

TURNAROUND ARTS, A SIGNATURE PROGRAM OF THE PRESIDENT'S COMMITTEE ON THE ARTS AND THE HUMANITIES, INVITES JACOB BURNS FILM CENTER TO PRESENT AT LEADERSHIP RETREAT

First Time Media Arts Discipline Will Be Represented

Pleasantville, NY – June 25, 2015 – The Jacob Burns Film Center (JBFC) has been invited to participate in the Turnaround Arts Summer Leadership Retreat in Virginia. JBFC educators will share with administrators and teachers from across the country their distinctive approach to media education programs. Three JBFC educators will present at two sessions during the five day conference to be held at the end of June. The JBFC is the only organization teaching media arts at the Retreat.

This will be the first year that a media arts segment will be included at the Retreat. In June of 2014, the National Coalition for Core Arts Standards (NCCAS) published a significant revision of the standards first adopted in 1994. This revision includes media arts as a fifth arts discipline. While the 1994 standards only reflected a nascent use of media within the other four art forms—dance, music, theatre, and visual arts—the 2014 standards embrace media as a stand-alone art form.

"We are excited about the opportunity to engage with Turnaround Arts educators and administrators from around the country, who already deeply value arts integration, and expand the conversation to include the creativity, innovation, and collaboration inherent to media making." said Emily Keating, JBFC Director of Education.



The first session, *Visual Storytelling: Focus on Nature*, will teach how science and media can be united to inspire students to appreciate and protect the natural world that surrounds them. The second workshop, *Image, Sound, and Story: Literacy for a Visual Culture*, will highlight how the JBFC is redefining the traditional notions of reading and writing in its P-12 curriculum through a series of

hands-on projects that emphasize process, challenge-based learning, collaboration, and reflection. Participants will also explore *View Now Do Nows* which are short, engaging activities that use photo, text, or video to inspire thought and media creation and the *Visual Glossary*, which places film vocabulary in context using clips and descriptions to show how these concepts and techniques create iconic imagery, memorable characters, and powerful stories. Both *View Now Do Nows* and the *Visual Glossary* are free accessible tools on the JBFC's Education website.

Emily Keating, Director of Education, will be joined in teaching each session by JBFC educators Aaron Mace and Sean Weiner, who are both Senior Faculty and Program and Curriculum Developers.

"We are delighted to have Jacob Burns Film Center addressing media arts at our Summer Retreat" said Katy Mayo-Hudson, Director of Education at Turnaround Arts. "Their approach exemplifies the engaging instructional approaches that we see working in our schools as teachers learn to integrate the arts into their instruction to make learning more engaging, authentic, and fun."

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Turnaround Arts brings arts education resources into high-needs schools as a strategic tool for targeting larger school challenges such as parent engagement, student motivation, and academic achievement. The Initiative is led by the President's Committee on the Arts and the Humanities, a White House advisory committee on cultural issues, in partnership with the US Department of Education, the National Endowment for the Arts, local partners, and several private foundations.

The **Jacob Burns Film Center** is a nonprofit cultural arts organization dedicated to: presenting the best of independent, documentary, and world cinema; promoting 21st century literacy, and making film a vibrant part of the community. Located on a 47,500 sq. foot, three-building campus in the center of Pleasantville, the JBFC is just 30 miles outside of New York City. Since the opening in 2001, over 2,000,000 people have seen over 5,400 films from more than 40 countries. The campus includes the 27,000 sq. foot Media Arts Lab, the JBFC's state-of-the-art education center, a creative and educational community for storytellers in the digital age, offering one-time workshops, intensive courses, and weekend programs for children and adults of all ages.

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