Comments from Past Participants

“A terrific, thought-provoking overview of media literacy for beginners as well as extension ideas for those experienced in the field.”

“Really great conference and I was glad to see such a diverse group of people from various professions.”

“Excellent workshops, wonderful spirit from beginning to end.”

The Neag School of Education, in conjunction with the National Action Coalition for Media Education and the Alliance for a Media Literate America, present:

The Sixth Annual Northeast Media Literacy Conference

Spring 2008

The New Media Literacies for Today’s Plugged-In Generation

Empowering Children and Youth to Grow from Being Critical Consumers of Media to Being Effective Communicators through the Media

Saturday, April 11, 2008
University of Connecticut
Bishop Center
Storrs, Connecticut
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, magazines, video games, Internet, movies, CDs, billboards, newspapers, magazines, clothing, packaging and marketing materials. Increasingly, recent developments in technology have added CDs, billboards, newspapers, magazines, clothing, packaging and marketing materials. Increasingly, recent developments in technology have added blogs, YouTube, MySpace, podcasts, and cell picture phones to the list. Many of the 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 myriad forms of the media has a tremendous impact upon thinking, values, purchases, and actions. 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 hype, and often negative, impact of the mass media upon our young people. Although much media content is negative, there are many important positives that need to be exploited, not the least of which is the potential for today’s technologically focused young people to effectively and creatively communicate through the many media forms that are so attractive to them.

Our 6th annual conference focuses on some of the new and emerging media technologies, their needs and realities in light of today’s rapidly changing technologies as well as their impact upon and growing involvement of our children and youth.

National and Regional Conference Leaders:
Our timely conference are two dynamic keynote speakers:

Dr. Michael Wesch, a cultural anthropologist and digital ethnographer, produced a video on YouTube, Web 2.0, the Machine is Using Us, dramatically showing how the Web is changing how we communicate and how fast, has authored a new film, A Vision of Headlining Today, and a timely blog, Digital Ethnography.

Anastasia Goodstein, author of Totally Wired — What Teens and Tweens Are Really Doing Online, is an award-winning blogger and co-authored expert on American tweens, teens and early twentysomethings. Her blog, Ypthe.com, reaches a highly influential audience. Currently, Brandover and executives as well as social marketers trying to reach youth.

PROGRAM SCHEDULE — Friday, April 11
8:00–8:45 Registration, Continental Breakfast
8:45–9:00 Welcome, Introductory Remarks, Conference Details
9:00–10:00 Opening Keynote: Dr. Michael Wesch "Mediated Futures: Beyond Media Literacy"
10:00–10:15 Coffee Break
Exhibits open 10:00–5:00
Film Screenings 10:30–5:00
10:15–11:15 Session I Workshops

11:25–12:25 Session II Workshops
12:25–1:10 Lunch and Exhibits
1:30–2:10 Panel Discussion: Keynote: Anastasia Goodstein "Understanding Totally Wired Teens: The Importance of Media Literacy in Today's Digital Landscape"
2:15–3:15 Session III Workshops
3:15–3:25 Break, Refreshments
3:25–4:25 Session IV Workshops
4:30–5:30 Panel Discussion: "The Totally Wired Generation and Its Impact Upon Communication, Priorities, and Values: Implications for the Future"
5:30–6:00 Social Hour
http://medialiteracy.education.uconn.edu

Workshop presenters include key leaders in education, communication, health, health organizations, media production, youth and human service advocates, and justice, marketing, film producers, journalists, and technologists.

Dr. Kathryn Clark-Pearson — pediatrician, expert on the extensive exposure of children and the mass media to violence and filmmaking of media's effects on their kids, and on parental media literacy tips that work for families.

Sandra Olson-Hodgson — former teacher, co-producer of several films, including Captive Audience, Advertising exploits the Classroom, and is the Marketing Director at the Media Education Foundation.

Bill Farr — teacher, professor, former state reading consultant, and expert on critical literacy learning that helps young readers to critically judge various texts' meanings but also to move beyond the mass media messages to real understanding.

Mike Gange — award-winning Canadian high school media literacy teacher, writer, and often-quoted expert on the power of the Prime Minister's Award for Teaching Excellence.

Camille Fisher — teacher, educational consultant, and expert on the powerful musical elements of current and past pop cultures and the sub textual messages that have influenced young people and their values.

Dr. Jack Fung — Chairman, Department of Pediatrics, Danbury Hospital; longtime partner in media literacy and the medical community; expert on nutrition and obesity among the young and adults.

Dr. Gil Fuld — national leader in media literacy and嵋ing the AAP (American Academy of Pediatrics) and its programs, Washington Initiative with Comprehensive Governance, policy statement for pediatricians, workshops on vitreous and crystals, and new everyday media activities for the young and parents.

Andrea Quijada — a specialist in media representation and media literacy. Her research on citizen engagement is growing four times faster than the nation at large. With advocacy in mind, she lampoons and trampling as corporations view this growth as a key tool for influencing the nation.

Rob Williams — national media education leader, professor media studies courses, President of National Action Coalition for Media Education (ACME), and media education video producer.

Mela Yildiz — media researcher and teacher educator. Her research on developing media literacy skills in teacher candidates through integrating media literacy and film studies into the curriculum, particularly with limited resources.

Catron Allred — a top educator in Brazil whose innovative media education project, Media-logos, emphasises the role of videos in dialogue in opening discussion across social classes in Bele, state of Goias, about the role of the media and the need to create networks, particularly in what is happening outside of the U.S. in media education.

The media has transformed the very nature of our lives. Television doesn't just represent the world to us, it increasingly defines the world in which we live. — Jean Baudrillard

The Media Literacy Conference for Today’s Plugged-In Generation
April 11, 2008

A Conference Promoting Media Literacy in Young People Today
Friday, April 11, 2008

Registration
$45.00 (includes continental breakfast, buffet lunch, and parking)
$45.00 Students (with ID)

Registration fee

Enclosed is a check or money order payable to UCONN/ME
Submit your registration form to:
3424 Bishop Circle, Unit 4056, Storrs, CT 06269-1054
or contact:
Dr. Thomas B. Goodkind, Conference Coordinator
Professor of Curriculum & Instruction
University of Connecticut

For further information about logistics, contact the Academic Programs and Special Programs office at 800-622-9905 or 860-486-0290.

Refunds and Cancellations: The registration fee is non-refundable for those who cancel their registration 3 business days prior to the conference. After that time, no refund is available.

Accommodations:
Overnight accommodations are available at parous conference 
expenese as follows:

Thur., April 10, 2008 Only:
$65/room (includes continental breakfast, buffet lunch, and parking)

Thur., April 11, 2008 and/or Friday, April 12:
$65/room (includes continental breakfast, buffet lunch, and parking)

Accommodations: Overnights are available at parous conference 
expenese as follows:

Thursday night, April 10, 2008:
$65/room (includes continental breakfast, buffet lunch, and parking)

Thursday and Friday night, April 11, 2008:
$65/room (includes continental breakfast, buffet lunch, and parking)

Accommodations are available at parous conference 
expenese as follows:

For more complete and updated information and schedule, visit our conference website at http://medialiteracy.uconn.edu

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

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