

## NTID NAMES PIERCE AS LYON LECTURER

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ROCHESTER, N.Y., May 12—Television executive, entrepreneur, and magician David Pierce has been named the 2004 Edmund Lyon Memorial Lecturer for the National Technical Institute for the Deaf (NTID), a college of Rochester Institute of Technology (RIT).

Pierce, a 1988 media technologies graduate, recently spent a week with students and faculty sharing experiences and offering advice.

The Lyon Lectureship is presented annually to a deaf person who has distinguished him/herself in science, technology, business, industry, the arts, or public service. The lectureship was established in memory of Edmund Lyon, a Rochester School for the Deaf trustee from 1911 to 1920 and an RIT trustee from 1905 to 1920.

“We selected Mr. Pierce based on his impressive work history and involvement in television production,” said NTID faculty member and Lyon selection committee member John Macko. “He is a good role model for our students, showing them the importance of writing, marketing, and computer technology in any chosen occupation.”

“Receiving this honor was a pleasant surprise for me. It’s not every day that my work is formally recognized by others. I’m a strong believer of student-centric education and this lectureship is a good opportunity for me to contribute to students’ dreams and aspirations as they are our future generation of professionals,” said Pierce.

Pierce, a native of Lewiston, N.Y., began his producing and editing career at age 5, when he “chopped up” his Kenner Easy Show Movie Projector films and pasted them back together. “Luckily, I found replacements in my adult years through collectible sources,” he joked.

He has worked in television production for nearly 20 years, beginning as a production crew member and working his way up the ladder as producer, director, videographer, production coordinator, and programmer. He worked for several years at The Silent Network, Inc., in both Rochester and Hollywood, and was a founding member in the 1990s of America’s Disability Channel, Inc. Those two organizations evolved into the daily national network called Kaleidoscope Television.

In 2000, when Kaleidoscope closed its doors, he re-launched his production company, Davideo Productions, a broadcast television and film production, syndication and consulting firm.

Pierce has received many awards, the most notable being the Barbara Jordan Award for Best Documentary that he received in 1992 for his “Portrait of a Deaf Irish-American: Terrence James O’Rourke.” The documentary was shown at the President’s Committee on People with Disabilities Convention in 1992 and then broadcast nationally.

Pierce also is president of the NTID Alumni Association and a member of NTID’s National Advisory Group.

NTID is the first and largest technological college in the world for students who are deaf and hard of hearing. One of eight colleges of RIT, NTID offers educational programs and access and support services to 1,100 students from around the world who study, live, and socialize with 14,400 hearing students on the RIT campus. Web address: [www.rit.edu/NTID](http://www.rit.edu/NTID).

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