

# J DAVID BETTS

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## EDUCATION

- Ph.D. Department of Language, Reading & Culture. 1994.  
The University of Arizona. College of Education,  
Dissertation title: *Art as Mediation for Learning: The Arts Integration Program.*
- M.A. Department of Speech/Communication. 1975.  
The Pennsylvania State University, University Park, Pennsylvania.  
Thesis Title: *The Pennsylvania Traveling Players: A Film.*
- B.A. General Arts and Science. 1967.  
The Pennsylvania State University, University Park, Pennsylvania.

## EMPLOYMENT

### Academic Employment:

- 2018 - present Consultant, Program Evaluator. College of Fine Arts, Outreach programs. University of Arizona, Tucson AZ
- 2016 - present Docent. Videographer. Education Department. Arizona Sonora Desert Museum. Tucson, AZ.
- 2012 - 2016 Professor of Practice, ret.. Department of Teaching, Learning & Sociocultural Studies program in Language, Reading and Culture. College of Education, University of Arizona, Tucson AZ.
- 2008 – 2012 Associate Professor of Practice. Department of Teaching, Learning & Sociocultural Studies, program in Language Reading and Culture. College of Education, University of Arizona, Tucson AZ.
- 2003 - 2008 Assistant Professor. Department of Language Reading and Culture. College of Education, University of Arizona, Tucson AZ.
- 1994–2003 Adjunct Associate Professor. Department of Language Reading and Culture. College of Education, University of Arizona, Tucson AZ.
- 1999–2000 Assistant Clinical Professor, Learning Technologies. College of Education, University of Arizona, Tucson AZ.
- 1996–1999 Adjunct Assistant Professor. American Indian Language Development Institute. University of Arizona. Technology for Native Language Teachers.

### Media Employment

- 1986–present Producer/Director, Consultant in Arts and Technology. d.b.a. Applied Video of Tucson. Clients: Desert Survivors , La Hacienda Foster Care Resource Center, Perihelion Dance Company, Primavera Foundation, Tucson Association for Child Care, Alliance for the Mentally Ill of Southern Arizona, Invisible Theatre – Tucson, Tucson Centers for Women and Children, Native American Research and Training Center. Public service announcements, training videos, and much more.

- 1986–2002 Vice President, Producer/Director. Southwest Series, Inc. Tucson, AZ. Producers and distributors of educational media. “Violin Voices” Four violin traditions in SW Arizona. Interactive CD-Rom with ethnomusicologist Dr. Jim Griffith; and “Byrd Baylor Family Video Series,” including “Hawk I’m Your Brother,” International Wildlife Association award-winner.
- 1981–1986 Producer/Director, Production Manager. d.b.a. Applied Video, New York, NY. Produced and directed various commercials, features, cable specials, industrial films and entertainment shows. Clients: Time-Life Books; Playboy, Inc.; WGBH-TV Boston; General Foods, and others.
- 1980–1981 Executive Producer, Arts and Humanities Television. KUAT-TV (PBS) University of Arizona, Tucson, AZ. “Music from the Old Pueblo.” Performance series, “Arizona Illustrated.” A local television news magazine.
- 1975–1981 Producer/Director, Media Consultant. d.b.a. Applied Video of Tucson. Clients: Arizona Humanities Council; National Endowment for the Arts; U.S. Office of Housing and Urban Development; Hopi Center for Human Services; Arizona Department of Economic Security; U. of A. College of Education, Child Psychology Laboratory, United Cerebral Palsy. Produced public service announcements and training videos.
- 1966–1975. Executive Producer, Performing Arts Television. WPSX-TV (PBS) Penn State Television, University Park, PA.

## **SERVICE: OUTREACH**

- 2016 – present Advisor to K-kids, a Kiwanis International organization fort elementary school students at Walter Douglass Elementary Schools, Tucson, AZ.
- 2018-present Board of Directors. ArtabilityAZ. Tucson, AZ.
- 2014 – 2019 Board of Directors, Arts Integration Solutions. Inc. Tucson, AZ.
- 2009-2016 UA faculty advisor to Circle K International a Kiwanis International organization dedicated to community service and leadership development.
- 2009-present Volunteer Tucson Festival of Books.
- 1989-present Kiwanis de Amigos. Community service group. Board member, past president.

## **Membership**

- 2014-present Board of Directors. Arts Integration Solutions, Tucson AZ. Non-profit teacher professional development in arts integration.
- 1994-present Member, Tucson Reading Council.
- 1992–2002 Media Arts Advisory Board, Tucson/Pima Arts Council.
- 2006-2008 Consultant, UA Pathways Project. NSF. Community Science Museum.

## **MEDIA**

- (2011) "Beyond Bridging." Video. UA Teacher Training project in Natural Sciences.
- (2010) with Goodman, K. The Reading Game: Reading as a Psycholinguistic Guessing Game. Tucson, AZ: CELT. Producer/Director. Three-DVD set of ten video presentations from the February, 2009 IRA conference. Phoenix, AZ.
- (2010) "Perception and Choice" Video of Cooper Center student orientation process, with Michael Mayer and Bobbi McKean.
- (2009). Wildcat School Video Project, documentaries and montage. Titles: "Science Class: Does your chewing gum loose its flavor...?" "Campus Orienteering." "University Mentors." Videographer, Producer/Director.
- (2007). DIBELS Multimedia CD-ROM. In Goodman, K.S., *The truth about DIBELS.* Portsmouth, N.H.: Heinemann.
- (2006). *LRC 507 Teaching Reading: Comprehension and Decoding. Part 1– Classroom Demonstrations & Part 2 – Important Concepts.* Video CD-ROMs w/ Dr. Robert Wortman.
- (2005). "*A Seed is Planted.*" Multimedia CD-ROM. 2<sup>nd</sup> edition. Multimedia Arts Education Project. Tucson Pima Arts Council.
- (2004). "*One GrandFamily.*" A 30-minute video documentary of one family as a case study of elder kincare givers. United Cerebral Palsy of Southern Arizona.
- (2004). "*Project BETAS Videos.*" Classroom videos of exemplary bi-lingual teachers with Dras. Carol Evans and Victoria Estrada.
- (2003). "*GrandFamilies-Kincaregivers in southern Arizona.*" Videographer/Director. 30-minute DVD. Media as a tool for change. Social marketing with reflective media. United Cerebral Palsy of Southern Arizona.
- (2002). "*Pascua Yaqui Connection*" Multimedia CD-Rom. Documentary study. Pascua Yaqui Community Resource Lab. US Department of Commerce. Pascua Yaqui Pueblo, AZ.
- (2001). "*Violin Voices: Traditional Music of the Old Pueblo*" Interactive multimedia CD-Rom. Ethnomusicology in the Southwest, with Dr. Jim Griffith. Southwest Series, Inc.
- (2001). *TTIME Online, Professional Development: Early Literacy*, CD-ROM series. with Dras. Candy Bos, and Nancy Mather.
- (2000). "*AZTEC 2000. Next steps.*" Video documentary. Arizona Teacher Excellence Coalition Science Educators meeting. Northern Arizona University
- (1999)"La Cadena Que No Se Corta/The Unbroken Chain," Video for online exhibit Southern Arizona Folk Arts. With Dr. Jim Griffith. Examples at:  
<http://parentseyes.arizona.edu/folkarts/lowridercombo.html>

#### PAPERS and PRESENTATIONS

- Combs, M.C., Betts, J. D., & Fisher, P. (2011). Acted and enacted lives: Language play, theatre, and language development on the border. In S.Chappell & C. Faltis (Eds), The arts and English language learners: Building culturally responsive, critical and creative programs in school and community contexts. New York: Routledge.

- Betts, J.D. (2010). *New Literacies at the Digital Divide: Pascua Yaqui Community Computing*. Journal of Native American Education.
- Betts, J.D. (2009) *Arts and Technology: Introduction*. Journal of Learning Through the Arts. Available at: <http://www.clta.uci.edu/research/JLtA>.
- Betts, J.D. (2009) *Teacher Professional Development after working with a Teaching Artist in a "Failing" Middle School*. Journal of Arts and Learning Research.
- Betts, J.D. (2008) *Learning to be Multimedia Teaching Artists: Apprenticeship in Multimedia Arts Education*. Teaching Artist Journal.
- Betts, J.D. (2008) *Theatre Arts Integration at a Middle School: Teacher professional development and Drama experience*. Teaching Artist Journal. Available at: <http://www.informaworld.com/smpp/content~content=a903274559~db=all?jumptype=alert&alerttype=author,email>
- Betts, J.D. (2007) *New Literacies: Art and Technology Writing Workshop Theatre Arts and Technology in an Out-of-school Setting*. Applied Theatre Researcher/ Idea Journal. [http://www.griffith.edu.au/centre/cpci/atr/journal/volume7\\_article11.pdf](http://www.griffith.edu.au/centre/cpci/atr/journal/volume7_article11.pdf)
- Betts, J.D. (2006) *Multimedia arts learning in an activity system: New literacies for at-risk children*. International Journal of Education and the Arts. 7:7. Available at: <http://www.ijea.org/v7n7/index.html>
- Betts, J.D. (2005). *Theatre arts integration at a middle school: A formative experiment*. Youth Theatre Journal. V.19. pp. 17-33.
- Betts, J.D. (2003). *Art + Technology Integration: Developing an After School Curriculum.*” Afterschool Matters. V.2, pp. 13-22.
- Betts, J.D. (2000) “*A Seed is Planted: Multimedia Data and Analysis of an After School Multimedia Arts Education Program.*” Ed-Media 2000 World Conference on Educational Multimedia, Hypermedia, and Telecommunications. Montreal, Canada.
- Betts, J.D. (1998). “*Vygotsky, activity theory and art in education. Commentary*. Journal of Arts and Learning Research. 14:1, pp. 16-23.
- Betts, J.D. (1997). “*Arts Integration: Semiotic Transmediation in the Classroom.*” Journal of Arts and Learning Research. 14:1, pp. 16-23.