

Program Schedule

Check for frequent updates on-line at <http://medialiteracy.education.uconn.edu>

Friday, March 7

- 8:00 - 8:45 Registration, Continental Breakfast
- 8:45 - 9:15 Welcome, Introductory Remarks, Conference Details
- 9:15 - 10:30 Opening Keynote Address – Jean Kilbourne (“*Deadly Persuasion*”)
- 10:30 - 10:45 Coffee Break
- 10:45 - 12:15 Session I Workshops (*check on-line for details*)
- 10:30 - 12:15 Exhibits
- 12:15 - 1:00 Lunch (*Buffet*)
- 1:00 - 2:15 Second Keynote Address – Sut Jhally (“*Tough Guise*”)
- 2:20 - 3:35 Session II Workshops
- 3:35 - 3:45 Break – Coffee, Soft Drinks
- 3:45 - 5:00 Session III Workshops
- 3:45 - 5:00 Panel Discussion – Barry Duncan, Moderator (“*Empowering Youth to Make Sense of Their Media-Saturated World*”)
- 2:20 - 5:00 Exhibits
- 5:00 - 6:00 Social Hour
- 6:00 - 7:30 Dinner (*on your own or by pre-conference signup at registration for “Conversations with.....”*)
- 7:30 - 8:30 Film Screenings and Informal Discussions

Saturday, March 8

- 8:00 - 8:30 Continental Breakfast
- 8:30 - 9:30 Third Keynote Address – Sgt. Andrew Russell (“*Internet Exploitation of Children: Myths and Realities*”)
- 9:30 - 9:45 Coffee Break
- 9:45 - 11:00 Session IV Workshops (double session on media production)
- 11:10 - 12:25 Session V Workshops
- 12:25 - 1:10 Lunch (*Buffet*)
- 1:10 - 2:30 Summary Panel Discussion – Where Are We, Setting Some Priorities, and What’s Next?
- 12:25 - 3:30 Concurrent Film Screenings and Exhibits
- 2:30 - 3:30 Northeast Media Literacy Alliance Meeting (*all are welcome*)

The complete conference program with updates will be found on-line at our website -

<http://medialiteracy.education.uconn.edu>

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.

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

A Conference Promoting Media Literacy In Children and Youth

Friday, March 7 and Saturday, March 8, 2003

University of Connecticut
Bishop Center
Storrs, Connecticut

Join top spokespersons and workshop leaders in the U.S. and Canada to discuss the importance of media literacy on many levels today

Learn practical ways to incorporate media literacy concepts, methods, and materials into school, health, and community programs

View powerful films and tapes on health issues, such as alcohol, smoking, drug abuse, teenage values, etc. through conference screenings

Explore publications and other media literacy-related materials with key publishers

Discuss informally today’s mass media issues with top national and international leaders in a variety of conference settings

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University of Connecticut
College of Continuing Studies
Professional Studies
One Bishop Circle, Unit 4056
Storrs, CT 06269-4056

The Northeast Media Literacy Alliance and the Neag School of Education, University of Connecticut present:

Spring 2003

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

University of Connecticut
College of Continuing Studies

Transforming Lives



Understanding Today's Media-Saturated World!

A Conference Promoting Media Literacy In Children and Youth

Friday, March 7 and Saturday, March 8, 2003

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://medialiteracy.education.uconn.edu>



- Join top spokespersons and workshop leaders in the U.S. and Canada to discuss the importance of media literacy on many levels today

- Learn practical ways to incorporate media literacy concepts, methods, and materials into school, health, and community programs

- View powerful films and tapes on health issues, such as alcohol, smoking, drug abuse, teenage values, etc. through conference screenings

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- Discuss informally today's mass media issues with top national and international leaders in a variety of conference settings

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 attractive to 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 planning 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.

The complete conference program with updates will be found on-line at our website -

<http://medialiteracy.education.uconn.edu>

What is media literacy?

Media literacy is the ability to access, analyze, and evaluate the many complex messages presented through the mass media. It focuses on helping young people, in particular, to become more careful and critical consumers of media messages so they can make 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, sexuality, 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 balanced 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 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
8. Media Literacy and Minorities, 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!
13. Media Production - A Creative, Relevant Learning Opportunity for Our Media-Savvy, Plugged-In Generation
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 Comprehensive View
20. The Good, The Bad, and the Ugly: Keeping a Balanced Perspective in a Media-Saturated World

International Media Literacy Experts

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

Jean Kilbourne, international award-winning lecturer and media literacy pioneer, author of "Killing Us Softly," "Deadly Persuasion," "Slim Hopes," 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 author of Barry's Bulletin, a top online media literacy resource site at www.media-awareness.ca

Sgt. Andrew Russell, Commander of the Connecticut State Police's Computer Crimes 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

Sut Jhally, founder and president of the Media Education Foundation, noted film producer of "Dreamworlds 2," "Advertising and the End of the World"

Rutn Budelmann, Juvenile Justice Program (Eastern Massachusetts District Attorney's Office) and Director of highly acclaimed Flashpoint program.

Lisa Miller, Director of Public Education, American Academy of Pediatrics, a leader in medical concerns about the impact of the mass media upon children

Rob Williams, media literacy instructor and activist in Vermont, former Curriculum Director of the widely recognized New Mexico Media Literacy Project

Belinha De Abreu, middle school media specialist, Branford Public Schools, former media broadcaster and Connecticut media literacy leader

For more complete and updated information and schedule, visit our conference website at <http://medialiteracy.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, Connecticut 06269
goodkind@uconnvm.uconn.edu or tbgoodkind@snet.net
860-486-0290

For further information about logistics, contact the Conference Services Office at 800-622-9905 or 860-486-1052.

Refunds and Cancellations

The registration fee is fully refundable up to three days prior to the day 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 _____
(Name as it will appear on your certificate, if applicable. Please print clearly)

SS# _____ / _____ / _____
(Optional: Will be used only as your student identification number)

Company Name _____

Mailing Address is: Business Home

Mailing Address _____

City _____ State _____ Zip _____

Daytime Phone () _____

Evening Phone () _____

Email Address _____

Email Address is: Business Home

Please list any special needs you may have:

Registration for the conference is limited so please register early.

Registration fee
 \$95.00 (includes Continental breakfasts, buffet lunches, and parking for two days).

\$40.00 Students (with I.D.) Students may register after 2/25/03.

\$25 I plan to attend "Conversations with ..." Friday evening at the Nathan Hale Inn. Please include payment.

Total Fees Enclosed \$ _____

METHOD OF PAYMENT

Enclosed is a check or money order

payable to UCONN

Purchase Order # _____

MasterCard VISA Discover

If paying by credit card, you may register by phone, fax or online.

Card Number _____

Exp. Date: _____

(Cardholder's Signature)

PHONE: Call 1-800-622-9905 or 860-486-1052. Please have a MasterCard, VISA or Discover ready.

FAX: Dial 860-486-5221. Don't forget to complete your MasterCard, VISA or Discover authorization.

MAIL: Complete your registration form, enclose payment in full, and mail to: University of Connecticut, Conference Services, One Bishop Circle, Unit 4056, Storrs, CT 06269-4056

ONLINE: <http://medialiteracy.education.uconn.edu>