



AVTF Year-End Report

Video about our Program - <https://www.youtube.com/watch?v=eYLFYhaqjmA>

Video about our Department (made by former students) -

<https://www.youtube.com/watch?v=loVz7wBPN4Y&t=14s>

Megan Denison and John Gossett, Instructors

Siloam Springs High School

700 N Progress

Siloam Springs, AR 72761

Overview

In keeping with the District vision, "to ensure student success, the Siloam Springs School District utilizes innovative approaches, partnerships, and resources to meet the needs of every student," Siloam Springs High School Audio-Visual Technologies and Film classes and instructors have supplied the high school as well as the district with high-quality promotional videos, live event streaming and video feed, and have assisted placement of multiple students in related careers or post-secondary education.

Live Events and Streaming (Yearly)

Live feed to JumboTrons for 6 home football games

Streaming for all football games including video stream of away games and homecoming

Live feed with instant replays to JumboTrons for 39 home basketball games, including Holiday Tournament and Allen Classic

Streaming for all conference basketball games including video stream of away conference games

Live feed with instant replays to JumboTrons for 10 home volleyball games

Live feed to JumboTrons for fall and winter homecoming pep assemblies as well as 2 other pep assemblies

Run out videos for volleyball, football, boys and girls basketball, boys and girls soccer

Sponsor logo loops for volleyball, football, basketball, and soccer

Filmed and produced DVDs for 2 high school plays

Filmed and live streamed Scholarship Night

Promotional Videos and Content Creation, 2016-17

The District Report

Nine episodes produced on a monthly basis. Audience: school board, superintendent, administration, community.

Panther Halftime Report

Ten episodes produced on a weekly basis during football season; ten episodes produced on a weekly basis during basketball season. Audience: streaming broadcast viewers.

The Monday Show

Thirty two episodes produced on a weekly basis and published to YouTube as well as www.themondayshow.com. The website was maintained by students in 2017. Audience: high school students.

December Film Premiere

Thirteen student-created short films were screened in the high school theater for parents, students, and community members. Clips from The Monday Show, Panther Halftime Report, and The District Report were also screened. Content ranged from broadcast to narrative film to stop motion to commercials.

Featured documentary films included:

Alexis and Clay: The True Story of High School Siblings

A young man and his sister form a touching bond after a life-altering car accident.

PMA

Francis Dean Strzelecki shares the secret to a good life: Positive Mental Attitude.

Mr. Safety

Local chiropractor and veteran Darren Lee finds humor in any situation.

Jackson

A family shares the triumph of their young son over life-threatening heart surgery.

A School Without Food

Tulsa principal Cindi Hemm celebrates the change in a school and a community.

Other Videos

Siloam Springs Police Department Official Video; Audience: Siloam Springs community

Career Academy of Siloam Springs Promotional Videos (2); Audience: CASS stakeholders around the state

Blended Learning Video; Audience: high school students and parents

Club Promotional Video; Audience: 8th grade

CTE Promotional Video; Audience: 8th grade, high school

ACT Prep Video Series (7 Videos); Audience: high school students and parents

Legend of Sleepy Hollow Play Trailer; Audience: high school students

Prom Promotional Video; Audience: high school students

Second Chance Breakfast Promotional Video; Audience: high school students

Sadie Hawkins Dance Promotional Video; Audience: high school students

Save the Bees Stop Motion Video; Audience: high school students and community

Percussion and Winter Guard Friends and Family Night; Audience: community

Operation Christmas Child Promotional Video; Audience: community

Allen Evening with the Stars Promotional Video; Audience: parents of Allen students, community

Second Grade Discovery Class Career Research Projects; Audience: parents of Discovery students

Student Appreciation Video; Audience: high school students and faculty

Sixth Grade Discovery Class Mock TED Talks; Audience: parents of Discovery students

Multiple In-Class Projects

High school AVTF students tutored fifth and sixth grade students on video production and interviewing skills to help them create original content

High school AVTF students mentored second grade Discovery students as part of the production of the second graders' Career Research Projects

Promotional Videos and Content Creation, 2017-18

The District Report

Nine episodes to be produced on a monthly basis. Audience: school board, superintendent, administration, community.

Panther Halftime Report

Ten episodes produced on a weekly basis during football season; ten episodes to be produced on a weekly basis during basketball season. Audience: streaming broadcast viewers.

The Monday Show

Thirty two episodes produced on a weekly basis and published to YouTube. Audience: high school students.

Other Videos (August-October 2017)

Football Run-Out Video; Audience: football game attendees

Volleyball Run-Out Video; Audience: volleyball game attendees

Volleyball Maroon and Gray Promo; Audience: high school students

Language Learners; Audience: Rosetta Stone sponsored contest; school board

Don't Look at the Sun PSA; Audience: Siloam School District students

Eclipse Recap; Audience: high school students; school board

Transportation Drone Analysis Video; Audience: District Transportation department

Suicide PSA; Audience: high school students

Personalized Learning: Workshops; Audience: national Summit Education stakeholders


Northwest Arkansas Democrat Gazette Feature: Brinkley Beaver; Audience: Northwest Arkansas Democrat Gazette subscribers

Allen Elementary Phonics Training; Audience: Allen Elementary teachers

Senior Football Spotlights Sponsored by Signature Bank; Audience: community

Homecoming Dress-Up Day Winners; Audience: high school students

Gavyn Jordan Rides for a Cure; Audience: community



National Electrical Code Updates for Baldor Electric (internal use); Audience: Electricians with Baldor Electric Company

Northwest Arkansas Democrat Gazette Feature: Luke Gumm; Audience: Northwest Arkansas Democrat Gazette subscribers

Owl Pellet Dissection; Audience: Allen Elementary students; school board

Dante's Inferno Presentations; Audience: high school teachers; school board

Basketball Run-Out Videos; Audience: basketball game attendees

Contests, Conventions, and Awards

Spring Creek Festival, Springdale, AR

Spring Creek Festival is one of the largest broadcast, film, and photography festivals in the Midwest. Almost sixty students from the AVTF and yearbook programs attended workshops, a college and vendor fair, and competed in on-site competitions. Advisors attended an advisory council meeting to further connect with business, industry, and post-secondary training opportunities.

Awards Received Fall 2016

Cell Phone Short Film, first place: Mason Montgomery and Luke Nast

Cell Phone Short Film, third place: Jonah Jackson and Steven Iglesias

Short Film, first place: Eduardo Suarez and Will O'Hare

Short Film, third place: Joey Stout and Will Gambill

News Writing, second place: Esther Gowin

Commercial, first place: Jacob Ritz and Caleb Ellis

Broadcast News Story, third place: Connor Broyles, Alec Vaughn, Jackson Knight

Show Open, third place: Alec Vaughn and Trey McFadin

Student Presenter: Esther Gowin

Teacher of the Year: Megan Denison

Awards Received Fall 2017

PSA, first place: Solomon Jackson

Public Affairs, first place: Solomon Jackson

Public Affairs, third place: Eduardo Suarez, Fletcher Kelly, Andrew Kamisato

Broadcast Sports, third place: Noah Karp, Steven Iglesias

Show Open, second place: Alec Vaughn, Connor Broyles

News, third place: Jacob Ritz

Action Sports, third place: Will Gambill, Noah Karp

Music Video, first place: Sean Jeppsen

Short Film, second place: Jacob Camacho, Ryke Beever, Caleb Ellis, Jacob Ritz, Braden Smartt, Will O'Hare



Onsite News Challenge, first place: Andrew Saferite, Kaiden Couffer

Onsite Short Film, first place: Averie Headrick, Luis Ornelas, Ian Miller

Onsite Commercial, third place: Arianna Lopez, Ashley Gomez

Overall Winner: Program of the Year

Student Television Network, Anaheim, CA (Spring 2017)

Fifteen students spent a week in Anaheim, CA for a national level student broadcast and filmmaking competition. Students attended a college and vendor fair as well as workshops with nationally recognized filmmakers and broadcasters, including Les Rose of CBS News and the SI Newhouse School Syracuse, Steve Oedekerk of O Entertainment and Universal Studios, and Larry Katz, assistant director for Pirates of the Caribbean: At World's End, X-Men: First Class, Captain America: The First Avenger, and War for the Planet of the Apes. Students also competed in multimedia journalism, breaking news, and an anchor challenge. This was the first time AVTF students attended this convention.

Arkansas Scholastic Press Association, Hot Springs, AR (Spring 2017)

Five AVTF students and four yearbook students attended the ASPA two-day contest and convention in Hot Springs, featuring broadcast journalism, filmmaking, and photography workshops and contests. Alec Vaughn and Monica Zavala won third place in the state in broadcast news, and Will Gambill won first place in music video. This was the first time AVTF students attended this convention.

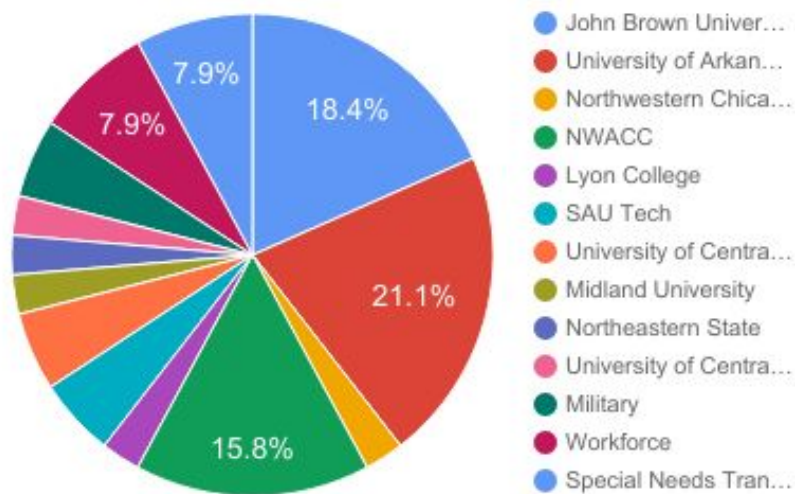
Bentonville Film Festival, Bentonville, AR (Spring 2017)

Four students will work in partnership with Spring Creek Festival and Bentonville Film Festival to produce two high-quality news stories to promote the Bentonville Film Festival. Additionally, InterCut Productions selected two students, Jonah Jackson and Fletcher Kelly, from the AVTF program as interns for the festival. These two young men are the only high school students in Northwest Arkansas who were chosen to intern at the Bentonville Film Festival.

Completers

The Class of 2017 includes 38 students who are AVTF completers, and 14 of those completers plan to pursue broadcast journalism, communications, or filmmaking in post-secondary. 79% of AVTF completers plan to pursue post-secondary education, and 58% of AVTF completers have been accepted to an accredited four-year university. These students have taken and passed at least three classes in the AVTF pathway, including Fundamentals of AVTF, Intermediate AVTF, Introduction to Media Communication, Film I, Film II, PantherTV I, PantherTV II, or AV Lab. 100% of AVTF completers graduated high school.

Post-Secondary Plans of AVTF Completers



Post-Secondary and Career Placement

Skills Acquired

Students in the AVTF program hone their hard and soft skills throughout the year through delivery of content to real-world clients.

Hard Skills

Proficiency in Final Cut Pro X and Adobe Premiere

Camera skills, including staged shots, live event shooting, traditional camcorder use, DSLR use

Lensing using DSLR cameras

Live switching and instant replay using Panasonic and NewTek TriCaster equipment

Script writing and pre-production planning

Acting and on-camera hosting

Audio production, including the proper use of microphones and Adobe Audition

Lighting using portable and fixed LED, fluorescent, and incandescent lights

Creating demo reels and resumes consistent with industry standards

Soft Skills

Communicating clearly and ethically by email, phone, and face-to-face

Persistence

Meeting deadlines and prioritizing

Giving and accepting criticism

Revising work

Creativity

Planning and management of clients, scripts, and shoots

Leadership

Organization of data, documents, and people

Networking

Career Night

The AVTF program hosted a career night for students and parents interested in pursuing a film or broadcast career. The following industry professionals comprised a panel of experts who fielded questions from students and parents:

Sam Duncan, Redbeard Studios, Stoneridge Recording, Siloam Springs, AR

Todd Robertson, Robertson Professional Media, Fayetteville, AR

Michael Denison, MD Motion Design, Siloam Springs, AR

Brendan Lyon, WilTech Enterprises, Siloam Springs, AR

Professor Larry Foley, University of Arkansas, Fayetteville, AR

Zak Heald, InterCut Productions, Rogers, AR

Michael Kelley, InterCut Productions, Rogers, AR

Notable Graduates

David Thurstenson, Class of 2012

Former camera operator at 40/29 News; Former Apple Certified Technician; former Cable Installation Technician at WilTech Enterprises; currently employed to design software and user interface for touch-screen switcher program at Rainey Electronics in Little Rock

Connor Wilkinson, Class of 2012

John Brown University, Class of 2016; formerly employed as a video producer at 16 West Studio in Fort Lauderdale, FL; freelance photography published in Cliche Magazine; currently teaching media at St. Mark's Episcopal School in Oakland Park, FL

Michael Kelley, Class of 2013

Lead Editor and Director of Photography for InterCut Productions (www.ipfilmvideo.com) in Rogers, AR; InterCut Productions are the official content providers for the Bentonville Film Festival, have produced national ad campaigns, and are currently in production on a local television show



Grant Berrios, Class of 2014

Self-employed as a freelance video producer; nominated for a mid-America Emmy in 2015 for his work in conjunction with the City of Siloam on a texting and driving public service announcement

Brendan Lyon, Class of 2015

Employed with WilTech Enterprises as a cable installation and information technologies specialist

Connor Broyles, Class of 2017

Accepted to Northwestern University in Chicago's School of Communication: Radio, TV, and Film program on Early Decision (only 9% of applicants for Early Decision were accepted)

Jonah Jackson, Class of 2017

Ongoing internship with InterCut Productions; selected as one of only two high school interns for the Bentonville Film Festival from all Northwest Arkansas high schools

Alec Vaughn, Class of 2017

Worked as a camera operator for local news station 40/29 during summer of 2017; currently a freshman at the University of Arkansas and working for Razorback Sports Network, in conjunction with SEC Network and ESPNU, as a technical director (this is not a position traditionally held by freshmen)

Noah Karp, Class of 2017

Worked as a camera operator for local news station 40/29 during summer of 2017; currently pursuing a business degree at the University of Central Arkansas

Fletcher Kelly, Class of 2018

Ongoing internship with InterCut Productions; selected as one of only two high school interns for the Bentonville Film Festival from all Northwest Arkansas high schools; lead producer on Siloam Springs Police Department official video

Letters of Support

To Whom It May Concern,

Siloam Springs High School, and more specifically, the Audio-Visual program, is single-handedly responsible for jumpstarting my career in film and commercial production in Northwest Arkansas. After graduating high school in 2013, I attended college at JBU for a few years, and then went in to production full time. My work has been featured all around Northwest Arkansas, television programming, social media, etc.

But more importantly and profoundly, Megan Denison and the program single-handedly changed me in to the person I am in the workplace and in life—someone who strives for authenticity and integrity. I've never been in another program or classroom like SSSHS's Audio-Visual program, where the instructors truly knew what it meant to “teach” students. That is to mentor them, push them to be their best, and encourage their dreams to become realities. SSSHS Audio-Visual teachers and the program understands what it means to shape students into hard working and passionate human beings.

- Michael Kelley



Kelley / Director of Photography

michael@intercutproductions.com / +1
(479) 220-2683

Intercut Productions

<http://intercutproductions.com>



11/13/2017

Dear Excellence In Action Awards Committee,

I have been involved in the education and training of undergraduate university students for over a decade, having just completed my eighth full-time year as a professor of Digital Cinema. Before taking my teaching position, I worked over 25 years as a multi-media professional - freelance and for several production companies and a major advertising agency, all in the Northwest Arkansas region.

John Brown University's Digital Cinema program is production-based, where each year approximately 60 undergraduate students work individually and collaboratively to learn the film production business. This is not merely studying "about" filmmaking; our students are doing the work of filmmakers - writing, producing, shooting, editing, and screening their short narrative and documentary works. Many of these works are screened in regional and national film festivals and these students go on to full time work in the business, some on feature film sets both here in Arkansas and beyond, some take positions with corporate and non-profit entities again here in Arkansas and beyond, and some start their own small production companies servicing clientele both here in Arkansas and beyond.

That said, one the keys to the success of our program is the Film/TV Program at Siloam Springs High School under the leadership of Megan Denison. Students that have the opportunity to participate for two or three years in this program come to our undergraduate program with a distinct advantage, moving quickly from being new, eager students to qualified crew members and motivated filmmakers. They are in-demand, not only for student productions, but find gainful work on local and regional film and TV productions. Their involvement in Film/TV at Siloam Springs High School yields a real-world ethic and the inspiration to cultivate a storyteller POV.

It is these same students that consistently provide leadership and vision for our program and beyond. I regularly get direct feedback from producers and directors about the quality of the students that work on their shows. While I'd love to claim JBU's Digital Cinema program for this result, more times than not the students they are referring to had spent their formative years in the excellent Film/TV Program at Siloam Springs High School.

I unconditionally support Megan Denison and the Film/TV Program at Siloam Springs High School. I would gladly discuss this further if I could be of additional help. I may be reached at 479-524-7288 or ssnediker@jbu.edu.

Sincerely,

Steve Snediker, MFA
Assistant Professor of Visual Art - Digital Cinema