



NOVATO UNIFIED SCHOOL DISTRICT

1015 SEVENTH ST. • NOVATO, CALIFORNIA 94945 • TEL: (415) 897-4259 • FAX: (415) 897-4221

Leslie Benjamin
Public Information Officer

Shalee Cunningham, Ph.D.
Superintendent

June 2, 2015

CONTACT: Tracy Walker
Teacher, Sinaloa Middle School
415 897-2111

Sinaloa 6th Grade Student's Film Honored at Media Festival

(Novato, CA)... The California Student Media Festival has awarded a Special Category Winner for Best Environmental Concept to four Sinaloa 6th grade students for their public service announcement (PSA) entitled, "The Orangutan: On the Road to Extinction." The film will be honored at the Festival on June 6 in Los Angeles and will be aired on PBS in Southern California. Their video can be seen on YouTube <https://youtu.be/SVTF68KU5so>.

As part of their 6th grade coursework in project-based learning, teacher Tracy Walker guided the students through an elaborate process to complete a PSA. Cameron Tipton, Maddie Moyer, Matthew Macias, and Cheyenne Pryor chose to create a PSA on an endangered species, specifically orangutans.

Along with their class, they watched other PSAs and discussed what made a PSA successful and what style they wanted to create (stop-motion, live action, animation, drawing, etc.). Next they created a storyboard for the project and once approved, began to film. Finally, after much editing, both video and audio, their final project was submitted.

All of the students' films were entered into the Sinaloa Film Festival and in the Marin County Fair. "The Orangutan: On the Road to Extinction" was the only project submitted to the California Student Media Festival.

"We are very excited to receive this award from the California Student Media Festival, as it means the students' message will reach a lot farther than just Marin County!", exclaimed Tracy Walker, Teacher at Sinaloa Middle School.

Now in its 49th year, the California Student Media Festival is the nation's oldest student media festival. Over the past twenty years, the California Student Media Festival has awarded more than \$140,000 to California Schools. It has expanded to include the work of more than 6,000 student contestants from schools across the state.

"An Equal Opportunity Employer"

The Festival exists to celebrate the amazing media and multimedia projects produced by California's students and teachers — rewarding and acknowledging their successful classroom work at an awards event in June every year. The Festival showcases what can be accomplished when talented students and dedicated teachers work together integrating media and multimedia into education. For more information about the California Student Media Festival, please visit <http://www.mediafestival.org/>.

#

“An Equal Opportunity Employer”

BOARD OF TRUSTEES: Aaron Brown, Cindi Clinton, Roger Collins, William F. King Ph.D., Jeff McAlpin, Ross Millerick, Leslie Schwarze
<http://nUSD.org>