### Program Schedule

**Friday, March 7**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Registration, Continental Breakfast</td>
</tr>
<tr>
<td>8:45</td>
<td>Opening Keynote Address – Jean Kilbourne</td>
</tr>
<tr>
<td>9:15</td>
<td>“Daddy delegates”</td>
</tr>
<tr>
<td>10:30</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>10:45</td>
<td>Session I Workshops (check on-line for details)</td>
</tr>
<tr>
<td>12:15</td>
<td>Lunch (Buffet)</td>
</tr>
<tr>
<td>1:00</td>
<td>Second Keynote Address – Sue Hally</td>
</tr>
<tr>
<td>2:20</td>
<td>Session II Workshops</td>
</tr>
<tr>
<td>3:35</td>
<td>Break – Coffee, Soft Drinks</td>
</tr>
<tr>
<td>4:50</td>
<td>Panel Discussion – Barry Duncan, Moderator</td>
</tr>
<tr>
<td>5:30</td>
<td>Exhibits</td>
</tr>
<tr>
<td>6:00</td>
<td>Dinner (on your own or by pre-conference signup at registration for “Conversations with…”)</td>
</tr>
<tr>
<td>7:30</td>
<td>Film Screenings and Informal Discussions</td>
</tr>
</tbody>
</table>

**Saturday, March 8**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:30</td>
<td>Third Keynote Address – Sgt. Andrew Russell</td>
</tr>
<tr>
<td>9:30</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>9:45</td>
<td>Session IV Workshops (double session on media production)</td>
</tr>
<tr>
<td>11:10</td>
<td>Session V Workshops</td>
</tr>
<tr>
<td>12:25</td>
<td>Lunch (Buffet)</td>
</tr>
<tr>
<td>1:30</td>
<td>Summary Panel Discussion – Where Are We, Setting Some Priorities, and What’s Next?</td>
</tr>
<tr>
<td>12:25</td>
<td>Concurrent Film Screenings and Exhibits</td>
</tr>
<tr>
<td>2:30</td>
<td>Northeast Media Literacy Alliance Meeting</td>
</tr>
</tbody>
</table>

**Note:** For teachers and others qualified for CEUs, this credit will be given for those who attend the whole two-day conference.

### Accommodations

Overnight accommodations at participants’ expense will be available on campus at the new Nathan Hale Inn. A block of rooms has been reserved at the rate of $79 for single or double occupancy. Please call the hotel directly at 860-427-7888 to make reservations. Be sure to specify that you are attending the Media Literacy Conference.

### Meals

In order to promote greater communication among conference leaders and participants, continental breakfasts and buffet lunches will be provided on site for all registered attendees. If you would like to attend dinner and "Conversations with..." on Friday evening, please check the option on the registration form and include payment. This will provide additional opportunities to informally meet and discuss media literacy issues at dinner with a number of key conference presenters.

### CEUs

For teachers and others qualified for CEUs, this credit will be given for those who attend the whole two-day conference.

---

The complete conference program with updates will be found on-line at our website - [http://medialiteracy.education.uconn.edu](http://medialiteracy.education.uconn.edu)

---

**Understanding Today’s Media-Saturated World**

A Conference Promoting Media Literacy In Children and Youth

Friday, March 7 and Saturday, March 8, 2003

University of Connecticut

Bishop Center

Storrs, Connecticut
A two-day conference for teachers, health care professionals, counselors and prevention specialists, media leaders, parents, and others interested in exploring the great impact of today’s mass media upon young children and youth. Visit us on-line at http://mediалiteracy.education.uconn.edu

Why is media literacy important today?
Young people are bombarded continuously with mass media messages, including over 1,500 advertisements every day, from television, radio, movies, video/computer games, internet, music CD’s, billboards, newspapers, magazines, clothing, packaging and marketing materials. Many of these messages include much violent and sexual content that is usually not appropriate for young people as they are largely the intended target audience! Such daily exposure to the many forms of the mass media has a tremendous impact upon their thinking, values, purchases, and actions. Growing concern among parents, teachers, pediatricians, counselors, religious leaders, and health care and juvenile justice workers has clearly pointed to a need for open discussion, the sharing of experiences and concerns, and the development of strategies to cope with the huge, and often negative, impact of the mass media upon our young people. This conference addresses many key issues and their implications for today and the future.

International Media Literacy Experts

Headlining this timely conference are dynamic national and international media literacy experts including:

Jean Kilbourne, international award-winning attorney and media literacy pioneer, author of “Killing Us Softly,” “Sickos,” “Slim Persuasion,” “Slim Hope,” and “Can’t Buy My Love: How Advertising Changes the Way We Think and Feel.”

Barry Duncan, longtime Canadian media literacy leader, author of award-winning “Mass Media and Popular Culture” and “Barry Duncan’s Bulletin,” a top online media literacy resource site at http://media-awareness.ca

Sgt. Andrew Russell, Commander of the Connecticut State Police Computer Crimes Group and Electronic Evidence Unit and Head of the Connecticut Internet Crimes Against Children Task Force

Frank Baker, well-known media literacy educator and resource leader, Director, K-12 School Services, South Carolina Educational Television

What is media literacy?
Media literacy is the ability to analyze, access, and evaluate the many complex messages presented through the mass media. It focuses on helping young people to recognize, understand, and analyze, the codes and conventions of mass media messages so they can more informed choices about their health, purchases, and values. Media literacy programs in school, health, and community groups help young people to examine media messages about tobacco, alcohol and other drugs, nutrition, physical activity, relationships, sexual- ity, and violence. Many schools, agencies, and community organizations are integrating media literacy content and strategies into their curricula and prevention programs to help counteract the pervasive and often negative influence of the mass media upon the thinking, values, and actions of young people.

Although there is much criticism of many of the messages of the mass media today, this conference program is attempting to provide a positive picture of today’s media, both the positives and the negatives. The two-day conference includes speakers, workshops, and panel discussions on such topics as:

1. What is Media Literacy: A Primer for Teachers, Parents, and the Public
2. The Mass Media and Young Children: A Pediatrician’s View
3. Powerful Media Images of Females and Males: Implications for Our Youth
4. Media Literacy Research - What It Shows, What It Doesn’t, and What We Think is Needed
5. Media-Related Issues in Health and Community Services
6. Obstacles and Opportunities for Integrating ML into Existing School Curricula and Health Education/Prevention Programs
7. The Impact of the “Other School” (the Mass Media) on Our Traditional School Curriculum Media Literacy and Civics
8. The Underrepresented, and Special Interest Groups
9. Juvenile Justice and Media Literacy: The Flashpoint Program
10. Television’s Violence and Sex: Images That Sell - What?
11. Let’s Get Specific: Media Literacy Classroom Activities That Work!
12. Media Literacy and Developing Critical Thinking Skills - A Natural for Today’s School Curriculum Priorities
14. Today’s Mass Media - The Inescapable Force in American Political Life
15. The Public Relations Thrust - The Quiet Media Influence
16. Media Literacy Organizations and Resources Available in Print, Non-Print, and On-Line Forms
17. Media Activism: What Can You Do?
18. Growing Media Monopolies in a Democracy: A Cause for Concern?
19. From Critical Consumers to Creative Producers of Media: A Much-Needed Media Literacy Comprehension and Activism
20. The Good, The Bad, and the Ugly: Keeping a Balanced Perspective in a Media-Saturated World

For more complete and updated information and schedule, visit our conference website at http://mediалiteracy.education.uconn.edu or contact:

Dr. Thomas B. Goodkind, Conference Coordinator
Professor of Curriculum & Instruction
Neag School of Education Unit 2033
University of Connecticut
Storrs, CT 06269-4056
860-486-0290
lisa.miller@uconn.edu or lgoodkind@uconn.edu or lgoodkind@si.net

Refunds and Cancellations
The registration fee is fully refundable up to three days prior to the date of the conference. Registrants who do not cancel are subject to the entire fee. Participant substitutions may be made at any time.

Registration is Easy! Registrations will be confirmed in writing. Please photocopy this form for multiple registrations.

Registration for the conference is limited to please register early.

Understanding Today’s Media-Saturated World
March 7-8, 2003

Name ________________________________
Email Address ________________________________
Daytime Phone (       )_________________________
City____________________State___Zip___________
Business or Home Phone (       )_________________________
Mailing Address is:
Email Address ________________________________
City____________________State___Zip___________
Business or Home Phone (       )_________________________
Mailing Address is:
Email Address ________________________________
City____________________State___Zip___________
Please list any special needs you may have.

Metod of Payment (Please check one)
❐ Check/Money order payable to UCONN
❐ Home
❐ Business

Exp. Date:______________________________
Card Number___________________________
SS#______________/___________/_______________
(Cardholder’s Signature)

Refunds and Cancellations
The registration fee is fully refundable up to three days prior to the date of the conference. Registrants who do not cancel are subject to the entire fee. Participant substitutions may be made at any time.

Registration is Easy! Registrations will be confirmed in writing. Please photocopy this form for multiple registrations.

Understanding Today’s Media-Saturated World
March 7-8, 2003

Name ________________________________
Email Address ________________________________
Daytime Phone (       )_________________________
City____________________State___Zip___________
Business or Home Phone (       )_________________________
Mailing Address is:
Email Address ________________________________
City____________________State___Zip___________
Business or Home Phone (       )_________________________
Mailing Address is:
Email Address ________________________________
City____________________State___Zip___________
Please list any special needs you may have.

Metod of Payment (Please check one)
❐ Check/Money order payable to UCONN
❐ Home
❐ Business

Exp. Date:______________________________
Card Number___________________________
SS#______________/___________/_______________
(Cardholder’s Signature)

Refunds and Cancellations
The registration fee is fully refundable up to three days prior to the date of the conference. Registrants who do not cancel are subject to the entire fee. Participant substitutions may be made at any time.

Registration is Easy! Registrations will be confirmed in writing. Please photocopy this form for multiple registrations.

Understanding Today’s Media-Saturated World
March 7-8, 2003

Name ________________________________
Email Address ________________________________
Daytime Phone (       )_________________________
City____________________State___Zip___________
Business or Home Phone (       )_________________________
Mailing Address is:
Email Address ________________________________
City____________________State___Zip___________
Business or Home Phone (       )_________________________
Mailing Address is:
Email Address ________________________________
City____________________State___Zip___________
Please list any special needs you may have.

Metod of Payment (Please check one)
❐ Check/Money order payable to UCONN
❐ Home
❐ Business

Exp. Date:______________________________
Card Number___________________________
SS#______________/___________/_______________
(Cardholder’s Signature)

Refunds and Cancellations
The registration fee is fully refundable up to three days prior to the date of the conference. Registrants who do not cancel are subject to the entire fee. Participant substitutions may be made at any time.

Registration is Easy! Registrations will be confirmed in writing. Please photocopy this form for multiple registrations.

Understanding Today’s Media-Saturated World
March 7-8, 2003

Name ________________________________
Email Address ________________________________
Daytime Phone (       )_________________________
City____________________State___Zip___________
Business or Home Phone (       )_________________________
Mailing Address is:
Email Address ________________________________
City____________________State___Zip___________
Business or Home Phone (       )_________________________
Mailing Address is:
Email Address ________________________________
City____________________State___Zip___________
Please list any special needs you may have.

Metod of Payment (Please check one)
❐ Check/Money order payable to UCONN
❐ Home
❐ Business

Exp. Date:______________________________
Card Number___________________________
SS#______________/___________/_______________
(Cardholder’s Signature)

Refunds and Cancellations
The registration fee is fully refundable up to three days prior to the date of the conference. Registrants who do not cancel are subject to the entire fee. Participant substitutions may be made at any time.

Registration is Easy! Registrations will be confirmed in writing. Please photocopy this form for multiple registrations.

Understanding Today’s Media-Saturated World
March 7-8, 2003

Name ________________________________
Email Address ________________________________
Daytime Phone (       )_________________________
City____________________State___Zip___________
Business or Home Phone (       )_________________________
Mailing Address is:
Email Address ________________________________
City____________________State___Zip___________
Business or Home Phone (       )_________________________
Mailing Address is:
Email Address ________________________________
City____________________State___Zip___________
Please list any special needs you may have.

Metod of Payment (Please check one)
❐ Check/Money order payable to UCONN
❐ Home
❐ Business

Exp. Date:______________________________
Card Number___________________________
SS#______________/___________/_______________
(Cardholder’s Signature)

Refunds and Cancellations
The registration fee is fully refundable up to three days prior to the date of the conference. Registrants who do not cancel are subject to the entire fee. Participant substitutions may be made at any time.

Registration is Easy! Registrations will be confirmed in writing. Please photocopy this form for multiple registrations.

Understanding Today’s Media-Saturated World
March 7-8, 2003

Name ________________________________
Email Address ________________________________
Daytime Phone (       )_________________________
City____________________State___Zip___________
Business or Home Phone (       )_________________________
Mailing Address is:
Email Address ________________________________
City____________________State___Zip___________
Business or Home Phone (       )_________________________
Mailing Address is:
Email Address ________________________________
City____________________State___Zip___________
Please list any special needs you may have.

Metod of Payment (Please check one)
❐ Check/Money order payable to UCONN
❐ Home
❐ Business

Exp. Date:______________________________
Card Number___________________________
SS#______________/___________/_______________
(Cardholder’s Signature)

Refunds and Cancellations
The registration fee is fully refundable up to three days prior to the date of the conference. Registrants who do not cancel are subject to the entire fee. Participant substitutions may be made at any time.

Registration is Easy! Registrations will be confirmed in writing. Please photocopy this form for multiple registrations.