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EDUCATION

Teachers College Columbia University, New York. Ed.D., Department of Interdisciplinary Studies in Education; specialization in Media History and Public Policy. 1993. Dissertation: Early Experiments in School Television Production -- Mamaroneck, N.Y. 1965-1975.

Teachers College Columbia University, New York. M.Ed., Department of Communications, Computing and Technology. 1991.

University of Michigan, Ann Arbor. B.A. and M.A. 1970. Thesis: Instructional Television in the 1960s.

Woodrow Wilson Center for International Scholars, The Smithsonian Institution, Washington, D.C. Summer 1978.

PUBLICATIONS

Books

Brown, Les. (1977). The New York Times Encyclopedia of Television. New York: Times Books. Major contributor of entries on policy issues, children's TV, consumer movement, foreign systems. Chief of research.

Moody, K. (Ed.). (1979). Television Awareness Training: The Viewer's Guide for Family and Community. New York: Media Action Research Center, Inc. Compendium of writings together with worksheets (in book form) and films form a unique curriculum package for post-secondary audiences in schools and workshop settings.

Moody, K. (1980). Growing Up on Television. New York: Times Books. (Paperback, McGraw-Hill 1984). A comprehensive book for parents about children's television viewing and possible effects -- suggesting positive responses at home and at school. Also in Japanese. Introduction by Norman Cousins.

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Moody, K. (1979, December). Turning pupils into television critics. The New York Times (Science Times Section).

Moody, K. (1980). Growing up on television. Television Quarterly (the Journal of the National Academy of Television Arts and Sciences). Excerpted article from book of same title.

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Moody, K. (1989). Audio tapes and books: Perfect partners. School Library Journal, 35(6).

Presentations

- Moody, K. (1977, May). Health implications of advertising to the very young. American Academy of Pediatrics, New York, NY.
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- Moody, K. (1982, April). So you want to be a writer. Mamaroneck Public Schools Writing Day, Mamaroneck, NY.
- Moody, K. (1982, May). TV in the 80s: Who speaks for children?. Center for Communication, New York, NY.
- Moody, K. (1992, January). Video Applications in the Classroom. Manhattan Council, International Reading Association (An Affiliate of New York State Reading Association) at The School of Education, Fordham University at Lincoln Center.
- Moody, K. (1993, November). Television, Literature and Love: Raising Readers in an Electronic Age. Mamaroneck Public Schools.

PTA Workshops concerning television in schools. About fifty of these between 1976 and 1981.

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- Children's Television Workshop. (1979). Eight Sesame Street audience studies. New York: Writer. Report of research for general audience.
- Educational Video Services. (1987). Educational Video Services business plan. Business plan for company specializing in the marketing and distribution of educational videocassettes.
- Media Action Research Center, Inc. (1978). Television awareness curriculum for post-secondary audience. Proposal to Department of Health, Education and Welfare, Office of Education and Media Contracts, Washington, D.C., Technical Proposal RFP 78-94, 150 pp.
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- Moody, K. (1987). Children's Circle video reading program parents guide. Norwalk, CT: Easton Press. Newsletter.
- Moody, K. (1990). NEON: New Educational Opportunities Network. Funding proposal/business plan. For City University of New York Research Department. Proposal lays out rationale and methods for developing a 24-hour-a-day cable TV channel to teach literacy skills to adults.

Instructional Designs

- Moody, K. (1978, May). Up & coming. (Available from Public Broadcasting System, Washington, D.C.) Accompanying curriculum for PBS 13-week television dramatic series about black family, social dilemmas, problem solving.
- Moody, K. (Ed.). (1979). Television awareness training. New York: Media Action Research Center, Inc. Large format paperback book provides structure for post-secondary curriculum. 280-page package includes book, leaders' manual, and nine short films.

Instructional Designs (cont.)

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Moody, K. (1993). History of Children's television programming and advertising 1950 to 1990. Work in progress. Undergraduate or graduate level course which guides students' study of the development of children's television as a form of literature. Includes heroes, themes, settings; examines trends in advertising and "marketplace regulation".

Moody, K. Video applications in the classroom. Work in progress. Syllabus lays out research on effective uses for learning and demonstrations of available quality programs.

Video Productions

Easton Press (Editor), & Moody, K. (Executive Producer). (1987). America's achievements in space (Videocassette recording). Norwalk, CT.: MBI, Inc. Ten 90-minute television programs on history of U.S. space program.

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Moody, K. (Writer/Producer). (1982). NICKELODEON (Slide show and script). New York: Warner Amex Satellite Entertainment Co. 15-minute slide show about channel for children.

Poetry

Moody, K. (1976, March 1). Mourning after: Vietnam. Unitarian Universalist WORLD, 17(4), p. 16, Boston, MA.

PROFESSIONAL POSITIONS

Co-director, Institute for Media Literacy, New York University. A project in development in the School of Education.

Adjunct Assistant Professor, Hunter College, City University of New York. Department of Teaching and Curriculum. Taught Technology in the Classroom, Fall, 1993-.

Course Assistant, Teachers College Columbia. Public Policy in Education (Prof. Ellen Condliffe Lagemann) Spring, 1993.

President, Currier Moody Communications. CMC is a creative business group which researches, designs, develops and markets instructional materials. Clients include print and video publishers, national educational organizations, schools, universities, and telecommunications business, including: *The New York Times*, KQED-TV (San Francisco), Children's Television Workshop (CTW), the Gannett newspapers, McGraw-Hill Book Co., 21st Century Education, Inc., Listening Library, Inc., the Mamaroneck Public Schools. 1972 - (See bibliography.)

Instructor, College of New Rochelle. Six-credit undergraduate course, *Mass Communications and Society*. Examines the inter-relationships between media and the current social and political environment. Spring 1990.

Director of National Program Development, WQED/PBS. Executive responsible for television program development, national underwriting, marketing strategies, promotion. 1989-90.

Director of Corporate Development, Warner-Amex Satellite Entertainment Co. Executive responsible for securing major corporate underwriting for NICKELODEON, the Peabody Award-winning children's TV channel, including multimedia presentations to corporate leaders, negotiations, regulation of advertising messages. Served also as Director of Advertising Clearance. 1981-83.

Director of Special Project Communications, American Lung Association. Editor of monthly magazine, producer of slide presentation and spots for radio and TV, creator of communications workshops at annual convention. 1980-81.

Writer/Producer, Media Action Research Center (MARC). Editor of book, *Television Awareness Training*; wrote speeches for president, FCC testimony, magazine articles. 1978-79.

Language Arts Specialist/Teacher, Mamaroneck Public Schools. Responsible for design/implementation of advanced program at the 5th-6th grade level. 1975-76.

Media Educator, Mamaroneck Public Schools. With others, taught in-service program of production skills in various media (print, art materials, photography, video, film) to faculty and students. 1970-72.

Instructor/Director, Studio Television Production, Mamaroneck Public Schools. Developed system for teaching/learning uses of television as a process tool in language development with elementary school students. 1968-69.

Classroom Teacher, East Grand Rapids Public Schools. Fifth grade teacher, pioneering whole language programs. 1965-66.

Classroom Teacher, Ann Arbor Public Schools. Third and fourth grade teacher, specializing in teaching of reading. Served on math and social studies curriculum committee. Supervising teacher for student teachers from the University of Michigan. 1962-65.

Public Parks Supervisor, City of Ann Arbor. Developed, supervised and taught all-day programs for wide variety of participants, in large downtown multi-cultural park. Programs included sports, music, storytelling. Summers 1962-65.

ASSOCIATIONS

- Harvard Institute on Media Education (summer 1993)
- American Educational Research Association (AERA)
- The John Dewey Society
- New York Women in Communications
- The National Academy of Television Arts and Sciences
- Superintendent's Task Force on Cable TV Use in the 1990s. Mamaroneck Public Schools
- Media Arts Teachers Association (MATA)
- American Orthopsychiatric Association
- Larchmont League of Women Voters
- Larchmont Historical Society (*Trustee*)
- Search Committee, Department of Communications, Computing & Technology, Teachers College Columbia University, 1990
- Project Redesign, Mamaroneck Public Schools
- ESL/Reading Tutor

EARLY EXPERIMENTS IN SCHOOL TELEVISION PRODUCTION:
Mamaroneck, NY 1965--1975

Kathryn Currier Moody

The manuscript describes early experiments using television cameras (both studio and portable), videotape, and other forms of media to create and transmit televised messages in the Mamaroneck (NY) Public Schools during the period 1965-75. What distinguished the pedagogical path of the Mamaroneck Schools from the relatively few others using television at the time was its emphasis on "process" over "product." Using television as a "process tool" was thought to help participants to understand the medium while learning communications skills and promoting self esteem. This case study is of historical importance because it occurred on the edge of a monumental technology shift and because no other school system had undertaken an experiment of this kind. In addition to a talented local school faculty the project owes a significant part of its design to media pioneers, Marshall McLuhan and the late John Culkin, respectively. Their participation is described and documented in the manuscript.

In 1962 a donated camera and a subsequent New York state grant (1966) enabled one of the district's elementary school to develop a television studio and later to wire all the schools in the system for closed circuit TV (CCTV). In 1970 a grant from The Ford Foundation to the Center for Understanding Media (headed by John Culkin) funded a *year-long teacher training project* based in the Mamaroneck Schools. Throughout that entire year workshops included instruction in how to communicate via Super-8 film, portable (1/2") TV cameras, studio television utilizing 1" tape, slide/tapes and still photograph cameras.

Specific chapters describe the social tumult of the 1960s, characteristics of the local community, the pedagogical rationale for developing media skills in teachers and students, the major video projects at the Murray Avenue Elementary School, the Hommocks (middle) School, and the Mamaroneck High School.

The manuscript lists 24 "findings" as a result of historical and ethnographic study. The media programs tended to enable students to find new relevance in school life, introduce a greater degree of experimentation, provide new avenues for the visual-tactile intelligence, as well as help develop self-esteem and critical viewing skills in participants.

Throughout, the students reflective comments offer a unique kind of evaluation of the experience. Those who were adolescents during the period of the study are now adults in their 30s and have interesting perspectives concerning media study. The entire Mamaroneck experience could well be utilized in the work of today's media educators.

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PROFESSIONAL POSITIONS

Co-director (with Prof. Neil Postman), Institute for Media Literacy, New York University. A new venture between the Department of Communications Arts Department and the School of Education. Coursework/institute on literacy in all media. Beginning summer of 1994. 1993 -

Adjunct Assistant Professor, New York University, Teaching The History of Children's TV Programming as Literature. Spring, 1994.

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- Larchmont League of Women Voters
- Larchmont Historical Society (*Trustee*)
- Search Committee, Department of Communications, Computing & Technology, Teachers College Columbia University, 1990
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- ESL/Reading Tutor