“Maple Tree Farm Report: Participatory Media Roots & Branches”
Convening Conference  August 9 & 10, 2019


ROOTS: print flyer posted on walls & mailed via USPS 1974

Maple Tree Farm Report: 
Participatory Media Roots & Branches

INTRODUCTION / SUMMARY / METHODOLOGY
Report Director / Editor: Skip Blumberg, Administrator, Videofreex Partnership / President, In Motion Productions, Inc.  
Please see Page 29 “Conveners” for list of the MTF Report’s 18 co-authors.

“Half-inch video allowed community people complete control of the media… Their aim was making changes in the community; making tapes was just a byproduct of this process… In this model the role for professional filmmakers was radically altered; instead of being producers, they became social animators.” — Deirdre Boyle, “Subject to Change: Guerrilla TV Revisited,” Oxford University Press, 1997, p. 33.  

Producers who are social animators today inherit the traditions of their artist / mediamaking predecessors for counselling. Now there are many more powerful tools and lines of communication to involve, interact with, and influence the community, although the media landscape remains dominated by corporate interests. At this moment, there is a rare opportunity to build a mass movement for a change to the better world that we all want. Participatory media, this Report, and all of our acts in the coming year at least should aim for those goals.

Participatory media is defined for this Report as any communicative medium that activates the audience, as more than a merely passive recipient, with physical participation, and/or media interaction, and including transmission of media by activist artists in any form that can liberate the audience from preconceived notions of the media itself.

“Maple Tree Farm Report: Participatory Media Roots & Branches” 1. looks back at the 1965-1975 work of the first indy video pioneers, focusing on Videofreex as an example of the several earliest production groups and artists using video as an artist’s and activist’s tool in the very beginning of the medium, 2. relates that work to the current media situation, and 3. forecasts the future of participatory media.

“MTF Report” is a crowd-sourced .pdf presentation. Eighteen participants, including five of the original Videofreex, early video colleagues and younger mediamakers, met to produce this Report on August 9 and 10, 2019 in the same Catskill Mountain former-boarding-house, now a chic Airbnb, where the Videofreex lived 1971 - 78.

The Report was projected on screen for conveners to discuss, comment, make additions, clarify and explain, during two three-hour sessions, morning and afternoon, moderated by Videofreex Partner Davidson Gigliotti. There were no intellectual limits, constrained only by time, stamina, and budget to complete the Report.

To answer three questions posed by NYSCA EMF Director Karen Helmerson, our discussions conclude that the work done with that leading edge of analog screen medium by a small community of activist artists: 1. was prescient to many current digital derivatives, 2. was sometimes a stark contrast to the current situation, 3. has many current opportunities to make a continuing relevant impact as legacy and counsel, 4. with powerful, but treacherous, opportunities for near and far future participatory media practice by contemporary mediamakers.
Maple Tree Farm Report:

Participatory Media Roots & Branches

Three Questions:
1 How do the methods and projects used by the Videofreex and other video pioneers relate to current artists collaboratives, participatory media projects and socially conscious work through social media? 1A Pioneers & current community, 1B Prescience, & 1C Context.
2 How might participatory media look… 2A in the near future? 2B in the far future?
3 How can the group of pioneers & the legacy of their work be relevant to today’s audiences, filmmakers, & a general audience through the internet, screenings, publicity, amongst other tools?

For each question, there is a template for comparisons, concepts, and examples, in full sentences, catchphrases, buzzwords, jargon, specific projects, organizations, and individual’s names, in lists, with links for longer texts and relevant web resources. Plus photos of Videofreex at Maple Tree Farm then and conveners now. Most text submissions are uncredited as an unproprietary deference to group consensus authorship. Ascribed editorial text comments are in “quotes” followed by – name; e.g. “Let’s learn to control the media in order to reinforce our legacy.” – Skip Blumberg. There is some grouping of concepts and examples by themes, while sometimes the order is chronological as recorded real-time according to the stream-of-consciousness brainstorming in the MTF discussion room.

The convening, with strict externally- and internally-imposed limitations, produced a simple non-academically-rigorous report, without, for example, a full bibliography in Library of Congress format. So the succinct data remains conversational, simple and loose about materials’ references, credits. Questioned facts have been verified. The commissioned Report is not lengthy, but it attempts to be fairly complete in breadth and depth, according to conveners’ memories and POV’s, expansive in thinking, anecdotal & opinionated, attractive, stimulating & readable as well as informative to art aficionados & academics. There are links for further exploration and detailed information about a wide variety of projects, people, history, methodology, etc. Above is a general and the only overall report conclusion. The Report gathers testimony and data meant for researchers who seek primary information from witnesses to the medium’s history, reflected by today.

There was no advanced research per se; all data relies on conveners’ pre-convening submissions and in-person discussion on location in Maple Tree Farm. This is a pro-active defense for the many omissions in history and thought. We rely on readers’ additions to make the Report more complete, and on a funder who might support keeping the Report alive and growing on the internet. (This is a proposal).

The crowd-sourced text was recorded on August 10 and finalized on August 11 in Maple Tree Farm by Kalika Kharkar Sharma, with Rebecca Shapass and Kevin Matthein, that I edited and laid out. The intention to complete the Report by Saturday night dinner, with Sunday morning for a subgroup’s tweaking was nearly achieved, with final editing and layout, including photos, completed today.

It was a memorable experience for us all to get together, conjure and discuss our thoughts, while challenged to create a substantial valuable document in a short period, and within the beautiful and meaningful surroundings at the new and old Maple Tree Farm during Videofreex 50th Anniversary Celebration! Thanks to all who contributed to the Report and our shared journey into past, present and future.

- Skip Blumberg  September 9, 2019
MTF Report LINK to Lanesville TV MAPLE TREE FARM Showreel
Maple Tree Farm Report:  
Participatory Media Roots & Branches  
MORNING SESSION

1 How do the methods and projects used by the Videofreex and other video pioneers *relate* to current artists collaboratives, participatory media projects and socially conscious work through social media? 1A COMMUNITY: PIONEERS & CURRENT, 1B PRESCIENCE, & 1C CONTEXT

1A COMMUNITY: VIDEO PIONEERS  
Artists collective, production group:  
- Videofreex  
- Ant Farm  
- Downtown Community TV (NYC)  
- Global Village  
- TVTV  
- Raindance Corporation  
- Community Video Center (Washington DC)

⇒ CURRENT ARTISTS / MEDIAMAKERS  
Artists collective, indy production company, *start-up:*  
- Videofreex  
- LST  
- DCTV  
- Paper Tiger TV  
- 8Balltv  
- LoVid  
- Squeaky Wheel (Buffalo)
### Video Artist
- Nam June Paik
- Shigeko Kubota
- Juan Downey
- Charlotte Moorman
- Les Levine
- Jackie Cassen
- Don Harper
- Jud Yalkutt
- Shirley Clarke
- George Stoney
- Susan Milano
- Frank Gillette
- Ira Schneider
- Carole & Paul Roussopoulos
- Philip Mallory Jones
- Tobey Carey
- Aldo Tambellini
- Beryl Korot
- Nina Sobell
- Andy Mann

### Artists Collective, Indy Production Company, Start-Up
- ESPTV
- Big Noise Films
- Unicorn Riot
- Sub Media
- Eyeslicer
- Appalshop (Kentucky)
- Digital Smoke Signals
- Voices Without Borders

### Indy Media Maker, New Media Artist, Artist
- Robin Bell
- Rebecca Shapass
- Jon Nealon & Jenny Raskin
- DeeDee Halleck
- Angela Washko
- Annie Berman
- Hito Steyerl
- Claudia Bitran
- Kristin Lucas
- Betty Yu
- Joiri Minaya
- Grayson Earl
- Skip Blumberg
- Ira Schneider
- Eddie Becker
- Tom Weinberg
- Nina Sobell
- Denaise Seals
- Tony Mendoza
## Participatory Media Roots & Branches

<table>
<thead>
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<th>1A COMMUNITY (continued)</th>
<th>VIDEO PIONEERS</th>
<th>CURRENT ARTISTS / MEDIAMAKERS</th>
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</thead>
<tbody>
<tr>
<td><strong>Video vendor:</strong> CTL Electronics (CT Lui), Technisphere (Jack Goldman), Adwar Video (Sam Adwar)</td>
<td><strong>Video vendor:</strong> Amazon.com (Jeff Bezos), Apple Inc. (Tim Cook), B&amp;H Photo Video</td>
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<tr>
<td><strong>Video art curator</strong> (when there were none before them):</td>
<td><strong>Video art curator:</strong></td>
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<tr>
<td>○ Barbara London (MoMA)</td>
<td>○ Liz Flyntz (Independent Curator)</td>
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<tr>
<td>○ Sally Berger (MoMA)</td>
<td>○ Elle Burchill &amp; Andrea Monte (Microscope Gallery)</td>
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<td>○ John Hanhardt (Whitney)</td>
<td>○ Alexis Wilkinson (Knockdown Center)</td>
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<tr>
<td>○ David Ross (Everson Museum of Art)</td>
<td>○ Sohrab Mohebbi (Sculpture Center)</td>
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<tr>
<td>○ Richard “Harry” Simmons (Everson Museum of Art)</td>
<td>○ Pascaline Morincombe &amp; Sibylle DeLaurens (TREIZE Gallery)</td>
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<tr>
<td>○ Russell Connor (Rose Art Museum)</td>
<td>○ Chrissie Isles (Whitney Museum)</td>
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<tr>
<td>○ Carlota Schoolman, aka Fifi Corday (The Kitchen)</td>
<td>○ Jason Fox and all of UnionDocs</td>
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<tr>
<td>○ Howard Wise (Howard Wise Gallery)</td>
<td>○ Ali Jaffrey (Spectacle Theater)</td>
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<td></td>
<td>○ Rachel Rakes (AMMI, Deappel Amsterdam)</td>
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<td></td>
<td>○ Thomas Allen Harris (Independent)</td>
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<td></td>
<td>○ Andy Ingall (Independent)</td>
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<tr>
<td></td>
<td>○ Andrea Grover (Guild Hall)</td>
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<tr>
<td></td>
<td>○ Casey Wei (VIVO, Vancouver Canada)</td>
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<tr>
<td><strong>Artists retreat, residency:</strong></td>
<td><strong>Artists retreat, residency:</strong></td>
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<tr>
<td>○ MacDowell Colony</td>
<td>○ MacDowell Colony</td>
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<td>○ Yaddo</td>
<td>○ Yaddo</td>
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<tr>
<td>○ Media Center in Lanesville (a/k/a Maple Tree Farm)</td>
<td>○ Diamond Notch Arts Retreat (Lanesville)</td>
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<td></td>
<td>○ Signal Culture</td>
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<td>○ Emily Harvey Foundation (Venice, Italy)</td>
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<td></td>
<td>○ Eyebeam</td>
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<td></td>
<td>○ Bellagio Foundation (Rockefeller Foundation)</td>
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<td>○ Atlantic Center for the Arts</td>
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<tr>
<td><strong>Government &amp; foundation</strong> production &amp; workshop grants,</td>
<td><strong>Government &amp; foundation:</strong> production &amp; workshop grants,</td>
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<tr>
<td>videomaker fellowships: Challenge for Change (Canada), NYSCA</td>
<td>videomaker fellowships; NYSCA EMF (Karen Helmerson), NEA</td>
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<tr>
<td>Film/Video (Allon Schoener, Russell Conner, Peter Bradley, Lydia</td>
<td>Film/Media, Rockefeller Foundation, Guggenheim Memorial</td>
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<tr>
<td>Sillman), NEA Film/Media, Creative Artists Public Service,</td>
<td>Foundation</td>
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<tr>
<td>Rockefeller Foundation, Guggenheim Memorial Foundation</td>
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<tr>
<td>1 (continued)</td>
<td>VIDEO PIONEERS</td>
<td>CURRENT ARTISTS / MEDIAMAKERS</td>
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<tr>
<td><strong>1B PRESCIENCE</strong> - early video anticipated...</td>
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<td><strong>...the present</strong></td>
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<tr>
<td>Video freak</td>
<td>Early adopter</td>
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<tr>
<td><em>Portapak reporter</em> (single-person crew)</td>
<td>Camera journalist (single-person crew)</td>
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<tr>
<td>Indy video pioneers</td>
<td>Indy Filmmakers</td>
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<tr>
<td>Polaroid instant photo camera</td>
<td><em>Selfie</em>: front-facing digital camera / phone</td>
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<tr>
<td>Live multimedia performances with audience interaction; e.g. Videofreex Friday night screenings</td>
<td>Live multimedia performances with audience interaction; e.g. “Drug Test”</td>
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<tr>
<td>Collaborations, group media projects in person or parallel production; e.g. “Disarmament Video Survey”</td>
<td><em>Crowdsourced</em> media projects</td>
<td></td>
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<tr>
<td><em>Picture postcards</em> - occasionally sharing art &amp; adventures one-to-one</td>
<td><em>Emails &amp; Instagram</em> photos, short video &amp; experimental pieces shared everyday to all</td>
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<tr>
<td><em>Hologram</em> - 3D image created with electronic lasers and optics</td>
<td><em>Enhanced reality</em> - using electronic devices (e.g. smart phone) to add audio &amp; visual imagery to the image of an actual live setting.</td>
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<tr>
<td>1B PRESCIENCE (continued)</td>
<td>VIDEO PIONEERS</td>
<td>CURRENT ARTISTS / MEDIAMAKERS</td>
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<tr>
<td>Stealing media (recording off air, dubbing videotape) - <em>pirating</em> e.g. &quot;Waiting for Commercials&quot; by Nam June Paik</td>
<td>Stealing media - <em>appropriation, pirating, cracking &amp; ripping</em> (copying DVD and on-line movies)</td>
<td></td>
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<tr>
<td>Subvert technology's intended use for art-making</td>
<td>Subvert technology's intended use for art-making</td>
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<tr>
<td>“Video Games” - unique Videofreex (David Cort) interactive multi-monitor/camera creativity installation/participatory production tool; including at Lexington Center for the Performing Arts.</td>
<td>Video Games on many platforms (e.g. Computer, phone, special gaming devices)</td>
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<tr>
<td><strong>Lanesville TV</strong> - live screen transmission, with telephone call in, viewer-collaborative productions, viewer guests &amp; drop-ins, with studio cabled to transmitter. Responsive to audience who have limited choices: e.g., prior to Lanesville TV, in Lanesville there were only a few channels with often very poor reception.</td>
<td>Public Access Cable TV channels - corporate owners provide free, when required by municipality for licensing the territory.</td>
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<tr>
<td><strong>Pirate TV broadcasting</strong> unlicensed by the FCC and cable TV shows with live studio entertainment and one time a news event live (police arrest motorcyclist in front of Maple Tree Farm), covering other news events, demonstrations &amp; protests on tape.</td>
<td>Community Radio: WGXC-FM (Wave Farm), <strong>Pacifica Network</strong></td>
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<tr>
<td>Video art presented by arts institutions; Howard Wise Gallery, “TV as a Creative Medium,” 1969; Rose Art Museum,&quot;Vision &amp; Television,” 1970.</td>
<td>Web program channels - responsive to audience who have unlimited choices - Youtube, Vimeo, Apple TV, Google TV, NY Times TV, Hulu, Facebook Live, Twitter, Periscope, Livestream, corporate channels, web-based non-corporate channels (Mastodon, PeerTube, Free Speech TV, Means TV), etc. [Note: Limited high-speed Internet access available in some rural areas – including Lanesville – and some urban areas, with web deserts barriers to using services available to most.]</td>
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<tr>
<td>Video art commonly acquired by arts institutions (MoMA, Smithsonian) &amp; private collections, e.g. <strong>Kramlich collection</strong> and corporations, Morgan Stanley acquires Nam June Paik sculptures.</td>
<td>Podcasts; e.g. “<strong>Spirits</strong>”</td>
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</tbody>
</table>
| Live streaming from news and protest locations: e.g. Occupy Wall Street streamed all actions; Facebook Live, Youtube Live Streaming; situations in war-torn countries where governments shut down live streaming to hide atrocities. | **Note:**
<table>
<thead>
<tr>
<th>Collaborative production projects of large events, e.g.</th>
<th>Collaborative documentation of:</th>
</tr>
</thead>
<tbody>
<tr>
<td>○ Northeast Video Network - Seabrook NH Power Plant protest ad hoc cable TV network</td>
<td>○ Ferguson Riots (Organization for Black Lives)</td>
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<tr>
<td>○ Whiz Bang Quick City (Woodland Valley, NY) incl radio broadcast</td>
<td>○ Standing Rock</td>
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<td>○ 1971 MayDay Video</td>
<td>○ IMC Africa, IMC Organization</td>
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<td>○ Mediaburn (SF)</td>
<td>○ RiseUp</td>
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<td>○ Paris Loop</td>
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<tr>
<td>Workshops that train use of the new medium, empowering the audience; e.g.:</td>
<td>Workshops that train use of the new hardware &amp; software, empowering the audience; e.g.:</td>
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<tr>
<td>○ Videofreex Media Bus tours including NYS Historical Society, Ann Arbor Cable Access, Visual Studies Workshop</td>
<td>● Girl Scouts Breaking the Code (film &amp; computer classes)</td>
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<tr>
<td>○ Young Filmmakers</td>
<td>● Mono No Aware (Brooklyn, NY)</td>
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<tr>
<td>○ Ted Estabrook (Boy Scouts)</td>
<td>● BRIC Media Arts Lab (Brooklyn, NY)</td>
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<td>○ Shirley Clarke’s TeePee</td>
<td>● Squeaky Wheel (Buffalo, NY)</td>
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<td>○ Boston Newsreel</td>
<td>● Eyebeam (Brooklyn, NY)</td>
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<td>○ Video Free America (SF)</td>
<td>● UnionDocs (Brooklyn, NY)</td>
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<tr>
<td>○ University Community Video (Twin Cities)</td>
<td>● Pioneer Workshop</td>
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<tr>
<td>○ many others NYSCA- and NEA-funded</td>
<td>● Third World Newsreel</td>
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<td></td>
<td>● Cypher Collective</td>
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<td></td>
<td>● MyHero.com Global Exchange (6 countries)</td>
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<td></td>
<td>● L.O.J.A. Transformers (Tetovo, Macedonia)</td>
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</tbody>
</table>

**“Video Resources in New York State”** (1975) - 64-page directory divided by region and facility type, initiated, directed & edited by Videofreex Skip Blumberg at Maple Tree Farm with 30 early video makers & organizational state-wide consultants; used for identifying art & technology resources.

**“New York Media Arts MAP”** (2019) interactive on-line map with hypertext produced by Wave Farm with 20 state-wide media artists & organizational consultants; used for identifying art & technology resources, with a funding calendar, consultant directory, convening archive, contemporary media art activities, events & civic initiatives.

| Long distance telephone conference calls | ○ Conferences with virtual attendees (*video chat*, Skype, FaceTime, *Google Hangout*, *Zoom Meeting*, Jitsi, *GoToMeeting*) |
| | ○ Asynchronous Chat: *Slack*, *Signal*, *Telegram* (p-2-p encrypted non-corp version of Slack) |
| | ○ Decision-making platforms: *Loomio* |
**Maple Tree Farm Report:**

**Participatory Media Roots & Branches**

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"In the beginning when people saw me with a video camera and asked “What’s that for?” I explained that it was for adventure and freedom and possibilities and truth. I iterated that it wasn’t movies or television, it was video. Video was a rover. Video came along for the ride. It was immediate and participatory." - Nancy Cain

“All of that turned out to be true.” - Nancy Cain

"All of that turned out to be true.” - Nancy Cain

![Image of video days]
### 1C CONTEXT - contrasts early 1970s...

"Because of the poor quality of the porta-pack cameras that we had, it induced a level of purity. Our intentions were clear in the result. You couldn’t fool anybody with it." – Davidson Gigliotti

At a time when tightly-controlled industry media production excluded women and non-whites, early *indy video* allowed breaking down the strict hierarchy. With the new media into their hands activist men, women & minorities organized for more control and power over their voices on TV:
- New Day
- Women’s Video Collective
- [Ladies Home Journal](https://example.com) Antioch OH

- Monetizing media for profit wasn’t the focus for activists & artists.
- There was more public and foundation support and funding for the arts.
- Public funding channeled video work into the fine art realm.
- NYSCA budget change: 1970 the NYSCA annual budget went from $2 million to $23 million, which changed the entire landscape of the arts in New York City, including performing arts, dance, and the new medium of portable video, creating an incredible renaissance in the arts in NYC and NYS in the 1970s, and NYSCA doesn’t get enough credit for this.

There are still issues to overcome for women and minorities in the video field. These groups lack significant representation in a field that is largely a white & male-dominated industry. Women & minorities continue to organize and create cooperatives:
- [WAMINYC](https://example.com) (Women, Action & the Media)
- [NY Women in Film and Television](https://example.com)
- Bufu
- Black Lives Matter
- [Panimation](https://example.com)
- Women make movies
- Chicken and Egg pictures
- New Day

The funding model has shifted due to an erosion of public funds and changes in the economy while the cost of living rises. In response, monetizing fine artwork and crowdfunding has become much more important.

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### Current Artists / Makers

- "New video is very lifelike, almost everyone carries a video camera around all the time, shared around the world on the web.” - Dave Channon
- Deepfake: propaganda videos that manipulate real footage to convey a different message than actuality.

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"Spaghetti City Video Manual" by Videofreex

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<th>1C CONTEXT (continued)</th>
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</table>
| Concern for co-optation by commercial interests & advertising:  
  ○ Coca-Cola  
  ○ CBS | | Concern for co-optation by commercial interests & advertising plus, in recent years, the right wing.  
  ○ Deepfake  
  ○ ISIS  
  ○ All-right |
| "What we did was jazz...spontaneous pioneering video be-bop."  
  - Tom Weinberg | | "What followed was the flattery and frustration of being ripped off by The News, Mad Men and Reality TV. As technology evolved and YouTube ubiquitous, everyone everywhere could participate in video."  
  - Tom Weinberg |
| "From the 70's on, porn was the leading edge."  
  - Tom Weinberg | | "It still is. See the 2018 movie CAM."  
  - Tom Weinberg |
| "Substantial new media hardware technology that made big waves introduced every few months."  
  - Skip Blumberg |  
  ○ “Substantial new media technology - hardware & software - that makes big waves introduced every few minutes.”  
  - Skip Blumberg  
  ○ “Daily changes and refinements to search algorithms are what drive and change the media landscape for commercial purposes.”  
  - Liz Flyntz  
  ○ Book: Weapons of Math Destruction | |
<p>| Reel-to-reel videotape as the medium &amp; means of distribution. A sense of ownership over digital art work that exists physically. Allows for more contact because media exists in time &amp; space. | | Digital media as ephemeral. Ownership over files. Allows for less contact/ impersonal collaboration; e.g. Artists Respond: Antonio Mendoza &amp; Jim Punk |
| Double features in movie theatres, “The Million Dollar Movie” on channel 9 in NYC airing the same movie every night in prime time &amp; several times a day on weekends. | | Binge watching |
| Ephemerality of broadcast - media that lacks permanence creates a sense of urgency to view. | | Media that exists on a platform for extended periods of time. No urgency to watch/ experience. Temporary formats like Instagram Stories &amp; Snapchat, available for a limited time. |</p>
<table>
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<th>1C CONTEXT (continued)</th>
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<tbody>
<tr>
<td>Print flyers Xeroxed or printed, posted on walls or mailed</td>
<td>Pages e-blasted, posted on internet, Facebook, Twitter, Instagram</td>
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<tr>
<td>Broadcast information on a specific channel at scheduled times or mail it USPS (before FedEx).</td>
<td>Share information &amp; art via social media platforms and websites at all &amp; any time.</td>
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<tr>
<td>Limited channels define what and when media can be watched</td>
<td>Algorithms feeding media to consumers on social media platforms &amp; the internet.</td>
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<tr>
<td>Create empathy toward others by putting every day folks on TV, in the media</td>
<td>Create empathy toward situations through Virtual Reality; Beatrice Glow’s Lenapeway + Manhatta VR</td>
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<tr>
<td>Work in print and moving image - disseminating information through both formats</td>
<td>Work in print and moving image - disseminating information through both formats</td>
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<td>“Rigid Centralized Corporate Military/Industrial Complex Mainstream Regime and separate Utopian Alternate Culture with parallel cultural &amp; societal institutions where we could live entirely in our own separate world-wide community.” – Skip Blumberg</td>
<td>“Trump years now, with mainstream &amp; alternate cultures integrated and equally available; right at this moment, and into the near future, if there is mass citizen action and progressive leadership, there is a potential for a post-Trump better world!” – Skip Blumberg</td>
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<td>Distribution by dubbing and mailing videotapes; payment by check.</td>
<td>Distribution by posting instantly on the web, including streaming with sales, rentals &amp; free coupons; payment by Paypal, Venmo, etc.</td>
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<tr>
<td>Simple hard-wired phones that worked for oral communication (you could actually hear the other person clearly), but that’s all they did.</td>
<td>Smartphones with inferior phone reception that also record videos with sound, slow motion, filters, color correction, editing, live streaming, &amp; posting.</td>
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<tr>
<td>Recommendations to 1970s artists - Deedee Halleck: “Work together with other makers / thinkers.” “Have a ‘meta’ awareness of what you are doing.” “Critique the mainstream media.” “Have a sense of humor.” “Don’t take advantage of people: bring them into the mix: be nice.”</td>
<td>Recommendations to current artists - Deedee Halleck: “Work together with other makers / thinkers.” “Have a ‘meta’ awareness of what you are doing.” “Critique the mainstream media.” “Have a sense of humor.” “Don’t take advantage of people: bring them into the mix: be nice.”</td>
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2 How might participatory media look… 2A. in the NEAR FUTURE?

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<thead>
<tr>
<th>CONCEPT</th>
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<tbody>
<tr>
<td>In-person conferences</td>
<td>“Participatory Media Roots &amp; Branches” at Maple Tree Farm</td>
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<tr>
<td>Virtual conferences</td>
<td>Closed FaceBook groups, closed collectives, online conferences FaceBook corporate online training conferences, Telemedicine, Mumble, Zoom Meeting, Chatstep, Discord</td>
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<td>VR social impact</td>
<td>“Immersive VR 3d glasses will replace actual experience, making possessions &amp; travel unnecessary. Real experience will be diminished. People will be satisfied with virtual reality but have smaller carbon footprint. This also allows Trumpanic (Orwellian) fake reality to dominate over real reality.” - Dave Channon</td>
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<tr>
<td>Social media</td>
<td>“In the mid 2000s indymedia was beginning to be overshadowed by social media. Facebook, Twitter, and other projects promised the possibility of connection.” - Marisa Holmes</td>
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<tr>
<td>Commercial media advertising, non-commercial media fundraising</td>
<td>Social media campaigns, brand activation, Instagram feeds, Targeted marketing, hashtags, including insidious marketing intrusion</td>
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### 2A NEAR FUTURE (continued)

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<tr>
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| Peer-funded content | • Alternative to advertisements, government funding  
• *Micro-payments*, Patreon, Gumroad, GoFundMe, Kickstarter, IndieGoGo, Seed and Spark |
| Documentaries with interviews done solely online/via video chat -- no need to go to your subject | |
| Mainstream participatory media | Netflix series [*Black Mirror: Bandersnatch*] opts for a "choose your own adventure" model, allowing the audience to direct the narrative action of the episode. |
| Participatory media engaged in unknowingly through tutorials on YouTube | *Makeup Tutorials*, recipe tutorials on *Buzzfeed Tasty* |
| DIY - technology advancements | DIY VR [*Bradley Eros*’”*MovieHeadBox*”] |
| Video artists create full environments for their videos with engagement beyond the viewer-screen experience. | • [*Ryan Trecartin*]  
• [*Pipilotti Rist*]  
• Hito Steyerl  
• Cate Giordano  
• The Illuminator  
• Chinatown Art Brigade  
• The Laundromat Project  
• ESPTV (Victoria Keddie & Scott Kiernan)  
• Luncheonette  
• LoVid |
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</table>
|                           | Works of art that harbor nostalgia for early video (as we fumble through the trenches of new technology and modes of making; working off of models we know as opposed to new models) | ○ “Blair Witch Project”  
○ LoVid  
○ Signal Culture  
○ ESPTV (Victoria Keddie & Scott Kiernan)  
○ glitch art  
○ pixel moshing  
○ “Shakedown” documentary |
|                           | “More surveillance, more repression, fewer outlets.”  - DeeDee Halleck | “More repression demands more irreverence.”  - paraphrase Paul Krassner |
|                           | Keep private servers to distribute media that may be censored and/or hacked. | ○ Unicorn Riot  
○ submedia  
○ “Use encrypted services and use good security hygiene on all platforms & educate users about security hygiene.”  – Liz Flyntz |
<p>|                           | Interactive radio broadcasts | Catskill Youth Clubhouse (WGXC-FM 90.7 weekly show): produces creative audio art to unpack social issues young participants are concerned about. Broadcast from the clubhouse provided as a safe space. Young people become more aware of radio as a medium for their expression and communication, and are activated as a more mobilized audience With production workshops, mentors, a pool table, kitchen, camaraderie, etc. |</p>
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<tr>
<td>Regulation</td>
<td>“Regulation will change the landscape of digital media.” – Parry Teasdale</td>
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<tr>
<td>Self-managed platforms</td>
<td>“The digital universe is a part of the future, it’s just a matter of how we organize it.” – Marisa Holmes</td>
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<tr>
<td>Lack of trust in mainstream news media</td>
<td>“Anti-MSM (mainstream media) producing self-managed media (alt right news). There is no truth. There’s a lack of trust because the authority and authenticity of news has been eroded.” - Liz Flyntz</td>
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<tr>
<td>Hope for the Future</td>
<td>“Gardens are media. Physical books are still important. The digital universe doesn’t have to take over everything. Reality is still important, i.e. books, life.” – DeeDee Halleck</td>
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<td>“Inclusion: “What took the US civil rights movement 50 years, the gay rights movement has accomplished in less than 15 (legally and socially).” – Liz Flyntz</td>
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<td>“People are exposed to more diversity of ideas than ever before. “We can reorganize the media infrastructure system to be more ecologically sound, rather than the current capitalist infrastructure which relies on extraction and exploitation.” – Marisa Holmes</td>
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<td></td>
<td>“The market for truth &amp; accuracy will grow as the cost of misinformation and lies rises.” - Parry Teasdale</td>
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<td>“People are starting to reject social media platforms (especially more young people). They opt for closed platforms like Snapchat, Telegram &amp; group chats. In-person meetings “A return to analog in reaction to a lack of privacy: more people return to meetings, using physical media, e.g. tapes.” – Rebecca Shapass</td>
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<td></td>
<td>“There’s a chance now to build a mass movement for the big fix that’s needed for the better world we all want.” - Skip Blumberg</td>
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</table>
### Maple Tree Farm Report: Participatory Media Roots & Branches
#### AFTERNOON SESSION

#### 2B How might participatory media look... in the FAR FUTURE?

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| The Future | - "We are at the very beginning of the digital universe.” – Davidson Gigliotti  
- “It is an awkward (whoops, pressed the wrong button), highly-flawed (e.g. passwords), increasingly-fast-changing (impossible to keep up), very time consuming (in order to save time), transitional (we hope) era in the development of the ‘system.’ Maybe the fixes will occur before we are gone, and before the singularity obsoletes our species from a decision-making role on this planet.” ~ Skip Blumberg |
| Augmented Reality | Interactive experience of a real-world environment where the objects that reside in the real-world are enhanced by computer-generated perceptual information; e.g. Google Glass, enhanced reality. |
| Environmental Impact on Participatory Media | Unless innovative solutions & substitutes are found soon, near-term ecological crisis or capacity overload will restrict further developments and access to technology as a whole. |
| Always be aware of environmental impact by media | Pollution from making gear, cables, non-ionizing radiation, energy use |
| Technological singularity | - "Uh oh, collaborations with robots! with the robots having final editorial control. Our greatest role as artists and activists is to humanize the algorithm.” – Skip Blumberg  
- “It’s a global universe, but we have no way of regulating it in a global way!” – Davidson Gigliotti |
| Artificial intelligence | “Whatever it is, it’s beyond human!” – Tom Weinberg;  
e.g. Microsoft Translate: Conversations |
<p>| Virtual museums | MoMA.org |
| &quot;Creating the Visitor-centered Museum&quot; | by Peter Samis &amp; Mimi Michaelson |</p>
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<tr>
<td>Negative impacts of the information revolution</td>
<td>“Creating communities of atomized individuals. Some of them are becoming Nazis and some of them are trying to save the world. Lone wolves who are connected to communities of people who are feeding them a reactive worldview (rather than inclusionary).” – Eddie Becker</td>
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<tr>
<td>Convening / Community</td>
<td>“We’re here in the flesh, but how important is flesh in understanding the world and dealing with the web of intelligence that covers the earth?” – Davidson Gigliotti</td>
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<tr>
<td>Censorship</td>
<td>○ “There will always be new forms of censorship and there will always be people trying to find new ways of working around that.” – Rebecca Shapass ○ Censorship isn't just governmental, but on a personal level.</td>
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<tr>
<td>Protecting personal privacy</td>
<td>○ Web blocks, parental controls ○ Let's elect better leaders to figure out how to protect us and to lead. ○ “Not interfering with people's freedom.” – Tom Weinberg</td>
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3 How can the group of pioneers and the legacy of their work be *relevant* to today’s audiences, filmmakers, and a general audience through the internet, screenings, publicity, amongst other tools?

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| In-person conference | ○ “Participatory Media Roots & Branches” at Maple Tree Farm (Lanesville NY)  
○ “We’re All Videofreex” (all-day seminar with screenings at School of Visual Arts 23rd Street Theatre, NYC) |
| Direct engagement of video pioneers with current video-makers and general audiences through in-person appearances at workshops, screenings, openings, exhibitions, receptions, seminars, convenings, demonstrations, protests, etc | & parties! i.e. let’s keep circulating amongst relevant communities while we are able. |
| Skype, FaceTime, on-line networked conferences & virtual appearances | ○ Randall Packer’s “Third Space Network” on-line convenings  
○ Live Skype Q&A “Skip Blumberg: Culture Beat (micro retrospective)” at la Cinematheque (Vancouver Canada)  
○ Videofreex Nancy Cain appearances at distant screenings Q&As. |
### 3 RELEVANCE TO TODAY (continued)

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</table>
| “We share what we learned.” – Davidson Gigliotti | • Responsibility as video pioneers to share knowledge and values.  
• Encourage a sharing culture. |
| Informational websites by legacy artist & artist collectives | • [www.Videofreex.com](http://www.Videofreex.com)  
• [www.SkipBlumberg.com](http://www.SkipBlumberg.com)  
• [MediaBurn.org](http://www.MediaBurn.org)  
• [Radicalsoftware.org/](http://www.Radicalsoftware.org/)  
• [Experimental Television Center](http://www.ExperimentalTelevisionCenter.org)  
• [Vasulka.org](http://www.Vasulka.org)  
• [The Early Video Project](http://www.TheEarlyVideoProject.org)  
• Nam June Paik  
• Dara Birnbaum |
| Distribution of archival footage | • [Mediaburn.org](http://www.Mediaburn.org)  
• [Electronic Arts Intermix (Howard Wise)](http://www.EAImuseum.org)  
• [Videofreex.com](http://www.Videofreex.com)  
• [Videodatabank](http://www.Videodatabank.org)  
• [Eddie Becker YouTube Channel](http://www.EddieBeckerYouTube.com)  
• [Rose Goldsen archive at Cornell](http://www.Cornell.edu)  
• [Pacific Film Archive at Berkeley](http://www.PacificFilmArchive.org)  
• [Internet Archive.org](http://www.InternetArchive.org)  
• [Beyond Video](http://www.BeyondVideo.com)  
• (video store in Baltimore) |
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| Archives & libraries with early video collections & screenings as well as text documents and other relevant materials | - NYU Fales Library  
- Video Data Bank  
- Video Resource Center at MoMA  
- Walker Art Center (Minneapolis)  
- Mediaburn.org  
- The Wexner Center for the Arts (Columbus OH)  
- Library of Congress Audio-Visual Archive  
- Mediavault  
- Pacific Film Archive (Berkeley CA)  
- USC Film School  
- Kandinsky Library, Centre Pompidou (Paris)  
- MUMOK (Vienna)  
- ZKM (Karlsruhe, Germany)  
- The Filmmakers Coop  
- Anthology Film Archives  
- Videofreex DVDs and print collection about early video in Phoenicia, Hunter and Mountain Top (Tannersville) Public Libraries |

| Legacy artists collectives remain active currently | - Videofreex Partnership, People’s Video Theater, TVTV, Paper Tiger TV, Video Free America |

| Reinforce the style of early video  
  - Good video, wide angle, curious camera, realtime etc etc  
  - “The impulse is immediately discernible in the result.”  
  - Davidson Gigliotti | - Workshops  
- Books  
- Teach the teachers  
- Insert videos, books, and articles about early video and videomakers into film production & studies courses syllabi |

| Reinforce the substance, content & POV of early video  
  - “The value of it should be the same for the person making the tape and the person being filmed. It's a partnership.”  
  - DeeDee Halleck paraphrasing Robert Flaherty  
  - Understanding the roots and why helps people connect with the material, taking ownership of the integrity behind the style. | - Workshops  
- Books  
- Teach the teachers  
- Insert videos, books, articles about early video and videomakers into film production & studies courses syllabi |
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| Recruit, mentor (paid) interns to early video venues | ○ Video Data Bank  
○ Electronic Arts Intermix  
○ Indy mediamaker Maxi Cohen  
○ BAVC (Bay Area Video Coalition)  
○ Open Signal (Seattle)  
○ Flying Focus (Portland)  
○ Appalshop (Kentucky) |
○ [www.SkipsNewMovies.vhx.tv](http://www.SkipsNewMovies.vhx.tv)  
○ [www.vimeo.com/ondemand/DDdeluxe](http://www.vimeo.com/ondemand/DDdeluxe)  
○ [Eddie Becker's YouTube Channel](http://www.Eddie Becker's YouTube Channel) |
| Screening Venues | ○ Vox Populi (Philadelphia)  
○ Kitchen  
○ Spectacle  
○ Union Docs  
○ Museum of Modern Art (NYC)  
○ Microscope Gallery (Brooklyn)  
○ National Gallery of Art (DC)  
○ VIVO at The Cinematheque (Vancouver, BC, Canada)  
○ Gene Siskel Film Center (Chicago)  
○ Music Box (Chicago)  
○ Other Cinema at ATA Gallery (San Francisco)  
○ DCAC (Washington, D.C.)  
○ TREIZE Gallery (Paris)  
○ Pioneer Works (Brooklyn)  
○ Parkway Theater (Baltimore)  
○ Sight Unseen (Baltimore)  
○ Station Gallery (Houston) |
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| Books about early video          | ○ “Videofreex: America’s First Pirate TV Station” by Parry D. Teasdale  
○ “Video Days and what we saw through the viewfinder” by Nancy Cain  
○ “Videofreex: The Art of Guerrilla Television” by Andrew Ingall, David Ross, Videofreex, Tom Colley, Tom Roe, Sarah Pasti, & Dan Belasco  
○ “Video Classics: A Guide to Video Art and Documentary Tapes” by Deirdre Boyle  
○ “Subject to Change Guerilla Television Revisited” by Deirdre Boyle  
○ “Handheld Visions” by DeeDee Halleck  
○ “Video Art” by Michael Rush  
○ “Video Art” by Beryl Korot & Ira Schneider  
○ “Guerrilla Television” by Michael Shamberg & Ant Farm  
○ Books and papers on early video art by Marita Sturken  
○ RadicalSoftware.org  
○ “The Emergence of Video Processing Tools: Television Becoming Unglued” by Sherry Hocking. |
| Books about democratization of the media | ○ “Ours to Hack and to Own” by Trevor Scholz and Nathan Schneider  
[“The theory of platform cooperativism has two main tenets: communal ownership and democratic governance.”]  
○ “Handheld Visions” by DeeDee Halleck  
○ “Expanded Cinema” by Gene Youngblood  
○ “Guerrilla Television” by Michael Shamberg & Ant Farm  
○ “Digital Rebellion” by Todd Wolfson  
○ “Breaking the Spell: A History of Anarchist Filmmakers, Videotape Guerrillas, and Digital Ninjas” by Christopher Robe  
○ “The People’s Platform” by Astra Taylor  
○ “Networked New York” by Ingrid Burrington  
○ “Cultures of Everyone” by Luis Kablan  
○ “Here Comes Everybody” Clay Shirky  
○ “Birth and Death and Cybernation” by Paul Ryan |
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|                                  | Art Events | • “Join the Videofreex Conspiracy” at the Met Breuer!  
                           |         | • “Sight Unseen”  
                           |         | • “Burning Frame”  
                           |         | • The Illuminator  
                           |         | • “Bring your Own Beamer”  
                           |         | • Robin Bell site-specific projections  
                           |         | • “Slideluck Potshows” by Casey Kelbaugh |
|                                  | Articles about early video | • “Early Videomakers at Maple Tree Farm” (2019) interviews Liz Flyntz  
                           |         | • A Brief History of 1/2” Video Tape and Why It Needs to be Preserved  
                           |         | • Early Video Project at Davidsenfiles.org |
|                                  | Educational texts posted & published | • “Journal of Film & Video” double issue on early video  
                           |         | • www.radicalsoftware.org |
|                                  | Books about socially engaged art | • Bridging Communities through Socially Engaged Art - Dr Alice Wexler  
                           |         | • “Handheld Visions” - DeeDee Halleck |
|                                  | Documentaries about early video | • “Here Come the Videofreex”  
                           |         | • “TVTV: the Video Revolutionaries”  
                           |         | • “Underground Adventures with Ant Farm”  
                           |         | • “License to Create: NJP & the TV Lab”  
                           |         | • “Nam June Paik: Lessons from the Video Master”  
                           |         | • “Festival That Shook the World” (Videofreex at Woodstock Festival) |
|                                  | Online Archives | • www.MediaBurn.org  
                           |         | • www.VDB.org  
                           |         | • Youtube (Bart’s Videofreex channel)  
                           |         | • Vimeo (Paper Tiger & others) |
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| Repackage early videos with informational text, etc | "Lanesville TV MAPLE TREE FARM Showreel"  
"Videofreex Pirate TV Show"  
www.VideofreexPirateTV.vhx.tv |
| Today’s artists using early video gear | ○ Rebecca Shapass  
○ ESP-TV  
○ LoVid  
○ Monica Panzarino  
○ Videofreex |
| Next-generation early video curators | ○ Liz Flyntz (independent curator)  
○ Andrea Grover (GUILD Hall)  
○ Andy Ingall (independent curator)  
○ Pascaline Mörincom & Sibylle de Laurens (TREIZE gallery, Paris)  
○ Alexis Wilkinson (Knockdown Center, Maspeth, Queens)  
○ Casey Wei (VIVO, Vancouver Canada)  
○ Kelani Nichole (Transfer Gallery, LA)  
○ Elle Burchill & Andrea Monte (Microscope Gallery)  
○ Sohrab Mohbibi (Sculpture Center)  
○ Chrissie Isles (Whitney Museum)  
○ Jason Fox and all of UnionDocs  
○ Ali Jaffrey (Spectacle Theater)  
○ Rachel Rakes (AMMI, Deappel Amsterdam)  
○ Thomas Allen Harris (Independent) |
| National and international cooperative participatory media projects and partnerships | Videofreex recent collaborations:  
○ Wave Farm (Acra NY)  
○ TREIZE Gallery (Paris)  
○ LOJA: Center for Balkan Cooperation (Tetova, Macedonia)  
○ RhizomeDC (Washington DC)  
○ VIVO (Vancouver, Canada)  
Skip Blumberg: US Department of State *U.S. Express*  
Skip Blumberg: MyHero.com [Global Exchange](http://www.globalexchange.org) Artistic Director |
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| Actively screen work and attend Q&As | ○ Tom Weinberg  
○ “Skip Blumberg: Culture Beat (micro-retrospective),”  
The Cinematheque (Vancouver, BC, Canada) with Skype Q&A  
○ Eddie Becker  
○ DeeDee Halleck  
○ Videofreex Nancy Cain (via Facetime) |
| Link pioneers to practicing contemporary artists or to their contemporary work, in form or content, through curated shows and screenings so that the historical/ narrative are connected | ○ Lanesville TV & 8BallTV proposed  
○ Ant Farm & LST “The Present is the Form of All Life, the Time Capsules of Ant Farm and LST.” – Curated by Liz Flyntz, Pioneer Works (New York, 2016) |
| Email blasts | ○ Editorial Blasts  
○ Publicity Blasts |
| Vlogs | ○ Mediatburn.org  
○ Danny Lyon ([BleakBeauty.com](http://BleakBeauty.com)) |
| Social media campaigns | ○ Facebook  
○ Instagram  
○ Twitter |
| Artists / filmmakers associations | ○ NY Women In Film & Television  
○ Association of Independent Video & Filmmakers (1975 - 2006) |
| Websites that post early videos, searchable playlists | [MediaBurn.org](http://MediaBurn.org) |
| Media witness: “Take the camera into the shadows of America to expose ideas that need to be discussed and changed.” – Eddie Becker | “Multiple recordings from multiple angles of racist police attacks on minorities, possible with everyone having a smartphone camera, make it hard to disprove or deny the event took place.” - Dave Channon |
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<tr>
<td>“The digital age provides everyone unlimited combinations of strategies and tools to communicate relevant messages to today’s audiences. The key to success for current artists is to select the most efficient, powerful and impactful appropriate methods that you can afford (and enjoy doing), from among the myriad of choices. It’s always been the same goal: ‘getting the biggest bang for the buck.’ With a contemporary trap... the enticement of the screen masking a new tyranny over our time and freedom. And so ultimately it’s doubly ironic for me to recommend to maximize our impact (for a higher purpose), at the same time as also recommending a rebellion against that same screen, for which I have lived my entire life... from first TV generation to Videofreex to TV producer to digital mediamaker.” – Skip Blumberg</td>
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</table>
| College courses and professors | ○ Christine Nosches (Hofstra)  
○ Chris Hill (CalArts)  
○ David Ross (School of Visual Arts)  
○ Elizabeth Coffman (Loyola-Chicago)  
○ Ted Hardin (Columbia College)  
○ Michael Renov (USC)  
○ Kathy High (RPI)  
○ Branda Miller (RPI) |
| Keep public media alive | a. Democratize the airwaves and all forms of information exchange  
b. Public media-making tax on ALL rights of way  
c. Support and save the libraries and the post office |
| Coordinated media stories | “Let’s learn to control the media to reinforce our legacy, including when we are interview subjects, so that accurate stories are reinforced by all of us with a few shared main talking points.” - Skip Blumberg |
| Make our own Facebook group | |
| What’s next? | |
CONVENERS

Eddie Becker*
Eleanor Bingham*
Skip Blumberg* (Project Director / Report Editor / Event Host)
Dave Channon**
Liz Flyntz
Bart Friedman*
Davidson Gigliotti* (Discussion Moderator / Event Co-host)
DeeDee Halleck*
Marisa Holmes (Youth Media Participant)
Casey Kelbaugh (Movie Night at Stony Clove) **
Kevin Mathein (Tech Support / Research / Event Staff)
Phoebe Potter ** (Youth Media Participant)
Piotr Redlinski **
Rebecca Shapass (Report & Event Staff / Youth Media Participant)
Kalika Sharma (Report Design Consultant / Report Real-time Recorder )
Parry Teasdale*
Carol Vontobel*
Tom Weinberg*
Alice Wexler (Arts in Education Consultant / Fellow Traveler)

* Video Pioneer
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Photos by Peter Aaron, Skip Blumberg, Joy Brown, Nancy Cain, Paula Court, Liz Flyntz, Bart Friedman, Davidson Gigliotti, Jimmy Griffin, Sadie Grossman, Dave Jones, Rhea Kennedy Morgenstern, Peter Samis, Kalika Kharkar Sharma, Tom Weinberg and Breathe Inn.

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Acknowledgments

Breathe Inn hosts Patty Wu & David Schneider receive the Videofreex highest Airbnb rating.

Maple Tree Farm Report Convening’s delicious nourishment provided by Tovey Halleck Organic Farm (photo), Maggie’s Krooked Café, Kristin Vilhelm & Mother Earth’s Storehouse Kingston, Former’s Farmstand, and all the MTF conveners in the kitchen and at the grill.

Special thanks to our current Lanesville neighbors: Neil Harley (Jr), Erin Harley, Leon, Amy Jackson, Casey Kelbaugh, Piotr Redlinksi, Jason Kachidourian & Amanda Pohan, the Benjamins, Neals and Smiths, honoring Maple Tree Farm landlords Miriam & Sam Ginsberg, and remembering Billy Neal, a tragic casualty of the system during Videofreex Lanesville 3-week residence.

Financial support from In Motion Productions, Inc. and the New York State Council on the Arts. This project is made possible with partial funds from the NYSCA EMF in Partnership with Wave Farm: Media Arts Assistance Fund, with the support of Governor Andrew Cuomo and the New York State Legislature.

Grant facilitation Wave Farm, Galen Joseph-Hunter & Rebecca Van Kollenburg with thanks to Leanne Mella.

“Videofreex Dance Party for a Change” (8-10pm, May 1, 2019, from Wave Farm studio) PLAYLIST! and “Videofreex Woodstock Festival 50th Anniversary Music Celebration & Farm Radio Show: Lanesville TV Special” (7-8:30pm, August 15, 2019, from Maple Tree Farm) live WGXC-FM radio broadcasts and WaveFarm.org streaming; technical director: Tom Roe, announcer: Galen Joseph-Hunter