Topics Include:

- What is Media Literacy? A Primer for Teachers, Parents, and the Public
- The Mass Media and Young Children—A Pediatrician’s View
- Powerful Media Images of Females and Males: Implications for Our Youth
- Media Literacy Research—What it Shows, What it Doesn’t, and What is Needed!
- Media-Related Issues in Health and Community Services
- Financial Literacy for Financial Responsibility
- Media Production—The Attractive Challenge for Technologically-Savvy Youth
- What We Can Learn from Local and Regional Media Literacy Programs
- Popular Culture as Reflected in Music, Art, and Theater
- Helping Students Understand Their Pop Culture Choices through the Mass Media
- The Mass Media and Privacy
- Teachers Discover the Power of Media Education in Their Curriculum
- Media Representations of Alcoholism and Tobacco Use
- Using Media Literacy to Meet State Teaching Standards
- Media Literacy and Minorities, the Underrepresented, and Special Interest Groups
- Violence and Sex in Television, Video Games, and Films: Images that Sell—What?
- Let’s Get Specific: Media Literacy Classroom Activities that Work!
- Media Literacy and Developing Critical Thinking Skills—A Natural for Today’s School Curriculum
- Integrating Media Literacy in Teacher Education Programs
- International Perspectives on Media Literacy

A Conference Promoting Media Literacy in Young People Today
Friday, April 3, 2009
University of Connecticut
Bishop Center
Storrs, Connecticut

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.”
Rethinking Media Literacy Priorities in a Changing Information Age

A Conference Promoting Media Literacy for Young People Today
Friday, April 3, 2009

A one-day conference for teachers, health care professionals, counselors and prevention specialists, media leaders, and others interested in exploring the great impact of today’s mass media upon young children and youth.

Visit us online at http://medialiteracy.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 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 many forms of the mass 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 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. Although much media content is negative, there are many important positives that can be used to benefit the young people in our society.

National and Regional Conference Leaders

Headlining this timely conference are two dynamic keynote speakers:

Melinda Hemmlelang – well-known health-nutritionist, columnn, lecturer, television host and producer of “Food Sleuths,” and strong media literacy advocate to help combat obesity in young people while develop- ing health literacy through critical thinking about food safety and environmentally sound food choices.

Lou Golden – President of Junior Achievement of Southwest New England which serves 32,500 children a year, Chair of the Connecticut Jumpstart Coalition for Personal Financial Literacy, key organizations promoting financial understanding and responsibility particu-

ularly in today’s youth, former business editor of the Hartford Courant, and advertising marketing executive.

Program Schedule–Friday, April 3

8:00 – 8:45 Registration, Continental Breakfast

8:45 – 9:00 Welcome, Introduction, Remarks, Conference Details

9:00 – 10:00 Opening Keynote: Melinda Hemmlelang “Feast or Famine: A Fork in the Road – How Media Literacy Can Take Us Down the Sustainable Path”

10:00 – 10:15 Coffee Break

Exhibits open 10:10 – 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 Buffet Lunch and Exhibits


2:15 – 3:15 Session III Workshops

3:15 – 3:25 Break, Refreshments

3:25 – 4:25 Session IV Workshops

4:30 – 5:10 Panel Discussion “Integrating Media Literacy Priorities in a Changing Information Age – Implications for Today and for the Future”

5:10 – 6:00 Social Hour

Workshop presenters include leaders in media/fitness/production, education, communication, pediatrics, health organizations, media production, youth and society, research and evaluation, new work, and marketing, journalism, the arts, and technology. A partial list includes:

DE. KATHLEEN CLARK-PEARSON – pediatrician, national AAP leader, expert on the extensive exposure of children and teens to the media, and parenting media choices through child development, nutrition, and aging.

BOB MCGANNON – Founder of the early ground-breaking New Mexico Media Literacy Project and of the commercially important Action Coalition for Media Education, long time award-winning TV/M author, researcher, lecturer.

ROBBIE BERNSTOCK – a California media educator specializing in the effects of the digital culture on children, teens and families and author of publicati-

MELDA YILDIZ – a New Media, New Rules, Raising Media Savvy Kids

FAYE GRIFFITHS-SMITH – a leader in financial literacy education in Connecticut working with people of all ages and financial issues with a focus on youth in high school and young adults.

ROBERT RONDEAU – award winning leader of Washington State’s Tobacco Prevention and Control Program involved in grassroots community efforts involving media production and Web 2.0 technologies into the curriculum, particularly with limited resources.

CAROL FORTUNA – an innovative teacher-researcher studying how 21st century students can bridge new and old literacies in the public school classroom so that reciprocity of reading, questioning, writing, re-

MIKAELA VELZIS – media researcher and teacher educator, expert in developing media literacy skills in teacher candidates through integrating media production into their teaching and research experience, particularly with limited resources.

"The media have trans-

formed the nature of our lives. Television doesn’t just present the world to us, it increasingly defines the world in which we live."

Jean Baudrillard

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

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Professor of Curriculum & Instruction
University of Connecticut
Neag School of Education, Unit 2033
Storrs, CT 06269-2033
thomas.goodkind@uconn.edu
860-486-0290

For further information about logistics, contact the Academic Partnerships and Special Programs office at 860-622-9063 or 860-486-5331.

Refunds and Cancellations: The registration fee is non-refundable for those who cancel their registration 3 business days prior to the confer-

Accommodations: Overnight accommodations are available at participants’ expense as follows:

Thursday night April 2 and/or Friday night April 3 on campus at the Nathan Hale Inn and Conference Center for $115/night plus tax.

Registration Form:

Please photocopy this form for multiple registrations.

Name ____________________________________________
Organization _______________________________________
Address __________________________________________
City ____________________________________________ State __ Zip
Daytime Phone ( __________ ) ________________________
Evening Phone ( __________ ) ________________________
Email Address ______________________________________

For more information about logistics, contact the Academic Partnerships and Special Programs office at 860-622-9063 or 860-486-5331.

No refunds will be given on your registration fee. If applicable, Please cross out line.

Registration fees:

$55.00 (includes continental breakfast, buffet lunch, and parking)

$45.00 Students (with I.D.)

Payment methods: Please choose one of the methods below:

❐ Check enclosed payable to UConn
❐ Purchase Order # __________________________

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

ONLINE: http://medialiteracy.education.uconn.edu, click on registration to pay via credit card (VISA, MasterCard, Discover or Diners International)

IN PERSON: At our Student Services Office, Room 114, Bishop Circle, Storrs campus from 8:30 a.m. to 4:30 p.m.