

edtechNOT.com

<http://www.edtechnot.com/>

- ▶ Good site to return to...
EdtechNOT.com has been created by Forde Multimedia Consulting to encourage debate on the merits and pit falls of using educational technology in real schools. I hope that this site will be a refreshing change from the corporate "rah-rah" associated with each new product launch. It is also hoped that it will encourage those who are feeling battered by the increasingly trendy "techno-phobic" side of the issue. As all real teachers know, both sides are right... and wrong.

Jim Forde (fordemm@aol.com) :-)

<http://home.earthlink.net/~fordemm/techclass.html>

- ▶ Sixth grade technology teacher,
Scofield Magnet Middle School, Stamford, CT
The Magnet Middle School emphasizes math, science, and technology. Its interdisciplinary curriculum follows the Carnegie Foundation research guidelines on early adolescence. The Magnet Middle School employs a flexible block schedule and teaches the core subjects- math, social studies, science, language arts and reading- to children in varying combinations of heterogeneous and homogeneous groups according to their abilities. An advisory program focuses on a different theme at each grade level. More about Scofield School.

The Mavens

<http://www.edtechnot.com/notdavidson.html>

Hall Davidson Links

1. Hall Davidson Home Page
<http://www.mediafestival.org/halldavidson.html>
2. Another Hall Davidson site
<http://www.halldavidson.net/>
3. References, Credits and notes from NECC 2002 Keynote
<http://www.halldavidson.net/necc.html>
4. Hall Davidson Interview from CIO
http://www.cio.com/archive/090100_interview.html
5. The Educators' Lean and Mean No FAT Guide to Fair Use
<http://www.techlearning.com/content/speak/articles/copyright.html>
6. Copy Right - Copy Wrong
<http://www.csus.edu/indiv/p/peachj/edte230/copyright/>

MediaFestival.org

Director of Educational Services, KOCE-TV

The KOCE Foundation is the non-profit corporation, lead by 23 prominent local citizens, through which KOCE raises and spends most of its operating and capital revenues.

KOCE is one of America's leading providers of K-12 and higher education television services to schools and home schooled students.

Executive Director, Telecommunications of Orange County

<http://www.ocde.k12.ca.us/showcase.html>

The Orange County Department of Education in partnership with its 28 school districts and the Coast Community College District have created this showcase to promote outstanding technology projects being implemented in Orange County Schools.

- ▶ The above link is to a series of movies showcasing the use of technology in Orange County

Director, California Student Media & Multimedia Festival

The Festival celebrates projects and learning with media and multimedia projects by students. There are also awards for teachers. Over 7,000 students and hundreds of teachers took part in this year's Festival! The Festival is not just for the high-end, expert technology users. If your students (or you) are using videomaking or multimedia in your classroom, the Festival is here to honor your efforts.

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The Festival at the present time is for teachers and students in California classrooms only.

Board Member, Computer-Using Educators

Computer-Using Educators, Inc. is a nonprofit California corporation founded in 1978. Our goal is to promote the integration of technology in the classroom in all disciplines and at all educational levels from preschool through college. We have an active current membership of over 7,000 educational professionals. We support 20 regional affiliates and four Special Interest Groups, and present a statewide educational technology conference each year. CUE is the largest organization of this type in California, and one of the largest in the country.

Schoolhousevideo - Desktop to broadcast project

<http://www.schoolhousevideo.org/Pages/Mission.html>

Schoolhouse Video is a collaborative project between Janet English, a middle school teacher in Saddleback Valley Unified School District, and Hall Davidson, Director of Educational Services, KOCE-TV. This project has three main objectives:

1. to empower K-12 students to use cutting-edge technology to create broadcast-quality videos.
2. To allow K-12 students, teachers, parents and administrator a form in which to share stories about their schools.
3. To provide videos for television broadcast so the community can share in many of the good programs at our schools.

National Keynote Speaker

<http://www.mediafestival.org/keynotes.html>

Back to the Future: Preparing Students for the Eighteenth Century

The New 3 "Rs": Real World, Real Kids, Real Projects

Biography Longer Version (276 words)

<http://www.mediafestival.org/biography.html>

<hallworks.jpg>

Hall Davidson is a nationally known educator as a teacher, author, lecturer, and staff development leader. He has served on state and national advisory boards for telecommunications, technology management, technology integration, and instructional media. He co-authored the report of the Distance Learning Task Force in California, authored the media portion of the Technology Guide for the association of media and library teachers, co-authored the internationally marketed TECHWORKS school kits, and has published articles in national journals and magazines. His classroom experience, begun in middle-school in 1971, includes mathematics, language arts, and foreign language. He served as on-camera mathematics teacher in an Emmy-winning instructional series. He has since been Emmy-nominated as a producer. His productions include series for teachers on the Internet and Big6 information literacy strategy. He has served on school site governance councils during school reform and on school-site advisory board. He co-founded Video-Using Educators in Los Angeles in 1985. He currently serves on the board of directors for Computer-Using Educators, the largest educational technology user group in the western United States. For nine years he has served as director of the California Student Media & Multimedia Festival, the nation's oldest such festival, now in its 37th year. For 15 years he has led trainings for teachers in video, multimedia, copyright, and technology integration affecting thousands of teachers. He currently serves as Director of Education at KOCE-TV, the PBS station in Orange County, California, and as Executive Director of Telecommunications of Orange County (TOC), a media consortium serving a dozen districts and over 200,000 K-12 students. He is the father of two children currently in the public school system in Los Angeles, California.

More Information

He has served on various technology education task forces and committees including the California Telecommunications Task Force that first planned the applications of Internet connectivity for education in California and the steering committee for the California School-Based Grants Program that awarded millions of dollars directly to schools. He has received both the Gold and Platinum Disk award from Computer-Using Educators, and serves on the technology advisory boards for several organizations, including the California School Library Association, Technology for Results in Elementary Education, and the educational software group Knowledge Adventure. He served as consultant to nonprofit foundations, California colleges and universities, publishers, and national corporations. He serves as director of the California Student Media and Multimedia Festival, now in its 37th year.

A nationally published writer, he has helped train thousands of teachers in technology integration. With the Saddleback Valley Unified School District and KOCE, he produced

a series on classroom use of the World Wide Web called "Wired to the Web, Now What?". This series integrated broadcast, internet, SAP (second audio program), and POTS (plain old telephone system) technologies. Thousands of teachers have taken this telecommunications course for credit. It is used by several school districts as a required component of their staff development programs. He authored media lessons that are included in a skills-based internationally distributed collection of K-12 classroom lesson units. As director of the California Student Media and Multimedia Festival, he has helped bring recognition to hundreds of schools and thousands of students.

He also produced the program Information Literacy - Big6 Research Skills. This series integrates information literacy with technology literacy. It was created to specifically meet the needs of high schools in the Digital High School program, but meets the needs of high schools and middle schools.

He has served as an educational consultant for the Los Angeles Times, Canter and Associates, and a number of commercial and PBS broadcasters.

Concerning copyright,

Hall Davidson has worked in intellectual property and education for nearly twenty years. He has led copyright workshops for educators from coast to coast in the United States. He authored the highly regarded educator's "No FAT Guide to Copyright" in Technology and Learning magazine, the follow-up to the Famous Copyright Quiz for teachers. As the co-author of an internationally distributed technology skills acquisition kit for classrooms, the producer of Emmy-nominated television programs, and the executive director of a multidistrict media acquisition consortium covering more than 200,000 students, Davidson has a vested interest in copyright and intellectual property. As director of the nation's oldest continuous student media and multimedia festival he witnesses the classroom impact of copyright on student projects every year. His experience has benefited from the issues met creating the guidelines for the multimedia festival and from workshops with both intellectual property lawyers and classroom teachers. The early copyright territory of television with its history of agreements forged between intellectual property owners and distributors and educational institutions, sometimes with the assistance of the US Congress, provided a natural base for expanding copyright understanding in new media.

A father of two, he has sat on the governance council for their elementary school, a self-governing site that is part of a reform effort in the local public school district.

Education

1990 Pepperdine University, MS

1979-1984 Additional studies: UCLA, California State University.

1971 Peabody College, Master Teaching Program

1971 Vanderbilt University, BA

HallDavidson.net

Copyright Resources

- ▶ Handouts for Classroom Planning in Multimedia and Video
- ▶ Resources for Information Literacy Series - "Information Literacy: Big6 Research Skills"

This series integrates information literacy with technology literacy. It was created to specifically meet the needs of high schools in the Digital High School program, but meets the needs of high schools and middle schools. Thanks for this project to co-authors Darla Magana and Lesley Farmer.

Web site

Dr. Lesley Farmer's web page with activities, links, and deeper information!

The Educator's Guide to Copyright and Fair Use

<http://www.techlearning.com/content/speak/articles/copyright.html>

By Hall Davidson

TechLEARNING is brought to you by CMP Media LLC, October 15, 2002

- ▶ copyright was created to benefit society at large, not to protect commercial interests.
- ▶ Supreme Court Justice Sandra Day O'Connor, "The primary objective of copyright is not to reward the labor of authors...but encourage others to build freely upon the ideas and information conveyed by a work."
- ▶ "fair use." The concept, which first formally appeared in the 1976 Copyright Act, allows certain groups to use intellectual property deemed to benefit society as a whole, e.g., in schools for instructional use.
- ▶ no matter the technology-photocopying, downloads, file sharing, video duplication-there are times when copying is not only acceptable, it is encouraged for the purposes of teaching and learning.
- ▶ However, schools need to monitor and enforce fair use. If they don't, as the Los Angeles Unified School District found out in a six-figure settlement, they may find themselves on the losing end of a copyright question.
- ▶ Take the Quiz:
http://www.techlearning.com/db_area/archives/TL/2002/10/copyright_quiz.html

Copy Right, Copy Wrong

<http://www.csus.edu/indiv/p/peachj/edte230/copyright/>

Test your knowledge with Hall Davidson's Quiz

Read the [article](#) by Hall Davidson, get the education...

Ha, I know about this stuff, I am just going to [take the quiz](#)

Oops, maybe I should get some more education - [Copyright Bay](#) (Worth the visit, graphically pleasing, fun and educational)

Hey, why did I get that one wrong? [The answers](#)

More extensive education

- [Crash Course in Copyright](#)
- [Fair Use of Copyrighted Works - A Crucial Element in Educating America](#)
- [Benedict Arnold](#)
- [US Copyright Law](#) - Throw away the sleeping pills