canton Massachusetts and is the Access Coordinator for their student cable broadcast station in partnership with Canton Community Television. Many of Ed's students go to work in the industry including CBS, Disney and ESPN. All of them become better communicators.

**PAUL MEDLOCK-WALTON**

Paul is a research specialist at the MIT Education Arcade and leads the development team of Gameblox. His work has focused on building blocks based programming environments that make it easier for users to create digital experiences, including App Inventor and Taleblazer. Paul currently leads the development of

Gameblox, a blocks based programming environment that enables users to make 2d games online and for iOS and Android devices. He holds a Masters and Bachelors degree in Computer Science, and a Bachelors degree in Comparative Media Studies from MIT.

## ALAN MICHEL

Alan Michel is the Director of HOME, Inc. and has been a leader in media education and project based learning for the past 40 years. He has been the principal investigator on a federal grant on media literacy in the Boston Public Schools, and has won national recognition from Cable in the Classroom for his work in youth media and using the Mass Work-Based Learning Plan as an assessment tool for media creation in education.

## SAKET MISHRA

Saket Mishra, recent Media Lab Coordinator with HOME, Inc. at Young Achievers K-8 Pilot School and Tech Boston Academy is a social entrepreneur and past Atlas Corps Fellow. During his year at Young Achievers Saket developed close partnerships with teachers to customize media projects that gave a voice to each student. Saket worked on web based tools that captured student attitudes and interests. In his other work Saket has developed an iPad simulation of cognitive behavioral therapy for end-of-life care in cancer patients to address the challenge of the lack of mental health experts in end-of-life care in the New England area.

## CHRIS O'DONNELL

Since 2003, Chris O'Donnell has been the Business Manager of I.A.T.S.E. Local 481, the local union that represents the technicians and crafts people who work on film and television productions in New England. He is a founding member of the Massachusetts Production Coalition, the leading voice of the industry in Massachusetts, and has served on the Board since 2005. Before becoming Business Manager of Local 481, Chris was a freelance Boom Operator for 20 years and worked on dozens of feature films and television projects around the country including "Spider-man," "A Simple Plan," "My Best Friend's Wedding" and "Tank Girl." He also produced and directed the award-winning short film "Wake Up, Freddy." Chris has B.A. in Government from Oberlin College and a certificate in Mediation from the University of Massachusetts.

## SCOT OSTERWEIL

Scot Osterweil is Creative Director of the Education Arcade in the MIT Comparative Media Studies Program. He has designed games in both academic and commercial environments, focusing on what is authentically playful in academic subjects. Designs include the acclaimed Zoombinis series (math and logic), Vanished: The MIT/Smithsonian Game (environmental science), Labyrinth (math), Kids Survey Network (data and statistics), Caduceus (medicine), and iCue (history). He is a founder and Creative Director of Learning Games Network ([www.learninggamesnetwork.org](http://www.learninggamesnetwork.org)) where he leads



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the Gates Foundation's Language Learning Initiative (ESL), and where he designed Quandary, named Game of the Year at the 2013 Games for Change festival.

## JORDAN PAILTHORPE

Jordan Pailthorpe is a writer and game designer with an interest in digital media and learning. He is currently a producer at the Engagement Lab, with partners including the World Bank and the United Nations Development Programme. He also teaches writing and rhetoric to undergraduate freshman at Emerson College, where he earned his MFA, with a focus in interactive media and multimodal writing. Previously, as an instructional designer for the Learning Games Network, he co-wrote a multi-modal online video game design course for high school students.

## JULIA POPE

Julia Pope is the media lab coordinator at Young Achievers K-8 Pilot School and is responsible for supporting the schools digital portfolio requirement for all eighth grade students in the school. Julia also is spearheading a specials class in media arts and supports the schools media requirements for the classes in the upper grades in addition to running the school's computer lab. Julia spent a year with City Year developing supporting language arts and parent engagement at the Higginson-Lewis School. She is a graduate of Connecticut College.

## TOM REID

Tom Reid has been teaching TV Production and Media Literacy at Swampscott High School since 1995. Before that, he worked as a staff director at the Massachusetts Corporation for Educational Telecommunications (MCET) and as a freelance video producer. He is a Steering Committee member of the Scholastic Media Association ([scholasticmedia.org](http://scholasticmedia.org)), Advisory Committee member of Massachusetts Media Literacy ([massmedialiteracy.org](http://massmedialiteracy.org)), and a member of Media Literacy Now ([medialiteracynow.org](http://medialiteracynow.org)). Tom's major goals as a teacher include helping students enjoy learning and life, improve their critical thinking and communication skills, and increase their understanding of themselves as they create their own art or react to challenging art of all kinds.

## XAVIER ROZAS

Xavier L. Rozas has been a teacher at The English High School for over a decade and continues to find the work challenging and exciting. His experience working as a Web Producer with IBM Corp., an independent documentary filmmaker, director of a not-for-profit and firefighter have all informed his work as a Multimedia and Television Production teacher, the Elective Department Teacher Leader, Instructional Technology Coordinator, Yearbook and ETV faculty advisor.

Mr. Rozas is a graduate of Wesleyan University with a BA in Cinema Studies and Anthropology and has earned a MA. in

Media Studies and Management from The New School for Social Research in New York City and a MA. In Technology, Innovation and Education from The Harvard University Graduate School of Education.

## ANDREW SCHUSCHU

Andrew Schuschu is the Coordinator of Supplemental Services for the Office of English Language Learners at Boston Public Schools (BPS). In his second year in the district, he serves as the coordinator of out-of-school time academic enrichment programs target for English Language Learners to address the opportunity and achievement gap these students face. He also serves as the point person tasked with developing and strengthening relationships with community-based organizations to provide further language-based academic opportunities to students and families. He obtained his Masters in secondary-level social studies instruction from the Jacob Hiatt Center for Urban Education at Clark University, with a focus on Best Practice, student engagement, and Culturally Relevant Pedagogy.

## PHILLIP SIMON

Phillip Simon has been creating productions using interactive media and the internet for almost 25 years. He specializes in user-interface design and information architecture for Web sites including the use of film, video, and animation. Simon is also an expert in online learning systems. Simon is currently director of the interactive

media graduate program at the Quinnipiac University School of Communications, in Hamden Connecticut. Phill teaches user interface design, information architecture, internet usability, visual design, and project planning. He has spoken at national conferences on health science communications and Web based learning. Prior to joining Quinnipiac in 2009, Simon spent 22 years at Yale University working as a video producer, managing editor of the Center for Advanced Instructional Media, director of the Department of Biomedical Communications, and director of Operations for web design and development at the Yale School of Medicine. He has also worked as a freelance web developer, video producer, photographer and computer graphics designer. Simon received his bachelor's degree in printmaking from the University of the Arts in Philadelphia, and completed a master's degree in liberal studies from Wesleyan University with a concentration in digital art.

## JOHANNA SMITH

Johanna Smith, is the Media Lab Coordinator for HOME, Inc at Tech Boston Academy. During the summer Johanna worked led a class of ESL students through a series of projects to develop their communication skills. Johanna is a freelance graphic designer who has a particular interest in social and health issues. She was a volunteer researcher in Ghana and presented to the Ghanaian Ministry of Health on water and sanitation.









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