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OSCAR AWARD WINNER ALBIE HECHT AND MACAULAY STUDENTS TEAM UP TO PRODUCE 15-SECOND FILMS

**New Web Video Series Based on Celebrity Tweets Marks Shift in Social
Media Language**

New York, NY – (July 31, 2013). Noted producer and Academy Award winner Albie Hecht today announced the premiere of a series of 15-second videos created by his students at the Macaulay New Media Lab of Macaulay Honors College. The short films are a dramatization of popular tweets by such celebrities as Lena Dunham, Rihanna, Nathan Fillion and Simon Pegg. “Fifteen-second videos are the new social media language, and the students at Macaulay Honors College are already fluent in it,” said Hecht. “We take popular tweets and adapt 140 characters into 15-second films.” With a new microfilm released twice a week on Instagram and YouTube this summer, the web series, entitled *OneFortyFeatures* is a tongue-in-cheek look at social media culture.

The twelve Macaulay Honors College students, selected during a rigorous application process, participated in *OneFortyFeatures* during the first Macaulay New Media Lab workshop in the spring of 2013. The creative, interdisciplinary non-credit sessions are led by Mr. Hecht who has said he is “training the content creators of tomorrow.” The Macaulay New Media Lab was conceived as a “content kitchen,” to provide students with job skills and technical training; create a portfolio of projects; and learn how to develop and produce content. Its evolution into a major and its expansion into a Macaulay Center for New Media Studies are in the planning stages.

About Albie Hecht

Albie Hecht is the co-founder of Shine Global, Inc., a non-profit film production company dedicated to ending the abuse and exploitation of children worldwide through films that raise awareness, promote action and inspire political change. Hecht won an Academy Award in 2013 for the documentary short, *Inocente* and

was nominated for an Academy Award for his previous film *WAR/DANCE*. As the former president of entertainment for Nickelodeon, Hecht oversaw the development and production of shows such as *SpongeBob SquarePants*, *Dora the Explorer*, and *Blue's Clues*. He also co-created *Nickelodeon's Kids Choice Awards* as the founding principal and executive producer for Chauncey Street Productions. Hecht was nominated for an Oscar as the producer of *Jimmy Neutron: Boy Genius*. He is currently president of Worldwide Biggies, a transmedia company he founded.

About Macaulay Honors College

Macaulay Honors College at The City University of New York offers exceptional students a uniquely personalized education with access to the vast resources of the nation's largest urban university and New York City itself. Selected for their top high school records and leadership potential, Macaulay students receive a full-tuition scholarship, a laptop and technology support, and a \$7,500 Opportunities Fund to pursue global learning and service opportunities. A Cultural Passport provides access to museums, libraries, and other treasures around New York City. Macaulay students enroll in one of eight CUNY senior colleges (Baruch, Brooklyn, City, Hunter, John Jay, Lehman, Queens and Staten Island). For more information, see macaulay.cuny.edu.

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