

Rockefeller Foundation New Media Fellowships

2003 Project Cover Form

JESSE DREW

Title *People's Data Exchange Network*

Genre *New media*

Applicant's Role in Production *producer*

Production Format

*Network/Installation/web/*

Anticipated Length

*open-ended*

Color/BW

*color*

Sound/Silent

*sound*

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**Brief Project Description** (do not exceed space given below)

The People's Data Exchange Network (PDEN) is an electronic intervention into the current uncritical acceptance of the Stock Exchange and its Dow Jones, NASDAQ components as a useful indicator of quality of life. As a culture, we are incessantly bombarded by the electronic imagery of the ticker tape and its cryptic pixelated parade of symbols, signs, and numbers. The PDEN will be an electronic jujitsu, using the symbolism of the venerable exchange, with indicators of a perhaps more realistic indication of popular well-being or despair.

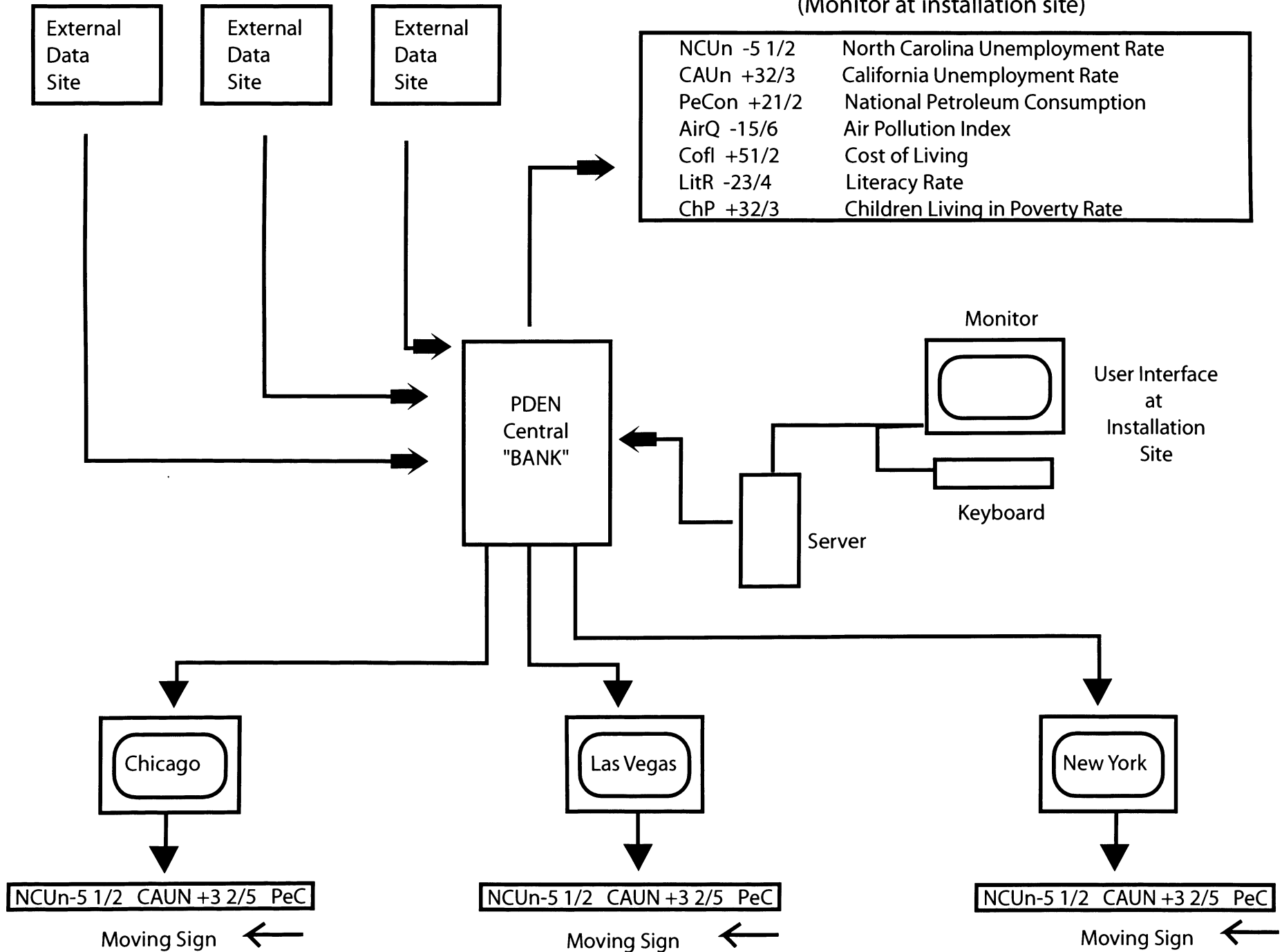
The PDEN project will consist of a central installation, satellite websites, and a distributed network of moving electronic signage. It will be a project that will involve not only the artist, but a network of public watchdogs, political economists and non-profit organizations.

The hub of the project will be the PDEN "bank" of computers, servers that will collect data, drive the website and respond to local input from wherever it is situated. The primary task of this server will be to cull data from national and international databases, and relay this information on to the "big board," a large overhead screen, where it will be displayed in standard ticker tape notation. Sample data culled, symbolized and displayed may consist of some of the following proposed examples:

|       |                                |                                  |
|-------|--------------------------------|----------------------------------|
| NCUn  | -5 <sup>1</sup> / <sub>2</sub> | North Carolina Unemployment Rate |
| CAUn  | +3 <sup>2</sup> / <sub>3</sub> | California Unemployment Rate     |
| PeCon | +2 <sup>1</sup> / <sub>2</sub> | National Petroleum Consumption   |
| AirQ  | -1 <sup>5</sup> / <sub>6</sub> | Air Pollution Index              |
| Cofl  | +5 <sup>1</sup> / <sub>2</sub> | Cost of Living                   |
| LitR  | -2 <sup>3</sup> / <sub>4</sub> | Literacy Rate                    |
| ChP   | +3 <sup>2</sup> / <sub>3</sub> | Children Living in Poverty Rate  |

This information will be displayed on the large screen central to the installation. Sound emanating at this central installation site will be typical ambient stock exchange shouts and pandemonium.

"The Big Board"  
(Monitor at installation site)



## 2003 Sample Work Form

JESSE DREW

If you are sending more than one sample, please copy this page. Sample(s) must be cued: indicate how long each sample should be viewed for a COMBINED viewing time of no more than 15 minutes. If slides are included in this application, please list the title and year of the work on this form.

Title " Teller Machine "

Year 2001

## Technical Info

## Original Format

☒ Software

☐ Web

☒ Installation

☐ Other \_\_\_\_\_

## Format Submitted for Viewing

☒ Software

☐ Web

☐ Installation

☐ Other CD Rom

## Preferred OS

☐ Windows

☒ Mac

☐ Unix

## Web Info (answer only if sample work is in Web format)

☐ URL \_\_\_\_\_ (if more than one please list them below)

☐ Browser requirement \_\_\_\_\_

☐ Plug-in requirement \_\_\_\_\_

☐ This sample requires broadband connection (fast Internet Connection)

☐ A local copy of the sample work has been included with the application

Special Information For Viewing: See Notes on CD-Rom Case

Description of Work (use an additional sheet if necessary) Teller Machine

Although you wouldn't know it from current media hype, the bulk of electronic data pulsing around the globe consists not of e-mail and web pages, but privately held corporate financial information.

Every day, millions of people line up to jack into this global financial matrix, via the private electronic confessional known as the ATM machine. Teller Machine mimics the ATM, but instead of delivering cash, serves to disrupt the unquestioning manner in which we interface with the transnational economic system.

Users access Teller Machine like they would any other ATM, but after entering a PIN number are asked questions such as if they wish to "WITHDRAW from public life?" or "TRANSFER the wealth?" Depending on the sequence of actions users take, Teller Machine displays a graphical critique of the current global economic situation. If users want to withdraw money, they are asked a random series of personal questions. They are unable to "CANCEL" from this economic system.

Teller Machine also re-appropriates the word "Revolution" from its misuse by marketing departments everywhere, that use it to describe everything from the internet, to soap suds, to breakfast cereals. By opting to "Check Out This Revolutionary New Offer," Teller Machine reveals a hidden interface lurking behind the ATM facade, that harbors digital video clips from some of the world's real revolutions.

## Jesse Drew

Jesse Drew is a multimedia artist, videomaker, and writer who seeks to challenge the complacent relationship between the public and new media technologies. Working with electronics and new media technologies for over two decades has provided him with a unique perspective on new digital developments. His work has incorporated satellite technology, mini-FM radio transmitters, digital video, internet and website projects and multimedia kiosks.

His work has been cablecast and broadcast as well as presented at venues such as the Mill Valley Film and Video Festival, the Film Arts Festival, the World Wide Video Festival (Amsterdam), Incident (Brussels), Taos Talking Pictures, Dallas Film and Video Festival, Yerba Buena Center for the Arts, and the American Indian Film and Video Festival, Oberhausen Film and Video Festival and many others.

He has taught the theory and practice of new arts and communications technologies at the San Francisco Art Institute, San Francisco State University, the University of Texas at Austin, the San Francisco Academy of Art and San Francisco City College. Central to his concerns are fostering a critical attitude towards technological developments, while stressing a strong Do-It-Yourself ethic. He sees this dialectic between active critical analysis of accepted wisdom and the utilization of new media tools for creative expression to be among the most useful catalysts for knowledge and progress.

A consistent advocate for public access to media arts production, Drew is a founding member of the San Francisco Community Television Corporation, and in 1994, he was awarded a "Goldie" by the San Francisco Bay Guardian for his work in community media production. His writings have appeared in numerous publications and journals as well as several anthologies, such as Resisting the Virtual Life (City Lights Press) and Reclaiming San Francisco: History, Politics, Culture (City Lights Press). He completed his dissertation on "New Communications Technologies and the Labor Movement" for his Ph.D. from the Radio-Television-Film department at the University of Texas at Austin.

Jesse Drew

## Project Narrative

The People's Data Exchange Network (PDEN) is an electronic intervention into the current uncritical acceptance of the Stock Exchange and its Dow Jones, NASDAQ components as a useful indicator of quality of life. As a culture, we are incessantly bombarded by the electronic imagery of the ticker tape and its cryptic pixelated parade of symbols, signs, and numbers. The PDEN will be an electronic jujitsu, using the symbolism of the venerable exchange, with indicators of a perhaps more realistic indication of popular well-being or despair.

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| Cofl  | +5 $\frac{1}{2}$ | Cost of Living                   |
| LitR  | -2 $\frac{3}{4}$ | Literacy Rate                    |
| ChP   | +3 $\frac{2}{3}$ | Children Living in Poverty Rate  |

This information will be displayed on the large screen central to the installation.

Sound emanating at this central installation site will be typical ambient stock exchange shouts and pandemonium.

The electronic signage aspect of this project follows. Most people are familiar with the typical moving sign displays that are typically used for ticker tape information. This central PDEN "bank" will drive a website, updated actively and routinely, that will drive other computers linked by a webbrowser to this site. This information will be available to drive inexpensive electronic signs in other locales. Thus, for example, a storefront, gallery, office or other public site can purchase an electronic sign (such as ones from Costco for \$39), hook it to their browser computer, install a peripheral driver device and display this critical quality of life data to their peers, colleagues, neighbors and friends. This grant will pay for installation of 5 of these signs and drivers in public locales to

kick-start this movement to popularize more relevant indicators of the peoples' quality of life.

The server's core will be actively "mining data" and relaying it to the network of signage and to the "big board." At the installation site, home of the "big board," it will be possible to be a "broker" oneself and to relay your economic information to the network. There will be a computer station on a podium where members of the public can form their own "corporation" and relay their information onto the network. The public can step up and through a series of prompts, invent their own corporate symbol, and follow prompts that will relay their relevant data onto the network. This will add a personal touch to the network, so that, for example, myself, otherwise known as JDInc on the exchange, had a 5 percent raise this year. This information will be relayed to the network as a relevant economic indicator.

It is the intention of this project to grow over time, and to actively seek public and academic input into sharing data that is typically ignored, dismissed, trivialized or unreleased. The interactivity in this project is dependent upon active participation of those supplying relevant data, and the public who are inputting their personal data, and digesting this information displayed across the moving signage around the country. I find this kind of personal involvement and public questioning of ubiquitous technology far more relevant to concepts of "interactivity" than what is typically presented as such. In many instances, interactivity has become degraded to selecting between a number of choices already predetermined. I prefer to think of real interactivity as being the

difference between an essay and a multiple choice examination. I believe that true interactivity must have active participation with an outcome that is not predetermined. I believe this PDEN network is truly interactive in this way.

The creation of the PDEN contributes to and is informed by much of my life's work, which is to demystify technology and to encourage a critical examination of technologies that creep up in our life, particularly where they impact our work life. The PDEN is also an important follow-up to a recent work, "Teller Machine" which is an interactive political economy machine masquerading as an ATM. The public discovers the ATM, approaches it, and accesses it like a standard ATM, only what is dispensed is information on economic justice, and awareness of economic inequality on a global scale. It also critiques the notion of technology as "revolutionary," through a hidden secret database of archival revolutionary footage. "Teller Machine" also works to call attention to the ubiquity and uncritical acceptance of a now universal interface, that of the ATM.



Jesse Drew  
Budget for the People's Data Exchange Network

Hardware

|                                 |          |
|---------------------------------|----------|
| Central Server                  | \$4,000  |
| Installation Computer System    | \$4,000  |
| Video System for "Big Board"    | \$4,000  |
| 6 Moving Signs and Equipment    | \$1,000  |
|                                 |          |
| <u>Network Services</u>         |          |
|                                 |          |
| DSL for Two Years               | \$2,000  |
|                                 |          |
| <u>Labor</u>                    |          |
|                                 |          |
| Web and Data-mining Programming | \$5,000  |
| HTML Programming                | \$5,000  |
| General Programming             | \$5,000  |
| Research                        | \$2,000  |
|                                 |          |
| Office Expenses                 | \$3,000  |
|                                 |          |
|                                 |          |
| Total                           | \$35,000 |

## **JESSE DREW**

jdrew@redrocketmedia.com

### **Recent Positions:**

|   |                             |                     |
|---|-----------------------------|---------------------|
| Associate Dean of<br>Academic Operations<br>And Technology<br>Coordinator Center for<br>Digital Media | San Francisco Art Institute | Jan 2001 to Present |
|---|-----------------------------|---------------------|

|                      |   |              |
|----------------------|---|--------------|
| University Lecturer: | San Francisco Art Institute<br>San Francisco State University<br>San Francisco Academy of Art<br>University of Texas at Austin<br>City College of San Francisco | 1993 to 2001 |
|----------------------|---|--------------|

|                             |   |                 |
|-----------------------------|---|-----------------|
| Independent Producer/Owner: | Mission Creek Video Productions<br>RedRocketMedia | 1989 to Present |
|-----------------------------|---|-----------------|

### **Educational Background:**

PH.D, RADIO-TELEVISION-FILM  
University of Texas at Austin, 1994-1998

MASTER OF ARTS, BROADCASTING AND ELECTRONIC COMMUNICATIONS  
San Francisco State University, 1991-1993

BACHELOR OF ARTS, INTERDISCIPLINARY ARTS  
San Francisco State University, 1987-1989  
Emphasis on video art.

ASSOCIATE OF SCIENCE, ELECTRONICS TECHNOLOGY  
College of San Mateo, 1979-1982

### **Summary of Professional Experience:**

For the last nine years I have been teaching the theory and practice of computer arts, film, video, audio and new technologies at numerous universities and colleges at the undergraduate and graduate level. I have produced independent documentary and artistic video and multi-media work for the last 15 years, many of which have been screened at festivals and conferences and distributed nationally by Video Data Bank, Free Speech TV, The 90's Channel, Deep Dish TV, Paper Tiger TV, PBS, NHK (Japan) and other broadcasting and cable outlets. I have guest-lectured extensively on media and new technologies. I have a lengthy involvement in electronics technology, having worked professionally in the electronics industry for more than 12 years. I am currently working on designing internet and multi-media projects to expand the boundaries of traditional video/film practices. In addition, I have a long history of community organizing, grassroots advocacy work, and media activism.

### **Current Position**

In my current position as Associate Dean of Academic Operations and Technology, I am responsible for a wide variety of managerial, technical, and curricular duties. I oversee all academic department managers, such as painting, sculpture, printmaking, film, photography, intermedia services, new genres, ceramics, and digital arts. I help develop the operations budgets of these departments and am responsible for signing off on all purchasing. I am also responsible for developing institutional wide policies for technological advancement, such as library automation, student computer labs and media technology. As head of the Center for Digital Media, I plan curriculum, hire faculty and direct the course of the digital arts major.

### **Academic Experience**

I have taught documentary, computer arts, video, film, new technologies and media arts theory and production at San Francisco State University, New College of California, San Francisco Art Institute, University of Texas at Austin, The Academy of Art, and California College of Arts and Crafts. I have also been a guest lecturer at Stanford, UC Berkeley, UC Santa Barbara, SF State, California College of Arts and Crafts, the University of San Francisco, the San Francisco Art Institute, University of Arizona, University of New Mexico, UC Santa Cruz and other educational institutions. I taught a class of 30 Michigan State University students documentary film production as we traveled through Mexico.

### **Skills:**

Media and computer technologies include Premiere, Final Cut Pro, Flash, Photoshop, Web Design/HTML, Director, SoundEdit, Bryce3D, Quark, Illustrator, Excel, Word, After Effects, Poser, Avid, Media 100; video, film, and audio production; video editing (linear and non-linear); writing, layout and publishing; photography; multi-media production; networking and server technology, computer and electronic troubleshooting, project management. In addition, I am very well informed on current developments in computer technologies, and have served as consultant for many campuses and non-profits for purchasing and implementation.

### **Semester-length Teaching Appointments**

|                                |                                   |             |
|--------------------------------|-----------------------------------|-------------|
| San Francisco State University | Computers as an Arts Media        | Fall 2000   |
| San Francisco State University | Arts and Artists of San Francisco | Fall 2000   |
| San Francisco State University | New Technologies and the Arts     | Fall 2000   |
| San Francisco Art Institute    | Digital Video/Avid                | Fall 2000   |
| City College of SF             | Multimedia Production             | Spring 2000 |
| City College of SF             | Multimedia Production             | Spring 2000 |
| San Francisco Art Institute    | Digital Video/Avid                | Spring 2000 |
| San Francisco State University | Computers as an Arts Media        | Spring 2000 |
| San Francisco State University | Thought and Image                 | Spring 2000 |
| San Francisco State University | Computers as an Arts Media        | Fall 1999   |
| San Francisco State University | Arts and Artists of San Francisco | Fall 1999   |
| San Francisco Art Institute    | Intro to 2D/3D Digital Art        | Fall 1999   |
| San Francisco State University | New Documentary                   | Fall 1999   |
| San Francisco Art Institute    | Time-based Digital Media          | Spring 1999 |
| San Francisco State University | Theories of New Technology        | Spring 1999 |
| San Francisco State University | Arts and Social Change            | Spring 1999 |
| San Francisco State University | Computers as an Arts Media        | Spring 1999 |
| San Francisco State University | Computers as an Arts Media        | Fall 1998   |
| San Francisco State University | Arts and Artists of San Francisco | Fall 1998   |
| New College of California      | Multi-Media Production            | Fall 1998   |
| Academy of Art                 | Documentary: Theory/Production    | Fall 1998   |
| San Francisco State University | Alternative Documentary Forms     | Spring 1998 |
| San Francisco State University | Arts and Artists of San Francisco | Spring 1998 |
| San Francisco State University | Computers as an Arts Media        | Spring 1998 |
| Academy of Art                 | Documentary: Theory/Production    | Fall 1997   |

|                                     |                                   |             |
|-------------------------------------|-----------------------------------|-------------|
| San Francisco State University      | New Media and Technology          | Fall 1997   |
| San Francisco State University      | Computers as an Arts Media        | Fall 1997   |
| New College of California           | Beginning Video Production        | Fall 1997   |
| Academy of Art                      | Documentary: Theory/Production    | Spring 1997 |
| San Francisco State University      | Arts and Artists of San Francisco | Spring 1997 |
| San Francisco State University      | Computers as an Arts Media        | Spring 1997 |
| New College of California           | Beginning Video Production        | Spring 1997 |
| New College of California           | Advanced Video Production         | Spring 1997 |
| Academy of Art                      | Documentary: Theory/Production    | Fall 96     |
| New College of California           | Beginning Video Production        | Fall 96     |
| University of Texas                 | Film-TV-Audio Production          | Spring 96   |
| University of Texas                 | Film-TV-Audio Production          | Fall 95     |
| University of Texas                 | Film-TV-Audio Production          | Spring 95   |
| University of Texas                 | Film-TV-Audio Production          | Fall 94     |
| San Francisco State University      | New Technology & the Arts         | Spring 94   |
| California College of Arts & Crafts | Film & Video Production           | Spring 94   |
| New College of California           | Beginning Video Production        | Spring 94   |
| San Francisco State University      | Video Production                  | Fall 93     |
| New College of California           | Advanced Video                    | Fall 93     |
| San Francisco State University      | Image, Text and Context           | Spring 93   |

### **Guest Academic Lectures:**

#### **Institution**

#### **Subject**

#### **2001**

|                                |                                     |
|--------------------------------|-------------------------------------|
| San Francisco State University | The Nature of Interdisciplinary Art |
| San Francisco Art Institute    | Democracy and Free Radio            |
| San Francisco Art Institute    | Artist as Citizen                   |
| Michigan State University      | Documentary Production in Mexico    |

#### **2000**

|               |                             |
|---------------|-----------------------------|
| UC Santa Cruz | Interactivity and New Media |
|---------------|-----------------------------|

#### **1999**

|                                |                      |
|--------------------------------|----------------------|
| San Francisco State University | History of video art |
|--------------------------------|----------------------|

#### **1998**

|                                |                         |
|--------------------------------|-------------------------|
| San Francisco State University | New Television Forms    |
| University of San Francisco    | Alternative Documentary |

#### **1996**

|      |                         |
|------|-------------------------|
| CCAC | Alternative Documentary |
|------|-------------------------|

#### **1994**

|                     |                           |
|---------------------|---------------------------|
| UC Santa Cruz       | Independent Media         |
| CCAC                | History of Alternative TV |
| San Francisco State | Video Toaster Workshop    |
| UC Santa Barbara    | Alternative Television    |

#### **1993**

|                                       |                                   |
|---------------------------------------|-----------------------------------|
| UC Santa Cruz                         | Alternative Television            |
| San Francisco State                   | Technology and aesthetics         |
| San Francisco State                   | Alternative Television            |
| Arizona State University              | Independent Media                 |
| New Mexico State University           | Camcorder politics                |
| California College of Arts and Crafts | Creative approaches to television |
| San Francisco State University        | Video Toaster Workshop            |

**1992**

California College of Arts and Crafts  
 San Francisco Art Institute  
 California College of Arts and Crafts  
 San Francisco State University  
 New College of California  
 International High School

Alternative Television  
 Aesthetics of Audio  
 Television Workshop  
 Alternative Television  
 Television Aesthetics  
 Audio for Video

**1991**

Stanford University  
 New College of California  
 New College of California  
 San Francisco State University

Alternative Media  
 Television Production  
 Community Media  
 Alternative Television

**1990**

San Francisco State University  
 UC Berkeley  
 San Francisco Art Institute  
 New College of California

Alternative Television  
 Community Media  
 Video Production  
 Media Workshop

**Industrial and Production Experience:**

**MISSION CREEK VIDEO PRODUCTIONS/REDROCKETMEDIA**  
 1985- Present

As a partner in Mission Creek Productions, I have produced many of my own video works, on a wide variety of subjects. In addition to my own productions, as a freelance videographer, I have worked as producer, gaffer/utility person, production assistant, camera operator, audio recordist, editor and director for clients such as Meyer Sound, PG&E, Wells Fargo, Japanese National Television (NHK) and PBS. I have directed more than one hundred multi-camera studio shoots for community television programs. I have also been involved with the video arts group Paper Tiger Television and was involved in creating the Deep Dish Satellite Network, that utilizes satellite technology for video distribution. Currently, I am involved in World Wide Web and CD-ROM production for the group. Red Rocket Media is a partnership that produces websites, CD-ROMs, and multimedia. I am a frequent writer, lecturer and panelist on community television, alternative media, video art, video technology and other issues. In addition, I have created public art installations and served as technical and policy consultant on numerous director boards.

**Previous Employment:**

**DOLBY LABORATORIES, 1984-1992**

At Dolby Laboratories, I was the primary technician responsible for servicing Dolby professional film and audio products for North America and Japan. My duties involved electronic troubleshooting to component level, managing technical work, scheduling repairs, compiling documentation, ordering and stocking parts as needed, giving technical advice to customers and training other technicians on Dolby products.

**ENGLISH INSTRUCTOR, 1982-1984 (Paris, France)**

Employed as private instructor of English for French technical writers and professionals.

**RELUXTROL, 1980-1982**

Employed as engineering technician at a small electronics firm, developing new products for non-destructive testing equipment utilizing eddy-current module technology.

**HEWLETT-PACKARD, 1978-1980**

Employed in production manufacturing winding isolation transformers and assembling laser interferometers and Fourier analyzers.

### **Selected Published Writings**

Distant Education: Fast Times at Ronald McDonald U. In Processed World Magazine (2001) Special Issue entitled "The Greatest Speed-up in World History.

US Labor Organizations and New Communications Technologies in Peace Review (2001). Article for academic journal on new technologies and the role they play in international labor organizing.

Call any vegetable: The politics of food in San Francisco. In Reclaiming San Francisco: History, politics, culture. Edited by C. Carlsson, N. Peters, & J. Brook (1998). San Francisco, CA: City Lights Books.

Who owns the internet? An investigation into the privatization and corporate control of the national information infrastructure. In The Guild Practitioner, legal journal of the National Lawyers Guild. (Volume 53, Number 4, Fall 1996), pp. 189-205.

Grassroots activism in the electronic age. In We the media: A citizens guide to fighting for media democracy. Edited by D. Hazen & J. Winokur. (1997). New York: The New Press.

Who owns the internet? Privatization and corporate control of the national information infrastructure. (1996, November, December). (sub)TEX. Austin, Texas: (sub)TEX Collective.

Fighting for change: Bay Area media activists reveal secrets to success. (1996, October/November). Mediafile. San Francisco: Media Alliance.

Using grassroots media in the new electronic age. In Media and Democracy. Edited by Don Hazen and Larry Smith (1996). San Francisco: Institute for Alternative Journalism.

Media activism and radical democracy in Resisting the virtual life: The Culture and Politics of Information. Edited by James Brook and Iain A. Boal (1995). San Francisco: City Lights Books.

Free radio takes to the airwaves. (1995, April) In Issue 6 of (sub)TEX Austin, Texas.

Building global solidarity: An interview with Gustavo de la Rosa. (1995, Summer). In Issue 7 of (sub)TEX Austin, Texas.

Building global solidarity on the US-Mexican border: An interview with Benedicto Orozco of the F.A.T. (1995, November). In Issue 8 of (sub)TEX Austin, Texas.

Newe Sogobia is not for Sale!. (1995) In Felix: A Journal of Media Arts and Communication.

Third Force forces the issues. (1994, August/September). Mediafile. San Francisco: Media Alliance.

Pirate radio hits the airwaves. (1994, Summer). Boycott Quarterly. Olympia, WA: Center for Economic Democracy.

Filling gaps in the commercial broadcast spectrum. (November/December, 1993). EXTRA! New York: Fairness and Accuracy in Reporting.

Viacom's attack on The City's public-access TV. (July 12, 1993) Guest editorial in The San Francisco Examiner.

Public Access Producers Fight For Cable Rights. (March, 1993) in EXTRA! New York: Fairness and Accuracy in Reporting.

Access Denied. (March, 1993) in New Mission News, San Francisco.

SF to kick off own TV channel. (May 26, 1993) in the Bay Guardian, San Francisco.

Paper Tiger TV's Guide To Television Repair. ( Editor) (1992) Published by the SF Art Institute, San Francisco, CA.

An Oasis in the Wasteland. (1992) in Video Networks. Bay Area Video Coalition, San Francisco, CA.

This is KXXX, Mission District Radio! (1992) Cover story on pirate radio, in the San Francisco Bay Guardian.

Guerrilla TV in the camcorder age. (1992) Feature article in Release Print. Film Arts Foundation, San Francisco, CA.

Four stories in Sabotage in the American workplace. (1992). Pressure Drop Press, San Francisco, CA.

Instant Access (1991) in *R.O.A.R. The Paper Tiger Television Guide to Media Activism*. Published by the Wexner Center for the Arts, Columbus, Ohio.

Japanese dam drowns indigenous Ainu culture. (1991) in The Guardian, New York.

Report from San Francisco. (1991) in Video Guide, Vancouver.

A day in the life of employee 85292. (1990) in Bad Attitude, Verso Press, London. (Translated into Italian.)

Blood, Soap, and Tears. (1989) in Processed World magazine, San Francisco, CA.

### **Selected Video/New Media Productions:**

*Short Circuit* (2001) Experimental documentary exploring the relationship between machines and the labor process. A critique of new information systems in the age of global markets. Premiered at Other Cinema in San Francisco. Picked up for distribution by Video Data Bank.

*Teller Machine* (2000). Interactive computer kiosk emulates traditional ATM machine while subverting the notion of a democratic global economy. Premiered at the Mill Valley Film Festival. Showed at San Francisco State Gallery, Crucible Steel Gallery, Media Alliance and Artists Television Access.

*Manifestoon* (1996)—8:00. Humorous collage of traditional cel animations and subversive text. Screened at Yerba Buena Center for the Arts, Museum of Contemporary Arts (Chicago), Barcelona Cultural Center (Spain), Cinematheque (San Francisco), The Other Cinema (San Francisco), Orgone Cinema (Pittsburgh), L.A. Freewaves (Los Angeles), Venue 9 (San Francisco), Documental Festival (Los Angeles), World Wide Video Festival (Amsterdam), Dallas Film and Video Festival, and on Free Speech TV Cable Network. Picked up for national distribution by Video Data Bank.

*Newe Sogobia is not for Sale! (Western Shoshone Land is not for Sale! )* (1993)—27:00. Documents struggle over land rights between Western Shoshone sisters Mary and Carrie Dann and the Federal Government. Segment broadcast on Deep Dish TV and CNN. Screened at movie theatres, Native American film festivals and conferences. Won Best Documentary at University of Cincinnati Film Festival and Festival Award at Hallwalls Festival, Buffalo, New York. Screened at Mill Valley Film Festival, Film Arts Festival, American Indian Film Festival, Livid Festival (Australia), Dreamspeakers Festival (Canada), American Film Institute, Wind and Glacier Voices (Lincoln Center, NY) Picked up for distribution by Video Data Bank.

*StreetSheet*. (1993)—30:00. Behind the scenes portrait of the people who produce *StreetSheet*, newspaper of homeless people in the Bay area. Screened at conferences on homelessness, on cable, for New American makers at the Yerba Buena Center for the Arts and at the Pacific Film Archive.

*African-American Media in the Bay Area*. (1991)—15:00. Program highlighting *The Sun Reporter*, a Black owned newspaper, and KMTP, the minority television project. Broadcast on Deep Dish TV.

*San Francisco Says No...To The New World Order* (1991)—30:00. Documentary on the anti-war movement in San Francisco against the Persian Gulf War. Featured at the Film Arts Festival in San Francisco and numerous other venues. Segments aired on NHK in Japan.

*Gulf Crisis TV Project* (1991). Series of programming which criticized the U.S. role in the Persian Gulf and documented the anti-war movement. Broadcast on Deep Dish TV and on PBS nationally. Also shown on Channel 4 in England and in many other countries. Featured in the 1993 Whitney Museum biennial Exhibition. Segment Producer.

*Deutchemarks Uber Alles!* (1991)—58:00. Documentary on the collapse of East Germany and it's absorption by the West. Screened at Opera Plaza Theatre, San Francisco. Released on cable by "The 90's." Released for educational market by educational distributors.

*The Canary Fights Back* (1990)—58:00. Program on what labor unions are doing to protect the environment. Broadcast on Deep Dish Satellite Network. Released on cable by "The 90's."

*Zero Tolerance* (1989)—30:00. Analysis of President Bush's "War on Drugs." Segment shown on PBS program "The Nineties".

*Biting the Hand that Leads Us* (1988)—60:00. Highlights artists and performers who use humor in a political context. Broadcast on Deep Dish Satellite Network.

*Aviation and Space Technology* (1987)—30:00. Commentary on the aviation industry with Leonard Siegal of the Pacific Studies Center. Distributed by Paper Tiger TV.

*International Audio/Video Festival* (1986)—30:00. American Film Institute invited PTTV to produce documentary on the International Video Awards ceremony. Screened at American Film Institute (Los Angeles)

*Kids and Computers* (1986)—10:00. Segment for Deep Dish TV, with educator Herb Kohl.

*PGE Safety Program* (1986)—30:00. Safety training for PGE Steam Generator Employees. Sound Recordist.

*Advocates For Women* (1985)—30:00. Pilot tape for women's advocacy organization. Tech Director.

#### **Selected Panels, Conferences, Workshops, and Speaking Engagements:**

| <b>Institution/Year</b>                          | <b>Topic</b>                                 | <b>Role</b> |
|--|--|-------------|
| <b>2001</b>                                      |  |             |
| Labortech Conference                             | New Technologies and Social Change Movements | Panelist    |
| The Lab, San Francisco                           | Globalization and technology                 | Panelist    |
| <b>2000</b>                                      |  |             |
| Computer Professionals for Social Responsibility | New Technologies and Social Change Movements | Panelist    |
| <b>1998</b>                                      |  |             |
| Union for Democratic Communications Conference   | New Technologies and Social Change Movements | Panelist    |
| <b>1996</b>                                      |  |             |



|   |   |                  |
|---|---|------------------|
| Media and Democracy Congress                    | Grassroots media production                           | Panelist         |
| Science in the Hood, Oakland Discovery Center   | Communications Technology For Kids                    | Workshops        |
| Media Alliance                                  | Public Service Announcements                          | Workshop         |
| <b>1994</b>                                     |   |                  |
| Media Alliance Annual Meeting                   | Democracy and Communications                          | Keynote Address  |
| San Francisco State University                  | Creating Democracy: Technology, Pedagogy and the Arts | Panel Moderator  |
| Dakin Foundation                                | The future of the inter-net and democracy             | Speaker          |
| Film Forum, Los Angeles                         | Changing Channels: Media Arts in the 90's             | Panelist         |
| Capp Street Foundation                          | Accessing Audiences Through Electronic Communications | Panelist         |
| Western States Communication Assoc. Convention  | Pedagogy and Activism                                 | Panelist         |
| Pacific Film Archive                            | Video Activism and Homelessness                       | Speaker          |
| <b>1993</b>                                     |   |                  |
| Arizona State University                        | Alternative Television                                | Speaker          |
| New Mexico State University                     | Marginalized culture                                  | Speaker          |
| New Mexico State University                     | Guerrilla television                                  | Workshop         |
| New College of CA                               | Pirate radio  | Workshop         |
| Counterspin                                     | Public access TV                                      | Radio Interview  |
| Conference on homelessness, San Francisco       | Video activism and homeless issues                    | Workshop         |
| KPFA Radio                                      | Television and history                                | Radio Interview  |
| <b>1992</b>                                     |   |                  |
| Artspace/Film Arts Foundation                   | The camcorder revolution                              | Panelist         |
| Capp Street Project                             | Public art  | Workshop         |
| San Francisco Art Institute                     | Paper Tiger installation                              | Luncheon speaker |
| San Francisco Art Institute                     | Pirate radio  | Workshop         |
| Armpit Gallery                                  | Pirate radio  | Workshop         |
| "Talk of the Nation" National Public Radio      | Bias in the news                                      | Radio Interview  |
| <b>1991</b>                                     |   |                  |
| New College of California                       | Public access TV                                      | Speaker          |
| Victoria Theatre                                | Gulf war and the media                                | Speaker          |
| UC Berkeley                                     | Gulf war and the media                                | Speaker          |
| Exploratorium                                   | Gulf war and the media                                | Panelist         |
| UC Santa Cruz                                   | Gulf war and the media                                | Speaker          |
| <b>1990</b>                                     |   |                  |
| Nat. Fed. of Local Cable Programmers Conference | Satellite technology                                  | Panelist         |
| 3220 Gallery                                    | Satellite Video Technology                            | Panelist         |
| New College of California                       | Media activism  | Speaker          |

### **Grants, Fellowships and Awards**

Pioneer Fund                      1991    Funding for documentary "Deutschemarks Uber Alles."

|                          |      |  |
|--------------------------|------|--|
| Dreamspeakers Festival   | 1993 | In recognition of "Newe Sogobia" documentary.          |
| Cincinnati Film Festival | 1993 | In recognition of "Newe Sogobia" documentary.          |
| Film Arts Foundation     | 1994 | Funding for experimental/documentary "Short Circuit" . |
| Shell Grant              | 1994 | Grant for research on Mexico-US border.                |
| Goldie Award             | 1994 | Award from SF Bay Guardian for community video work.   |
| Shell Grant              | 1995 | Grant for research on Mexico-US border.                |
| UT University Fellowship | 1996 | One year funding for dissertation research.            |
| R-T-F Department Grant   | 1996 | Funding for research on US-Mexican communications      |

### **Installations**

**Mill Valley Film Festival**, Mill Valley, California. *Teller Machine* (1999). Interactive kiosk which mimics a traditional ATM machine. Instead of delivering cash, Teller Machine delivers a series of graphics, sounds and digital videos that critique the current global economic system.

**San Francisco State University Gallery**, San Francisco. *Mini-FM* (1999). Working model of mini-FM radio transmitter, invites users to democratize the airwaves.

**Artist's Television Access**, San Francisco. *At The Crossroads*. (1997). Public installation on the current choices the public faces as regards the construction of the "great data highway." Two unfolding highways are seen through the glass windshield of an automobile, the public "access" road cuts off to the left, the private, "toll-road" manned by a gleeful Mickey Mouse cuts off to the right.

**San Francisco Arts Commission Gallery**, San Francisco. *At The Crossroads*. (1996). Public installation on the current choices the public faces as regards the construction of the "great data highway." Two unfolding highways are seen through the glass windshield of an automobile, the public "access" road cuts off to the left, the private, toll-road manned by a gleeful Mickey Mouse cuts off to the right.

**Walter/McBean Gallery**, San Francisco. *Smashing The Myths Of The Information Age*. (1992). Paper Tiger Television-West. Large installation at the main gallery of the San Francisco Art Institute. Entire gallery was transformed into the inside of a TV set with "media myths" located inside. Installation included working mini-FM radio station, video viewing/ reading area, ongoing events and workshops.

**Camerawork**, San Francisco. *Paper Tiger Television-West*. (1991). Installation included "New World Order" living room with "hidden" switch to change between government sanctioned "news" and alternative video. Included shopping cart of weapons with monitor showing mainstream pro-war news coverage.

**New Langton Arts**. *Deep Dish TV*. (1988). Mini-television installation with three dimensional map of USA with mini TV's in map playing back local, independent video from Deep Dish TV. Interactive switch bank allowed viewers to switch between local and national programs. Included mini speaker sets made from juice cans.

### **Assistance on other artist's projects:**

Pearl Ubungen, Glenda Drew. Makibaka! Multimedia CD-ROM and performance on Filipino-American war. Video Producer.

Craig Baldwin, Spectres of the Spectrum. Feature experimental documentary on early broadcasting figures. Camera work and research.

Lynn Hershman, Conceiving Ada. Feature film on historical woman who conceived of computer programming. Second unit camera work.

Fred Wilson, The Invisible Man, for Capp Street Project. Video shoot and edit for installation.

Jeanne Finley and Jon Muse, Dial 1-800-585-FEAR, for Mill Valley Film Festival. Directed multi-camera studio shoot. (1992)

Shu Lea Cheng, The Airwaves Project, at Capp Street Project. Video assistance. (1991)

### **Boards**

**Committee for Democratic Communications, National Lawyer's Guild (2002- Present)**

Board member of committee to ensure first amendment rights in the electronic age.

**Brookdale Discovery Center (1999-Present)**

Advisory Board Member of East Oakland community science center.

**Bay Area Urban Arts (1996-1998)**

Board member of non-profit Oakland-based Arts Project that works with youth.

**San Francisco Community Television Corporation (1988-1994).**

Founding board member of non-profit set up by San Francisco Board of Supervisors to manage and promote public access television station in the city. Also managed **CityWatch Channel 54**, the municipal television station of San Francisco.

**Advisory Board, Telecommunications Radio Project (1990-1992)**

Advisor to national radio project on new media technologies.

**Bay Area Center for Art and Technology (1986-1990)**

Board member of non-profit which promotes and sponsors artists combining art and new technologies.

**Electronics Committee on Safety and Health (1980-1982)**

Board member of electronics workers group studying effects of silicon valley toxics on workers.