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 not only become more careful and critical consumers of media messages so they can make more informed choices about their health, purchases, and values, but to also become creative producers of media to more effectively communicate their thinking, ideas, and priorities. 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 and to provide opportunities for young people to express themselves and communicate through their own production of media in a positive manner.

Both the IRA and NCTE have expanded the guidelines for developing a literate person to include viewing and visually representing as two additional key literacy skills to the traditional basics of reading, writing, listening, and speaking.

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
- The Role of YouTube in the Lives of Young People
- 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

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.”
**Why is Media Literacy Important Today?**

Young people are bombarded continuously with mass media messages including over 1,500 advertising messages 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 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 intended target audience! Such daily exposure to the many forms of the mass media has a tremendous impact upon thinking, values, purchasing 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 huge, and often frightening, influence of the mass media upon our young people. Although much media content is negative, there are many important positives that need to be explored, 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.

Technology is a predominant part of young people's lives. Our 8th annual conference focuses on the need for the development of critical thinking skills in the 21st century and the important role that media literacy plays.

**National and Regional Conference Leaders**

Headlining this timely conference are two dynamic keynote speakers:

**Dr. Susan Linn** - psychologist, writer, award-winning producer, and puppeteer, is co-founder and director of the Campaign for a Commercial-Free Childhood, Associate Director of the Media Center of Judge Baker Children's Center, and Instructor in Psychiatry, Harvard Medical School. She has written extensively about the effects of media and commercial marketing on children. Her book, Consuming Kids, was praised in publications as diverse as The Wall Street Journal and Mother Jones. Dr. Linn was awarded the American Psychological Association's Presidential Citation for her work on behalf of children. She has carried her advocacy to such media venues as the 2010 InterMedia Forum, Youth, Adult, and Family Media Literacy Conference, Saturday Session III Workshops and Presentations - (focus on younger audiences) 11:25 – 12:25 Session II Workshops 12:25-1:10 Buffet Lunch and Exhibits 1:10 – 2:10 Keynote: Susan Linn "Consuming Kids — The Hostile Takeover of Childhood" Session III Workshops 2:15 – 3:15 2:35 – 3:25 2:35 – 4:25 Panel Discussion "Determining Media Literacy Priorities and Strategies in an Information Age - Implications for the 21st Century" Social Hour 5:10 – 6:00 **Frank Baker**, an internationally known leader in media literacy, is a workshop presenter, author, researcher, and developer and maintainer of the valuable nationally recognized media literacy resource website, the Media Literacy Clearing House. He has worked in television news in South Carolina, Maryland and Florida and administered programs in Instructional TV/Distance Education. In 1999, both commercial and public school systems revealed that almost all states standards include "element of media literacy." He is past president of the National Association for Media Literacy Education and past vice-president of the National Telemedia Council. He is a frequent presenter at schools and conferences across the United States and most recently abroad in India. Frank's work was recognized by the National PTA and the National Cable TV Association with the national "Leaders in Learning" award.

**Workshop presenters include key leaders in education, communication, pediatrics, health organizations, media production, youth and human services, social work and justice, government marketing, film producers, journalism, the arts, and technology.**

Also included are presentations on the powerful impact of YouTube on young people and their political, social, and educational lives, and a timely pediatric perspective on the effects of early screen time on language development and attention issues in young children. At the time of brochure production, several special features for the 5th annual Northeast Media Literacy Conference include: The debut of the Federal Trade Commission's advertising literacy website, Adwatch.gov which will be publicly launched in March providing the media literacy education world at the conference with its first chance to share this innovative project with teenagers.

For an up-to-date list of presenters and workshops, please access our conference website periodically at http://medialiteracy.education.uconn.edu for complete and updated information and schedule. For complete and updated information and schedule, please access our conference website at http://medialiteracy.education.uconn.edu or contact:

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For further information about logistics, contact the Academic Partnerships and Special Programs Office at http://medialiteracy.education.uconn.edu or contact:

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Refunds and Cancellations: The registration fee, less a $35 processing fee, is refundable for those who cancel registration 3 business days prior to the conference. After that time, no refund is available.

Accommodations: Evening hotel accommodations are available at participants' expense as follows. Thursday night March 25 and/or Friday night March 26 On campus at the Nathan Hale Inn and Conference Center for $119/night plus tax. Call the inn directly at 486-29774 for reservations.

Be sure to specify that you are attending the Northeast Media Literacy Conference. Breakfast and buffet lunch will be provided for all registrants. For complete and updated information and schedule. For complete and updated information and schedule.

**Method of Payment**

In an effort to increase security and prevent identity theft we have changed our payment methods. Please choose one of the methods below:

- Check enclosed payable to UConn
- Purchase Order #

**Information**

Mail: Complete your registration form, enclose payment in full, and mail to: University of Connecticut, Student Services Office, One Bishop Circle, Storrs, CT 06269-4050.

Online: http://medialiteracy.education.uconn.edu click on registration to pay by credit card (Visa, MasterCard, Discover or American Express)

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

SECURED FAX: Dial 860 486-0272. Don't forget to complete your credit card authorization.

For complete and updated information and schedule.