For more info,
call 201-410-0208
or media-arts@uts.edu

Info & Registration at
www.UTS.edu/media-arts-courses

Meet our new teachers!

Jack Ryan is a Communications consultant with expertise in crisis communications, media relations and external affairs. He is an award-winning reporter and editor with experience in government, legislative, internal and external relations.

John Ericson Rodriguez is a Computer Science Engineer, who has worked for several companies related to Internet, media and publishing in the last 12 years.

Christa Victoria is a vocalist, composer, pianist, musical director and actor living in New York City. Her projects have encompassed Theatre, Film, Television, and community-based programs.

Peter Lewis is a videographer and film editor with 30 years of experience in the industry, He has worked for BBC television in the UK, edited videos for Sony Music, Verve Records and diverse documentaries.

The Unification Theological Seminary

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How to be an Effective Writer or Journalist

Producing a Faith-based Video for YouTube

Bringing Your Ministry Online

How to Design Publications

How to WIN in Public Relations

The Unification Theological Seminary
New York Extension Center

Summer 2011 Courses in Media Arts for Ministry

UTS Media Arts Academy is excited to announce the Summer 2011 Courses in Media Arts for Ministry. These courses will equip you and your staff with the technological tools to develop engaging materials for your ministry!

Students in the Media Arts Courses for ministry will learn how to utilize existing and emerging media to communicate spiritual ideals to large and/or specialized audiences locally and globally. This includes the use of technological tools to develop Audio (music or voice recording), Video, Press and Publishing (including Internet).

Students will gain basic skills needed to produce and market media and learn entrepreneurial strategies for innovation.

List of Courses

Courses start the week of July 12, weekday evenings except for Intensive Video course on Saturdays.

Bringing Your Ministry Online

by Erick Rodriguez

Learn how to build your own website or blog to promote your ministry activities more efficiently. Learn how to use the Internet or Social Media to spread the Gospel to a wider audience in the NYC area, the U.S. or worldwide!

5 weekly 2 hour evening sessions for $99
7-9pm, Tuesdays, July 12, 19, 26, August 2, 9

Storytelling through Song for Beginners

by Christa Victoria

Students taking this 5 week course will create simple musical compositions that express or tell their story. They will learn: 1. To articulate a story's plot, theme, and characters; 2. To identify the emotional and narrative aspects of sounds; 3. To organize sounds in order to create compositions; 4. To make connections between musical expressions and text; 5. To communicate through written, spoken and musical means; 6. To use a musical notation system.

Other guest artists will be invited to share their experience in Hip Hop, Contemporary, Folk and Gospel genres.

5 weekly 2 hour evening sessions for $99
7-9pm, Thursdays, July 14, 21, 28, August 4, 11

Producing a Faith-based Video for Youtube! Intensive Course

by Peter Lewis

Learn how 1) to write and develop scripts, 2) Record your own messages and 3) Edit them to upload onto YouTube!

3 Saturdays: July 16th, 23rd & 30th
9 am – 5 PM with one hour lunch break, $199

How to be an Effective Writer or Journalist

by Jack Ryan

The course will teach the basics of writing a news or feature article, including 1) how to write a compelling lead and how to tell a story that will capture the reader's attention, 2) how to conduct an interview and how to gather and present the basic facts that are essential to any news or feature story, 3) how to write a commentary piece that allows the writer to introduce his/her point of view and the importance of drawing the line between news and opinion.

5 weekly 2 hour evening sessions for $99
7-9pm, Tuesdays, July 12, 19, 26, August 2, 9

How to Design Publications

by Erick Rodriguez

The course will teach you how to create and design brochures, fliers or posters for your church or ministry. Learn how to use the most effective and simple techniques of graphic edition to produce high quality material for your publications.

5 weekly 2 hour evening sessions for $99
7-9pm, Thursdays, July 14, 21, 28, August 4, 11

How to WIN in Public Relations

by Jack Ryan

Assignment editors get flooded every day with press releases that they barely have time to look at. Most press releases wind up in the circular file. This course will focus on writing a press release that will capture the attention of an assignment editor or reporter. A good press release will write the story for the reporter. Students will learn how to stage a press conference and when not to and how to create an event that will attract the news media. Students will learn how to build a professional relationship with an editor or reporter, which media outlet is best to contact with a particular story, when to send a release and when to make a phone call and how to become a friend and resource rather than a pest.

5 weekly 2 hour evening sessions for $99
7-9pm, Thursdays, July 14, 21, 28, August 4, 11

REGISTER TODAY AT
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