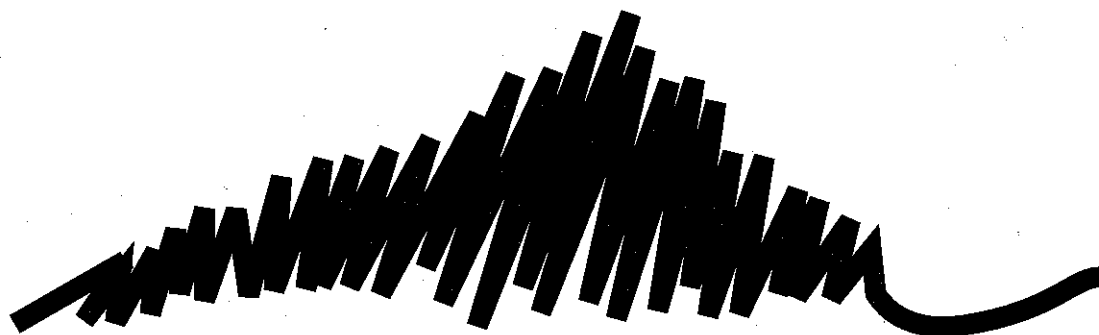


P R O G R A M



1998 National Media Education Conference

A Paradigm for Public Health

June 28 - July 1 • Colorado Springs, Colorado

PME
Partnership
for Media
Education

A Collaboration of:

American Academy of Pediatrics
Center for Media Literacy
Center for Substance Abuse Prevention/SAMHSA
Media Literacy Project at Clark University and Babson College

Committees, Sponsors and Management

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Conference Chair*

Nancy Chase, *Center for Substance Abuse
Prevention/SAMHSA, Finance Chair*

Elizabeth Thoman, *Center for Media Literacy,
Program Co-chair*

Renee Hobbs, *Media Literacy Project, Clark
University and Babson College, Program Co-chair*

Conference Management, Sylvia-K Inc.

Sylvia Kornelsen, *Conference Director*

Shawn Marie Slipy and Elizabeth Franz,
Conference Coordinators

Marilyn Hansen, *Accountant*

2121 South Oneida Street, Suite 325
Denver, Colorado 80224-2552

Ph: 303 756-8380 Fax: 303 759-8861

E-mail: NMEC98@aol.com

Web Site: www.ConferenceOffice.com/nmec

Program Committee

Susan McCarthy, *American Academy of Pediatrics*
Suzanne Gates and Reba Griffith, *Centers for
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Nancy Brien and Karen Irwin, *Discovery
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Nancy Rubinson and Danica Tarry-Layman,
National Highway Traffic Safety Administration

Beverly Jackson, *National Institute on Drug Abuse*

Fred Garcia, *Washington State Division of Alcohol
and Substance Abuse*

*Executive Committee members are also Program
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Fundraising and Public Relations

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Sponsors

*The Partnership for Media Education Executive Committee would like to thank all of its sponsors.
Without the support of these organizations this conference would not have been possible.*

Primary Funding Partners, Gold

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National Highway Traffic Safety Administration

Collaborators

Department of Justice, Office of Justice Programs
National Institute on Drug Abuse
Turner Broadcasting System

Contributors

Hands Across Cultures
Recovery Network
Rocky Mountain PBS

Welcome...

...to the 1998 National Media Education Conference. While the official conference theme is "Media Education: A Paradigm for Public Health," a secondary theme is unity, for this is a time of outreach to the public health and medical communities.

A new balance was created with the formation of the Partnership for Media Education when the American Academy of Pediatrics joined with the Center for Substance Abuse Prevention, the Media Literacy Project at Clark University and Babson College, and the Center for Media Literacy. The common vision of the individuals representing these organizations was to create and sustain an annual conference that not only would meet the needs of a diverse group of people, including teachers, physicians, public health professionals, media producers, families and community activists, but would encourage collaboration between these groups.

There's an east African saying, "sticks in a bundle are harder to break," that to me best represents the spirit and strength we will need to move media literacy education into the 21st Century.

The keynote addresses and concurrent panels and workshops will offer you a broad perspective on the importance of media literacy skills and how these skills are being taught and developed throughout the country. During the educational program, talk to others about their ideas and plans and continue your discussions during the many breaks, meals and social gatherings.

The links you make will last well beyond the conference and will help you carry your new-found knowledge and enthusiasm back into your schools, organizations and communities. Continued activism is critical to the future of media literacy education. I have no doubt you'll find this conference rewarding, but the true rewards will come when you deliver the messages forward and see the positive impact you have on the health and well-being of our nation's youth.



Lisa Reisberg, Conference Chair
American Academy of Pediatrics

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Information to Assist You

Badges and Tickets

Please wear your name badge at all times—the codes indicate the days for which you are registered. Tickets are required for lunches and the optional Flying W dinner. Tickets are located in your registration packet. Vegetarian or other special meal requests are indicated on the tickets.

Services for People with Disabilities

If you require specific aids or services at any time during the conference, please see personnel at the Registration Desk.

Continuing Education Credits

Colorado Alcohol and Drug Professionals

Obtain a Continuing Education Form at the Registration Desk and complete as indicated. A total of 12 hours are available.

Colorado Teachers

If pre-approval was obtained by your district, pick up a Colorado Department of Education Form at the Registration Desk.

Graduate/Undergraduate Credits—

One graduate/undergraduate credit will be offered to full conference attendees through the University of Colorado at Denver. Sign up for credit at the Registration Desk. There is an \$85 charge for this credit; checks should be made payable to the University of Colorado at Denver.

Evaluation Form

Information from Evaluation Forms is important to us in evaluating the success of our conference. We urge you to share your feedback by returning your form after the closing session on Wednesday. Evaluation Forms are located in your registration packet or can be obtained at the Registration Desk.

Filming

Several filmmakers have expressed an interest in filming certain segments of the conference. We have asked filmmaker representatives to contact individuals whom they wish to film directly. It is your decision as to whether you give permission to be filmed.

For Your Comfort

Meeting room temperature variations can be expected from the beginning of a session to the end—often from cool to warm. Wearing layered clothing will help you to compensate for temperature contrasts.

Books for Purchase

Mentor Books will offer a comprehensive selection of books authored by speakers and other relevant authors. Plan to make purchases for yourself and your organization's library. Credit cards will be accepted. See "Book Signing Opportunities" on page 5.

Recording of Sessions

Most sessions will be professionally audio taped by Colorado Visual Aids (CVA). Cassettes will be available for purchase at the conference. There is an order form in your registration packet. The CVA table is located near the Bookstore in the foyer between the Grand Ballroom and the Colorado Springs Ballroom (see back cover). Credit cards will be accepted.

Individuals may record sessions, with approval from presenters, using personal-sized recorders without external microphones in the staging area. Audio tape recording for commercial use is not permitted. Video tape equipment in sessions must be approved in advance by the Conference Director and the Partnership for Media Education.

Reaching You During the Conference

Callers can reach you by dialing 719 576-8900 and asking for the National Media Education Conference Registration Desk. Messages will be posted on a bulletin board nearby. **Calls will not be announced in sessions.** If you are expecting a call, be sure to check the bulletin board frequently.

Speaker Ready Room

The **Cripple Creek** room has been designated as the Speaker Ready Room for conference presenters to rehearse presentations, review audiovisual materials and meet with moderators.

Press Room

The **Cherry Creek** room has been designated as the Press Room for members of the media. Prior to attending sessions, media representatives are required to sign in at the Registration Desk.

No Smoking

Smoking is prohibited during all conference events.

Activities

Book Signings by Speakers

Monday, Noon-1:45 p.m.

Lauryn Axelrod, *TV Proof Your Kids*
 Elana Rosen, *Changing the World Through Media Education*
 Joe Wheeler, *Remote Controlled*
 William Wresch, *Disconnected*

Tuesday, Noon-1:45 p.m.

Ana Nogales, *Dr. Nogales' Book of Love*
 Ellen Seiter, *Sold Separately*

You may purchase these speakers' books at the Mentor Books display and have them signed at the designated time above.

Note: These were the book signings confirmed at press time. See Registration Personnel for possible additions.

Flying W Ranch

Tuesday, 6:00-10:00 p.m.

Tickets are \$31 per person. A limited number of tickets will be available for purchase at the Registration Desk. Buses will depart from the DoubleTree at 6 p.m. Upon arrival at the Ranch, there will be an opportunity to enjoy the town and visit the many shops until 8 p.m. when a chuckwagon supper consisting of barbecue beef or chicken, foil wrapped potatoes, beans, chunky apple-sauce, spice cake, and biscuits will be served. Following supper, the Flying W Wranglers will perform their traditional brand of western entertainment from 9-10 p.m. Buses will depart from the Ranch at 10 p.m.



New Leaders Breakfast

Wednesday, 7:00-8:15 a.m.

Meet the Executive Committee of the Partnership for Media Education in the Windows Banquet Room for breakfast and discuss how you and your organization can become involved in the planning for the next National Media Education Conference. Bring your enthusiasm and ideas and join us for this fabulous networking opportunity.

The breakfast is open to anyone who would like to participate. Please notify Registration Personnel by Noon on Tuesday if you plan to attend.

Schedule at a Glance

Sunday, June 28

9:00 a.m.-7:00 p.m.
 10:00 a.m.-5:00 p.m.

Noon-4:00 p.m.
 5:00-7:00 p.m.
 7:00-9:00 p.m.

Registration
 Media Literacy 101: An Orientation in Three Parts
 Exhibit and Poster Set Up
 Opening Reception, Exhibit Viewing
 Conference Kickoff Event

Monday, June 29

7:30 a.m.-5:00 p.m.
 7:30-8:30 a.m.
 8:00 a.m.-5:00 p.m.
 8:30-8:45 a.m.
 8:45-9:45 a.m.

Registration
 Continental Breakfast & Networking
 Exhibits Open
 Conference Opening & Welcome
 Public Health Keynote Panel with
Joseph Zanga, M.D., FAAP
Jean Kilbourne and
George Gerbner

9:45-10:15 a.m.
 10:15-10:45 a.m.
 10:45 a.m.-Noon
 Noon-1:45 p.m.

Keynote Address by *Ray Suarez*
 Break
 Eight Concurrent Workshops
 Lunch; Book Signings: "Meet the Author" Poster Session

1:45-3:00 p.m.
 3:00-3:30 p.m.
 3:30-5:00 p.m.

Eight Concurrent Workshops
 Break
 Three Concurrent Panels

Tuesday, June 30

7:30 a.m.-5:00 p.m.
 7:30-8:30 a.m.
 8:00 a.m.-5:00 p.m.
 8:30-10:00 a.m.

Registration
 Continental Breakfast & Networking
 Exhibits Open
 Plenary Session
 Keynote Address by *Erica Austin*

10:00-10:45 a.m.
 10:45 a.m.-Noon
 Noon-1:45 p.m.
 1:45-3:00 p.m.

Break
 Eight Concurrent Workshops
 Lunch; Book Signings
 Eight Concurrent Workshops
 Break

3:00-3:30 p.m.
 3:30-5:00 p.m.
 6:00-10:00 p.m.

Three Concurrent Panels
 Flying W Ranch Dinner (optional)

Wednesday, July 1

7:00-8:15 a.m.
 7:30 a.m.-Noon
 7:30-8:30 a.m.
 8:00 a.m.-Noon
 8:30-9:45 a.m.
 9:45-10:15 a.m.
 10:15-10:30 a.m.

New Leaders Breakfast
 Registration
 Continental Breakfast & Networking
 Exhibits Open
 Eight Concurrent Workshops
 Break

10:30-11:00 a.m.
 11:00 a.m.-Noon
 Noon-2:00 p.m.

Conference Closing and Acknowledgements
 Keynote Address by *Robert Thompson*
 Call to Action
 Exhibit and Poster Tear-down

Sunday, June 28

9:00 a.m.-7:00 p.m.

10:00 a.m.-5:00 p.m.

Registration — *Hotel Front Lobby*

MEDIA LITERACY 101: AN ORIENTATION IN THREE PARTS —
Douglas/El Paso/Fremont, Elizabeth Thoman and Renee Hobbs



Elizabeth Thoman is Founder and President of the Center for Media Literacy, a national organization based in Los Angeles providing leadership, teacher training and a distribution service for media literacy teaching resources.

Renee Hobbs is one of the nation's leading authorities on media education and director of the Media Literacy Project at Clark University and Babson College in Wellsley, Massachusetts.



This dynamic, engaging session will provide participants with an in-depth introduction and overview of the field of media education as it is evolving in the United States. By attending this program, you will gain an appreciation for the driving concepts that fuel the media education movement, as well as insight into the "big picture" issues facing the field.

10:00 a.m.-Noon

What's It All About? A Crash Course in Core Principles and Key Concepts, *Elizabeth Thoman*

Noon-1:30 p.m.

Lunch on your own

1:30-3:00 p.m.

How the Seven Great Debates in Media Literacy Shape What Happens in the Classroom, *Renee Hobbs*

3:00-3:30 p.m.

Refreshment Break — *Grand Ballroom Foyer*

3:30-5:00 p.m.

How Do We Get There? Resources, Strategies and Beyond, *Renee Hobbs and Elizabeth Thoman*

5:00-7:00 p.m.

Opening Reception — *Pueblo/Teller*

5:00-7:00 p.m.

Exhibit Viewing — *Grand Ballroom Foyer*

7:00-9:00 p.m.

Conference Kickoff — *Park*

Introduction by: *Nancy Chase*

Teen Sexuality in a Culture of Confusion, *Dan Habib, Concord, N.H.*
Professional photographer Dan Habib will present his compelling project *Teen Sexuality in a Culture of Confusion*. The project consists of spectacular still photography on how eight young people are dealing with issues of sexual identity, relationships and health, including HIV/AIDS. Mr. Habib will present the material in stereo sound with a six-projector computerized slide show. This honest and compassionate presentation is rated PG-13.

Monday, June 29

7:30 a.m.-5:00 p.m.

7:30-8:30 a.m.

8:00 a.m.-5:00 p.m.

8:30-10:45 a.m.

8:30-8:45

8:45-9:45 a.m.

9:45-10:15 a.m.

10:15-10:45 a.m.

Registration — *Hotel Front Lobby*

Continental Breakfast & Networking — *Grand Ballroom Foyer*

Exhibits Open — *Grand Ballroom Foyer*

OPENING SESSION — *Park/Fremont*

Welcome and Introductions, *PME Executive Committee*

Public Health Keynote Panel, "What Media Education Can Contribute to American Public Health"

Join three top professionals for their unique perspectives on how media literacy education forms a paradigm for public health. Explore the concerns, visions and goals of educators and public health professionals as they imagine the future of the media literacy movement and its potential impact on individuals, organizations and society.

Panelists:

Joseph Zanga, M.D., FAAP, *New Orleans, Louisiana. President, American Academy of Pediatrics; Vice Chair, Department of Pediatrics, Louisiana State University.*

Jean Kilbourne, *writer, lecturer and filmmaker, Newton, Massachusetts. Dr. Kilbourne is internationally renowned for her pioneering work analyzing and critiquing alcohol and tobacco advertising, and the image of women in advertising.*

George Gerbner, *Bell Atlantic Professor of Communications at Temple University, Philadelphia, Pennsylvania.*

Moderator:

Lisa Reisberg, *Director of Public Education and Director of the Media Matters Campaign, American Academy of Pediatrics, Elk Grove Village, Ill.*

Introduction by: *Fred Garcia*

Keynote Address, *Ray Suarez, Washington, D.C.*

"Newsmaking and the Future of News: What Every Citizen Needs to Know"

Journalist Ray Suarez is in his fifth year as host of National Public Radio's nationwide call-in news program, "Talk of the Nation." Mr. Suarez brings with him more than 21 years' experience in the news business including radio, TV and print. He has worked overseas and domestically for all the American news networks.

During his presentation, Mr. Suarez will address how the written, visual and sound messages transmitted by the American news business create imaginary social landscapes upon which most of us base the decisions of our day-to-day lives.



Refreshment Break — *Grand Ballroom Foyer*

Monday, June 29 cont'd

10:45 a.m.-Noon

Eight Concurrent Workshops

Reaching Diverse Communities

WS 1 — *Douglas*

Moderator: *Susan McCarthy*

ADOLESCENT GIRLS: PROMOTING POSITIVE BODY IMAGE

10:45-11:05 a.m.

Challenging Media Messages: Re-Viewing Body Image, *Linda Van Meter, East Stroudsburg University of Pennsylvania, Stroudsburg, Penn.*

11:05-11:25 a.m.

Girls in Motion: Impact of Media on Females' Exercise Involvement, *C. Shannon Griffin, University of Georgia, Athens, Ga.*

11:25-11:45 a.m.

GO GIRLS: Media Activism for Preventing Disordered Eating, *Michael Levine, Kenyon College, Gambier, Ohio, and Niva Piran, University of Toronto, Toronto, Ontario, Canada.*

11:45 a.m.-Noon

Q&A

WS 2 — *Seven Falls*

Introduction by: *Joseph Behson*

10:45 a.m.-Noon

Youth Music Video Culture & Media Literacy for Prevention, *Thandi Hicks Harper, BILLO Communications, Inc., Camp Springs, Md.*

K-12 and Research

WS 3 — *Teller*

Moderator: *George Marcelle*

FROM SHAKESPEARE TO SITCOMS, MEDIA LITERACY IN LANGUAGE ARTS

10:45-11:05 a.m.

Media Literacy: Where Are You Now? *Sandi Lacey, Piner High School, Santa Rosa, Calif.*

11:05-11:25 a.m.

Books and Beyond: The End of School Daze, *Mary Ellen Ackerman, Dennis-Yarmouth Regional High School, Brewster, Mass.*

11:25-11:45 a.m.

The Language of Image and Text: From Nike to Barbie, *Ron DeBoer, Eastwood Collegiate Institute, Kitchener, Ontario, Canada.*

11:45 a.m.-Noon

Q&A

WS 4 — *El Paso*

Introduction by: *Nancy Chase*

10:45 a.m.-Noon

Dynamic Media Education Curriculum: Learning from the Canadian Experience, *Barry Duncan, Association for Media Literacy, Islington, Ontario, Canada.*

*See page 23 for a
Guide to Concurrent Workshops.*

Monday, June 29 cont'd

10:45 a.m.-Noon

Eight Concurrent Workshops Cont'd

Families, Communities and Neighborhoods

WS 5 — Royal Gorge

Moderator: *Al Race*

10:45 a.m.-Noon

Help for the Home: Creating Media Literacy Materials for Parents

Panelists: *Joe Wheeler, author of Remote Controlled, Conifer, Colo.; Lauryn Axelrod, Vermont Media Education Network, East Arlington, Vt.; and Susan Rogers, The Rogers Group, Los Angeles, Calif.*

WS 6 — Pikes Peak

Moderator: *Beverly Feldman*

10:45-11:15 a.m.

POSITIVE MEDIA INTERACTION: STRATEGIES FOR FAMILIES AND RELIGIOUS EDUCATORS

Healthy Families: Using Film as a Space for Communication, *Sister Rose Pacatte, Pauline Center for Media Studies, Boston, Mass.*

11:15-11:45 a.m.

Helping Believers Mind the Media, *Sister Gretchen Hailer, Montebello, Calif.*

11:45 a.m.-Noon

Q&A

Exploring the Options: Curricula and Resource Materials

WS 7 — Pueblo

Introduction by: *Suzanne Gates*

10:45-Noon

Media Sharp: Literacy Tools for Tobacco and Alcohol Awareness, *Reba Griffith, Centers for Disease Control and Prevention, Atlanta, Ga.*

Media Education in Motion

WS 8 — Palmer

Moderator: *Robert Denniston*

10:45-11:15 a.m.

PREVENTION INITIATIVES IN MEDIA EDUCATION

Media Matters: The Role of the Medical Community, *Lisa Reisberg, American Academy of Pediatrics, Elk Grove Village, Ill., and Victor Strasburger, M.D., University of New Mexico, Albuquerque, N.M.*

11:15-11:45 a.m.

Media Literacy Gives You Girl Power, *Cathi Coridan, Center for Substance Abuse Prevention-Marketing Support, Rockville, Md., and Roberta Hantman, Center for Substance Abuse Prevention, Rockville, Md.*

11:45 a.m.-Noon

Q&A

Monday, June 29 *cont'd*

Noon-1:45 p.m.

Lunch — *Windows Banquet Room*
Pick up a box lunch and network with colleagues.

Noon-1:45 p.m.

Book Signings by Lauryn Axelrod, Elana Rosen, Joe Wheeler and William Wresch — *Bookstore*

Noon-1:45 p.m.

"Meet the Author" Poster Session — *Colorado Springs Ballroom Foyer*

1:45-3:00 p.m.

Eight Concurrent Workshops

Reaching Diverse Communities

WS 9 — *Pikes Peak*

Introduction by: *Elizabeth Fealk*

1:45-3:00 p.m.

U.S.-Mexico Border Children and Media-Generated Consumerism, *Lynda Bergsma, University of Arizona, Tucson, Ariz.*

WS 10 — *Pueblo*

Introduction by: *Lisa Reisberg*

1:45-3:00 p.m.

Deadly Persuasion: Advertising and Addiction, *Jean Kilbourne, nationally renowned lecturer, Newton, Mass.*

K-12 and Research

WS 11 — *Teller*

Moderator: *Susan Lockwood Summers*

1:45-2:15 p.m.

MODELS FOR TEACHING CRITICAL VIEWING SKILLS

Integrating Media Literacy Across the Curriculum: Project LOOK SHARP, *Cyndy Scheibe, Project LOOK SHARP, Ithaca, N.Y., and Chris Sperry, Alternative Community School, Ithaca, N.Y.*

2:15-2:45 p.m.

A Step Toward Media Literacy: Creating Critical Viewers, *Alvin Edelson, Wayne State University, Huntington Woods, Mich.*

2:45-3:00 p.m.

Q&A

WS 12 — *Academy*

Introduction by: *Danica Tarry-Layman*

1:45-3:00 p.m.

Crashes Really Hurt: But Not in the Media, *Carra Schoene, National Highway Traffic Safety Administration, Washington, D.C., and Philip Haseltine, American Coalition for Traffic Safety, Inc., Arlington, Va.*

Families, Communities and Neighborhoods

WS 13 — *Douglas*

Introduction by: *Terri Tingle*

1:45-3:00 p.m.

Media Education and Advocacy: The Challenge for the Family, School and Community, *Bobbie Eisenstock, Center for Media Education's California Campaign for Kids' TV, Washington, D.C., and Mary Megee, On Television, Ltd., New York, N.Y.*

Monday, June 29 cont'd

1:45-3:00 p.m.

Eight Concurrent Workshops Cont'd

WS 14 — Palmer

Moderator: *Constantino Dumangane, Jr.*

PRODUCING MEDIA: THROUGH THE EYES OF YOUTH

1:45-2:15 p.m.

Children's Express: Giving a Significant Voice to Youth,
Mark Evans, Drew Reissaus and Chris Spann, Children's Express of Indianapolis, Indianapolis, Ind.

2:15-2:45 p.m.

Leadership through Media: Youth Voice Collaborative,
Ann Manubay, Youth Voice Collaborative/YWCA Boston, Boston, Mass.

2:45-3:00 p.m.

Q&A

Exploring the Options: Curricula and Resource Materials

WS 15 — Royal Gorge

Introduction by: *Sarah Ingersoll*

1:45-3:00 p.m.

Beyond Blame: Challenging Violence in the Media,
Elizabeth Thoman, Center for Media Literacy, Los Angeles, Calif.

Media Education in Motion

WS 16 — Seven Falls

Moderator: *Melissa Havard*

YOUTH IN ACTION

1:45-2:05 p.m.

Diverse Images and Perspectives, *Karen Sherarts, Walker Arts Center, Minneapolis, Minn.*

2:05-2:25 p.m.

Using Media to Really Connect, *Scott Rosenberg, Art Start, New York, N.Y.*

2:25-2:45 p.m.

Finding Your Future Program (Scouting the Future),
Maria Marewski, Children's Media Project, Poughkeepsie, N.Y.

2:45-3:00 p.m.

Q&A

3:00-3:30 p.m.

Refreshment Break — Grand Ballroom Foyer

Monday, June 29 cont'd

3:30-5:00 p.m.

Three Concurrent Panels

CP1 — *Seven Falls*

Fact, Fiction or Fantasy: The Future of the Documentary

Panelists:

Steve Burns, Vice President of Production, Discovery Channel, U.S., Bethesda, Md.

Moctesuma Esparza, award winning filmmaker, producer, and entertainment executive, Esparza/Katz Productions, Los Angeles, Calif.

David Haugland, President, International Documentary Association; award winning filmmaker, Los Angeles, Calif.

Joan Mandell, documentary filmmaker, writer, educator, Olive Branch Productions, Los Angeles, Calif.

Moderator:

Elizabeth Thoman, President and Founder, Center for Media Literacy, Los Angeles, Calif.

CP 2 — *Teller*

The Challenge of Cyberspace: Critical Questions and Golden Opportunities

Panelists:

E. David Ellington, Chairman, President and CEO of NetNoir, Inc., San Francisco, Calif.

Marla Swaye, Founder, Girl's Place, Inc., New York, N.Y.

David Warlick, Vice President, Global School Net Foundation, Raleigh, N.C.

William Wresch, Associate Vice Chancellor, University of Wisconsin-Oshkosh, author of *Disconnected: Haves and Have Nots in the Information Age*, Oshkosh, Wisc.

Moderator:

Elana Rosen, Executive Director and Co-Founder, Just Think Foundation, Sausalito, Calif.

CP 3 — *Park/Fremont*

Sex, Drugs and Violence: Helping Youth Make Healthy Choices

Panelists:

Victor Strasburger, M.D., Chief, Division of Adolescent Medicine; Professor of Pediatrics, University of New Mexico School of Medicine, Albuquerque, N.M.; member, Committee on Communications, American Academy of Pediatrics.

William DeJong, Health Communication Lecturer, Harvard School of Public Health, Boston, Mass.; Director, Higher Education Center for Alcohol and Other Drug Prevention, Newton, Mass.

Joanne Cantor, Professor of Communication Arts, University of Wisconsin-Madison, Madison, Wisc.

Moderator:

Robert Denniston, Director, U.S. Department of Health and Human Services Initiative on Youth Substance Abuse Prevention, Rockville, Md.

Tuesday, June 30

7:30 a.m.-5:00 p.m.

7:30-8:30 a.m.

8:00 a.m.-5:00 p.m.

8:30-10:00 a.m.

8:30-8:45 a.m.

8:45-10:00 a.m.

10:00-10:45 a.m.

10:45-Noon

10:45-11:10 a.m.

11:10-11:50 a.m.

11:50 a.m.-Noon

10:45 a.m.-Noon

Registration — *Hotel Front Lobby*

Continental Breakfast & Networking — *Grand Ballroom Foyer*

Exhibits Open — *Grand Ballroom Foyer*

PLENARY SESSION — *Park/Fremont*

Announcements, *Lisa Reisberg*

Introduction by: *Renee Hobbs*

Keynote Address, *Erica Weintraub Austin, Pullman, Wash.*
"What Makes Media Illiteracy a Public Health Issue?"

Dr. Austin is an associate professor and head of the public relations sequence at the Edward R. Murrow School of Communication at Washington State University. Her research focuses on the uses of media in decision making and social development.

During her presentation, Dr. Austin will discuss her research that has suggested that alcohol advertising can prime children to drink long before they have the opportunity. She also has found that media literacy training can help inoculate children against alluring but unrealistic media portrayals. She will explain why she believes children need this training early and why well-meaning adults need it too.



Refreshment Break — *Grand Ballroom Foyer*

Eight Concurrent Sessions

Reaching Diverse Communities

WS 17 — *Pueblo*

Moderator: *Cathi Coridan*

TEEN HEALTH: MIND OVER MEDIA

Media Literacy, The Public's Health Concern,
David Pines, Foundation for the Future of Youth, Rockville, Md.

Teen Health and the Media: Teen Futures Media Network,
Marilyn Cohen, Teen Futures Media Network, Seattle, Wash.

Q&A

WS 18 — *Seven Falls*

Introduction by: *Lori Millen*

Confessions of a Prime Time Killer, *James Read, Center for Media Literacy—Felton Scholar, Studio City, Calif.*

Tuesday, June 30 cont'd

10:45-Noon

Eight Concurrent Sessions Cont'd

K-12 and Research

WS 19 — Douglas

Introduction by: Fran Trampeits

10:45 a.m.-Noon

Activity-Based Media Education, Duane Neil, Chapin School, New York, N.Y.

WS 20 — Royal Gorge

ENHANCING TEACHERS' MEDIA EDUCATION SKILLS

10:45-11:15 a.m.

Beyond Content: Diversity and Production Choices, Faith Rogow, Insighters Educational Consulting, Binghamton, N.Y.

11:15-11:45 a.m.

POPCORN Premiers: Positively Outstanding Productions Creatively Offered by Relative Newcomers, Susan Arruda and Jean Brusseau, Billerica Public Schools, Billerica, Mass.

11:45 a.m.-Noon

Q&A

Families, Communities and Neighborhoods

WS 21 — Pikes Peak

Introduction by: Roberta Hantman

10:45 a.m.-Noon

Communities, Collaboration and Youth are AnimAction, Clifford Cohen, Topanga, Calif.

WS 22 — Palmer

Introduction by: Isabel Burk

10:45-11:45 a.m.

Learning to Deal with the Media, Claudine Goller, consultant in media literacy, Scarborough, Ontario, Canada.

Exploring the Options: Curricula and Resource Materials

WS 23 — Academy

Introduction by: Reba Griffith

10:45-11:45 a.m.

Kids Talk TV, Angie Sims, Los Angeles County Office of Education, Los Angeles, Calif.

Media Education in Motion

WS 24 — El Paso

Moderator: Renee Hobbs

10:45-11:15 a.m.

INTERNATIONAL PERSPECTIVES ON MEDIA EDUCATION

No Lies for Me—The Blind Spot of Communication Students, Esther Ziv, Institute for Technological Education, Holon, Israel.

11:15-11:45 a.m.

How Children Watch Television: An Interpretive Schema Approach, Sophia Wu, National Chengchi University, Taipei, Taiwan.

11:45 a.m.-Noon

Q&A

Tuesday, June 30 cont'd

Noon-1:45 p.m.

Lunch — *Windows Banquet Room*

Pick up a box lunch and enjoy the beautiful mountain views from the outdoor patio or relax in the comfort of your guest room.

Noon-1:45 p.m.

Book Signings by Ana Nogales and Ellen Seiter — *Bookstore*

1:45-3:00 p.m.

Eight Concurrent Sessions

Reaching Diverse Communities

WS 25 — *Pueblo*

Moderator: *Fred Garcia*

ENABLING AT-RISK YOUTH TO DECONSTRUCT MEDIA MESSAGES

1:45-2:20 p.m.

The Flashpoint Media Literacy Program: An Interactive Demonstration, *Kelly Brilliant, William Paterson and William Plante, Flashpoint Media Literacy Program, Salem, Mass. and William Fallon, Eastern District Attorney's Office, Salem, Mass.*

2:20-2:55 p.m.

Professional Kids and Media Myths, *Paul Petersen, A Minor Consideration, Gardena, Calif.*

2:55 -3:00 p.m.

Q&A

WS 26 — *Seven Falls*

Moderator: *Nancy Chase*

INNOVATIVE PARTNERSHIPS FOR BRINGING YOUR MESSAGE TO THE COMMUNITY

1:45-2:05 p.m.

Radio News Lines: Getting Your Messages Heard Over the Airwaves, *Bill Beard, SAMHSA's National Drug Clearinghouse for Alcohol and Drug Information, Rockville, Md.*

2:05-2:25 p.m.

Public Broadcasting: A Partner for Media Education, *Samantha Davidson, KQED, San Francisco, Calif.*

2:25-2:45 p.m.

Finding a Seat at the Media Table, *Donald Masters, The Recovery Network, Denver, Colo., and Phil Diaz, National Drug Prevention League*

2:45-3:00 p.m.

Q&A

K-12 and Research

WS 27 — *Teller*

Moderator: *Clifford Cohen*

HANDS-ON TECHNIQUES FOR INTEGRATING MEDIA EDUCATION EFFORTS IN THE K-8 CLASSROOM

1:45-2:15 p.m.

Talk Back to Ads!, *Isabel Burk, The Health Network, New York, N.Y.*

2:15-2:45 p.m.

Using the Newspaper to Teach Media Literacy Skills, *Sue Lockwood Summers, MEDIA ALERT!, Littleton, Colo.*

2:45-3:00 p.m.

Q&A

Tuesday, June 30 cont'd

1:45-3:00 p.m.

Eight Concurrent Sessions Cont'd

K-12 and Research

WS 28 — *Douglas*

Introduction by: *Beverly Jackson*

1:45-3:00 p.m.

Advertising: From Consumption to Consequences,
David Considine, Appalachian State University, Boone, N.C.

Families, Communities and Neighborhoods

WS 29 — *Pikes Peak*

Introduction by: *Renee Hobbs*

1:45 -3:00 p.m.

TV-Turnoffs: Why Reducing TV-Watching is Essential,
Henry Labalme and Mimi Noorani, TV-Free America, Washington, D.C.

Exploring the Options: Curricula and Resource Materials

WS 30 — *Palmer*

Introduction by: *Bruce MacPherson*

1:45 -3:00 p.m.

New Mexico Media Literacy Project's New Skills-Based CD Rom: 34 Issues, 200 Examples (74 video), 400 Pages of Text,
Bob McCannon and Peter DeBenedittis, New Mexico Media Literacy Project, Albuquerque, N.M.

WS 31 — *Academy*

Introduction by: *Elizabeth Thoman*

1:45 -3:00 p.m.

Creating Critical Viewers, Marilyn Cohen, Teen Futures Media Network, Seattle, Wash.

Media Education in Motion

WS 32 — *Royal Gorge*

Moderator: *Danica Tarry-Layman*

1:45 -2:05 p.m.

HANDS-ON APPROACHES FOR SCHOOLS AND COMMUNITIES

Media Literacy Comes to the Atlanta Public School System,
Cheryl Chisholm, National Black Programming Consortium/WPBA, Atlanta, Ga.

2:05 -2:25 p.m.

I've Got the Power Media Literacy Conference, Patti Lane and Doris Puffer, ALERT Regional Prevention Center, Ashland, Ky.

2:25 -2:45 p.m.

Distance Learning Unit on Media Literacy, Angie Sims, Los Angeles County Office of Education, Los Angeles, Calif.

2:45 -3:00 p.m.

Q&A

3:00-3:30 p.m.

Refreshment Break — *Grand Ballroom Foyer*

Tuesday, June 30 cont'd

3:30-5:00 p.m.

Three Concurrent Panels

CP4 — Pueblo

Buying and Being: The Culture of Consumerism

Panelists:

Charmayne Brubaker, Director of Communications, Mennonite Central Committee, Akron, Ohio

John DeGraaf, Independent Television Producer, KCTS TV, Seattle, Wash.

Ellen Seiter, Professor of Communication, University of California San Diego, and author of *Sold Separately: Children and Parents in Consumer Culture*, San Diego, Calif.

Moderator:

Bobbie Eisenstock, Director, Center for Media Education's California Campaign for Kids' TV, Washington, D.C.

CP5 — Douglas

Brawn and Beauty: Exploring Messages in the Media

Panelists:

Jane Brown, Professor, University of North Carolina School of Journalism and Mass Communications, Chapel Hill, N.C.

Jackson Katz, Founder and Director, Mentors in Violence Prevention, a gender violence prevention education and training program at the Center for Study of Sport in Society at Northeastern University, Boston, Mass.

Ana Nogales, Clinical Director, Nogales Psychological Group, host of the radio talk show *Aqui Entre Nos* (Just Between Us), the first open line to psychological advice for people speaking Spanish, Los Angeles, Calif.

Paul Petersen, President and Founder, *A Minor Consideration*, child actor 1955-1966, Gardena, Calif.

Moderator:

Robert Kubey, Director, Masters in Communication and Information Studies Program, Department of Communication, Rutgers University, New Brunswick, N.J.

CP6 — El Paso

Views on News in the '90s

Panelists:

Fred Brown, Political Editor, *The Denver Post*; 1997-98 President, Society of Professional Journalists; Denver, Colo.

Paul Klite, M.D., Founder and Executive Director, Rocky Mountain Media Watch, Denver, Colo.

Katy Abel, Education and Family Issues Reporter, WHDH TV Channel 7; Columnist, *The Boston Parents Paper*, Boston, Mass.

Moderator:

Stewart Hoover, Center for Media Research, University of Colorado, Boulder Colo.

6:00-10:00 p.m.

Flying W Ranch Optional Dinner Activity (see page 5)

Wednesday, July 1

7:00-8:15 a.m.

7:30 a.m.-Noon

7:30-8:30 a.m.

8:00 a.m.-Noon

8:30-9:45 a.m.

8:30-9:00 a.m.

9:00-9:30 a.m.

9:30 -9:45 a.m.

8:30-9:45 a.m.

8:30-9:45 a.m.

8:30-8:50 a.m.

8:50-9:10 a.m.

New Leaders Breakfast — *Windows Banquet Room (see page 5)*

Registration — *Hotel Front Lobby*

Continental Breakfast & Networking — *Grand Ballroom Foyer*

Exhibits Open — *Grand Ballroom Foyer*

Eight Concurrent Workshops

Reaching Diverse Communities

WS 33 — *Teller*

Moderator: *Nancy Chase*

MEDIA AS A TOOL IN PREVENTING SUBSTANCE ABUSE

Using Culture to Teach Culture in Indian Country, *Geneva Strech and David Stamps, University of Oklahoma, American Indian Institute, Norman, Okla.*

RETROSPECTIVE: A Media Literacy Approach to Marijuana Prevention, *George Marcelle, Center for Substance Abuse Prevention Media Relations and Marketing Group, Los Angeles, Calif., and Constantino Dumangane, Jr., Center for Substance Abuse Prevention Media Relations and Marketing Group, Rockville, Md.*

Q&A

WS 34 — *Palmer*

Introduction by: *Lynda Bergsma*

Culturally Competent Media Literacy, *Ford Hatamiya, Center for Substance Abuse Prevention Communications Team/University Research Corp, Richmond, Calif., and Harry Montoya, Hands Across Cultures, Espanola, N.M.*

K-12 and Research

WS 35 — *Douglas*

Introduction by: *Reba Griffith*

Assessing Media Work: Authentic Assessment in Media Education, *Chris Worsnop, Wright Communications, Mississauga, Ontario, Canada.*

WS 36 — *Pueblo*

Moderator: *Clifford Cohen*

NEW APPROACHES TO MEDIA EDUCATION RESEARCH

Teens Talk TV News: A Research Report, *Karen Sternheimer, University of Southern California Social Science Research Institute, Los Angeles, Calif.*

Critical Evaluation of Aduication: Are One-shot Media Literacy Interventions Effective?, *Elizabeth Fealk, 1998 Felton Media Literacy Scholars Program, Brandeis University, Waltham, Mass.*

Wednesday, July 1 cont'd

8:30-9:45 a.m.

Eight Concurrent Workshops Cont'd

K-12 and Research

WS 36 Cont'd — Pueblo

9:10-9:30 a.m.

Media Education—A Proven Juvenile Justice Rehabilitative Tool, Joseph Behson, New York State Office of Children and Family Services, Rensselaer, N.Y., and Dennis Moriarity, Media Education Consultant, Honeoye Falls, N.Y.

9:30 -9:45 a.m.

Q&A

Families, Communities and Neighborhoods

WS 37 — Pikes Peak

8:30-9:45 a.m.

Creating Community Support for Media Education: A Comparative View, Renee Cherow-O'Leary, National Academy of Television Arts and Sciences, New York, N.Y.

Exploring the Options: Curricula and Resource Materials

WS 38 — Royal Gorge

8:30-9:45 a.m.

Introduction by: Susan McCarthy

Taking Charge of Your TV-Cable/PTA Partnership, Liz Laszlo, National Cable Television Association, Washington, D.C., and Kay Trotter, California Parent Teacher Association Mass Media Chair

WS 39 — Seven Falls

8:30-9:45 a.m.

Introduction by: Suzanne Gates

KNOW-TV Meets the Internet

Renee Hobbs, Media Literacy Project, Clark University and Babson College, Wellesley, Mass.

Media Education in Motion

WS 40 — El Paso

8:30-9:00 a.m.

Moderator: Lisa Reisberg

PROMOTING MEDIA LITERACY IN THE CLASSROOM AND COMMUNITY

Media Literacy: Building Critical Mass for Systemic Change

Bruce MacPherson, Dennis-Yarmouth Regional School District, South Yarmouth, Mass.

9:00-9:30 a.m.

Getting Started with Media Literacy at Home or in the Classroom, Linda Neal Bettinger, Summit Elementary School, North Logan, Utah

9:30 -9:45 a.m.

Q&A

9:45-10:15 a.m.

Refreshment Break

Wednesday, July 1 cont'd

10:15 a.m.-Noon

CLOSING SESSION — Park/Fremont

10:15-10:30 a.m.

Acknowledgements, *PME Executive Committee*

Introduction by: *Elizabeth Thoman*

10:30-11:00 a.m.

Keynote Address, *Robert Thompson, Syracuse, N.Y.*
"Taking Television Seriously: A Modest Proposal"

Dr. Thompson is a professor at the Newhouse School at Syracuse University, where he also is the founding director of the Center for the Study of Popular Television. He has written and/or edited five books on American TV. His latest book, Good TV: The St. Elsewhere Story will be published in 1998.

This presentation will explore several of the profoundly irrational assumptions that form the foundation of attitudes toward media education in America today and suggest some corrective measures.



11:00 a.m.-Noon

Call to Action

Moderator: Renee Hobbs

Come and share ideas about what kinds of issues, needs and goals must continue to emerge as we prepare to bring media education into the 21st Century.

Posters

Poster authors will be available for questions and discussion from Noon-1:45 p.m. Monday. Stop by and take a look at these interesting topics.

Media Literacy Education: Teachers' Personal and Professional Change, *Lesley Johnson, Regis College, Nelson Education Resource Center, Boston, Mass.*

Exposing the Culprits: Representations of Romance and Babies, *Susan Hunt, Glendale Community College, Phoenix, Ariz.*

Coverage of Alcohol-Related Issues in Student Newspapers, *Alan Sofalvi, SUNY-Cortland Department of Health, Cortland, N.Y.*

How Newspapers Cover Contraceptives, Why We Should Care, *Beth Gallovic, Hall of Life, Denver Museum of Natural History, Denver, Colo.*

Up in Smoke: Tobacco Prevention for Grades 5-8, *Stephen Schroeder-Davis, National Institute on Media and the Family, Elk River, Minn.*

Heroes vs Celebrities, *Sue Lockwood Summers, MEDIA ALERT!, Littleton, Colo.*

Symbolic Annihilation: Media Portrayal of Scholars and Educators, *Stephen Schroeder-Davis, National Institute on Media and the Family, Elk River, Minn.*

He Says, She Says: Exploring the Culture of Gender, *Isabel Burk, The Health Network, New City, N.Y.*

Special Effects and the Explosion of Juvenile Arson, *Donna Huffman, PRIME TIME Today, Littleton, Colo.*

Body Image Attitudes on Prime Time TV, *Laurie Wadsworth, Population Health Branch, Saskatoon, Saskatchewan, Canada, and S. Berenbaum, University of Saskatchewan, Saskatoon, Saskatchewan, Canada*

"Let Kids be Kids:" Taking a Stand Against the Sexual Exploitation of Children in Advertising, *V. Denise Everett, M.D. and Linnea Smith, M.D., North Carolina Pediatric Society, Raleigh, N.C.*

Exhibitors

American Academy of Pediatrics

141 Northwest Point Blvd
Elk Grove Village, IL 60007
847 981-7870, Fax 847 228-7320
E-mail: smccarthy@aap.org
Web Site: www.aap.org

Representative: Susan McCarthy

The American Academy of Pediatrics is an organization of 53,000 primary care pediatricians, pediatric medical subspecialists and pediatric surgical specialists dedicated to the health, safety and well-being of infants, children, adolescents and young adults. The Academy launched *Media Matters*, a national media education campaign, to raise awareness among the pediatric community and families of the media's influences on the health of children and teens.

California Newsreel

149 Ninth St
San Francisco, CA 94103
415 621-6196, Fax 415 621-6522
E-mail: contact@newsreel.org
Web Site: www.newsreel.org

Representatives: Larry Adelman, Steve Guy

California Newsreel's exciting new collection of videos for media education includes documentaries on such topics as the psychological effects of advertising, corporate influence of the press and racial representation in the media. Visit our table for information on *The Ad and the EGO* and our other releases.

Center for Media Literacy

4727 Wilshire Blvd
Los Angeles, CA 90010
213 931-4177, Fax: 213 931-4474
E-mail: ethoman@medialit.org
Web Site: www.medialit.org

Representative: Elizabeth Thoman

The Center for Media Literacy is a not-for-profit membership organization providing national leadership, a web site, training and the publication/distribution of books, videos and teaching materials for use in schools, churches, after-school programs and community centers throughout the United States.

Grafeeties & Company

1730 Blake St. #400
Denver, CO 80202
303 291-1011, Fax 303 291-1113
E-mail: mg@grafeeties.com
Web Site: www.grafeeties.com

Representative: Margery Goldman

Grafeeties (R), The Original Bumper Stickers for Shoes (R), get kids thinking and talking about messages that really matter in their lives. This unique communication tool addresses issues such as HIV/AIDS, substance abuse and self-esteem, and appeals to a wide range of ages. Stop by for your catalog and free sample!

Just Think Foundation

80 Liberty Ship Way, Suite 1
Sausalito, CA 94965
415 289-0122, ext. 106, Fax 415 289-0123
E-mail: rimga@justthink.org
Web Site: www.justthink.org

Representative: Rimga Kondratus

Just Think stimulates critical thinking about media, addressing fundamental issues behind how media impact and influence the lives of youth. Teaming up with educational, media and entertainment agencies, we offer a unique approach to media literacy in equipping young people, educators and parents with tools to understand and create media messages.

Media Education Foundation

26 Center Street
Northampton, MA 01060
413 584-8500, Fax 413 586-8398
E-mail: mediaed@mediaed.org
Web Site: www.mediaed.org

Representative: Tom Gardner

We believe a media-savvy citizenry is essential to a vital democracy in a diverse world. Since its first video, *Dreamworlds*, the Media Education Foundation has become the leading source of videos critical of unhealthy cultural values fostered by commercial media. For a catalog call 800 897-0089.

Media Literacy Project

Babson College, Kriebel 213
Wellesley, MA 02157
781 239-6419, Fax 781 239-6465
E-mail: gaughan@babson.edu

Representative: Dana Gaughan

The Media Literacy Project at Clark University and Babson College represents a group of initiatives designed to implement a range of local, regional and national projects that serve students, teachers, parents and the community of educators, scholars and national leaders who recognize the importance of building literacy skills that empower youth.

Exhibitors

Mentor Books

1015 S. Gaylord Street, Suite 187
Denver, CO 80209
303 975-1950, Fax 303 975-1936
E-mail: blair@mentorbooks.com
Web Site: www.mentorbooks.com

Representative: Blair Dunn

Focusing primarily on the areas of family, relationships, recovery, interpersonal violence, spiritual growth and health; Mentor Books takes pride in the ability to present the most current clinical and popular book titles, including books authored by conference speakers.

National Clearinghouse for Alcohol and Drug Information (NCADI)

PO Box 2345
Rockville, MD 20847-2345
800 729-6687, ext. 260, Fax 301 468-6433
E-mail: bbeard@health.org
Web Site: www.health.org

Representative: Bill Beard

NCADI is the Substance Abuse and Mental Health Services Administration's one-stop resource for the most current and comprehensive information about substance abuse prevention. We distribute the latest studies and surveys, helpful guides, videocassettes and other types of information and materials on substance abuse from various agencies such as the U.S. Departments of Education and Labor, the Center for Substance Abuse Prevention, the Center for Substance Abuse Treatment, the National Institute on Alcohol Abuse and Alcoholism and the National Institute on Drug Abuse.

National Highway Traffic Safety Administration

400 7th St., SW, NTS-21, Room 5119
Washington, D.C. 20590
202 366-6978, Fax 202 366-6916

Representatives: Danica Tarry-Layman, Evelyn Avant

The National Highway Traffic Safety Administration (NHTSA) is dedicated to promoting traffic safety on our nation's streets and highways. NHTSA accomplishes this through educational and promotional materials that focus on the Presidential initiatives for increasing seat belt use nationwide and for making .08 Blood Alcohol the national legal limit. Other traffic injury control programs include: occupant protection, impaired driving, emergency medical services, safety countermeasures and traffic law enforcement.

National Institute on Drug Abuse

5600 Fishers Lane, Rm 10A-39
Rockville, MD 20857
301 443-6441, Fax 301 443-7397
Web Site: www.nida.nih.gov

Representative: Joan Nolan

The National Institute on Drug Abuse (NIDA) supports more than 85 percent of the world's research on the health aspects of drug abuse and addiction. The Institute also carries out a large variety of programs to ensure the rapid dissemination of research information and its implementation in policy and practice. Further information can be found on the NIDA home page at <http://www.nida.nih.gov>.

The Nemours Foundation, www.KidsHealth.org

1600 Rockland Road
Wilmington, DE 19803
302 651-4066, Fax 302 651-4077
E-mail: brooks@kidshealth.org
Web Site: www.KidsHealth.org

Representative: Jennifer Brooks

The Nemours Foundation, one of the nation's largest health care providers for children, is dedicated to research, education and the creation of high-quality children's health media. Its award-winning health web site designed for both parents and kids, www.KidsHealth.org, contains thousands of interactive articles, tips, animations and much more. All Aboard for KidsHealth.org!

Office on Smoking and Health/Centers for Disease Control and Prevention

OSH/CDC
4770 Buford Hwy NE, MS K-50
Atlanta, GA 30341-3717
770 488-5548, Fax 770 488-5348
E-mail: RKG49cdc.gov
Web Site: cdc.gov/tobacco

Representative: Perry Stephens, MPH

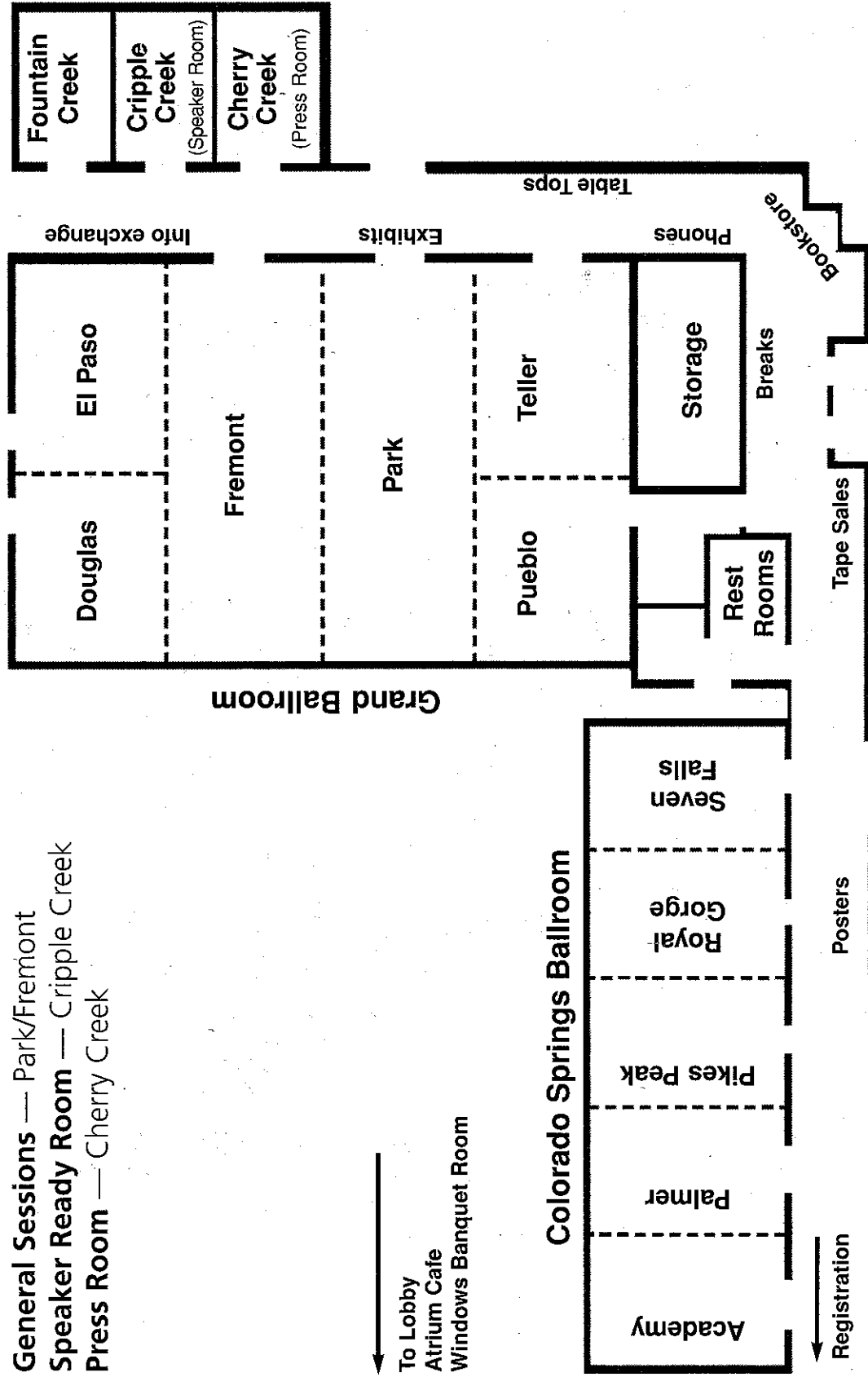
Check out the Centers for Disease Control and Prevention's "Media Sharp" leaders guide and video, a tool for teaching media awareness regarding tobacco and substance abuse.

Guide to Concurrent Workshops

	Reaching Diverse Communities	K-12 and Research	Families, Communities and Neighborhoods	Exploring the Options: Curricula and Resource Materials	Media Education in Motion
Monday					
10:45 a.m.-Noon	WS 1 — Douglas	WS 3 — Teller	WS 5 — Royal Gorge	WS 7 — Pueblo	WS 8 — Palmer
	WS 2 — Seven Falls	WS 4 — El Paso	WS 6 — Pikes Peak		
1:45-3:00 p.m.	WS 9 — Pikes Peak	WS 11 — Teller	WS 13 — Douglas	WS 15 — Royal Gorge	WS 16 — Seven Falls
	WS 10 — Pueblo	WS 12 — Academy	WS 14 — Palmer		
Tuesday					
10:45 a.m.-Noon	WS 17 — Pueblo	WS 19 — Douglas	WS 21 — Pikes Peak	WS 23 — Academy	WS 24 — El Paso
	WS 18 — Seven Falls	WS 20 — Royal Gorge	WS 22 — Palmer		
1:45-3:00 p.m.	WS 25 — Pueblo	WS 27 — Teller	WS 29 — Pikes Peak	WS 30 — Palmer	WS 32 — Royal Gorge
	WS 26 — Seven Falls	WS 28 — Douglas		WS 31 — Academy	
Wednesday					
8:30-9:45 a.m.	WS 33 — Teller	WS 35 — Douglas	WS 37 — Pikes Peak	WS 38 — Royal Gorge	WS 40 — El Paso
	WS 34 — Palmer	WS 36 — Pueblo		WS 39 — Seven Falls	

Hotel Guide

General Sessions — Park/Fremont
 Speaker Ready Room — Cripple Creek
 Press Room — Cherry Creek



↓
 To Lobby
 Atrium Cafe
 Windows Banquet Room

SPEAKER CONTRACT

1998 NATIONAL MEDIA EDUCATION CONFERENCE

JUNE 28-JULY 1 • COLORADO SPRINGS, COLORADO USA

DOUBLETREE WORLD ARENA HOTEL

Conference Office: 2121 S. Oneida Street, Suite 325 • Denver, CO 80224-2552 • Phone 303 756-8380 • Fax 303 759-8861

The information listed below is written as it will appear in the Official Conference Program.
Any additions or corrections you may have should be made directly on this Contract.

George Gerbner, PhD
234 Golf View Rd GOLF VIEW RD.
Ardmore, PA 19003 ARDMORE, PA

mailed
5/16/98

Business Phone: 610 642 3061 Fax: 610 642 3061 Home Phone: 610 642 3061

Track: Keynote Panel

Session Name: Public Health Keynote Panel

"Change but keep it
some not hurt"
Circle

Date of Presentation: Monday Time Slot: 8:45-9:45 a.m. Length of Panel Presentation: 60 minutes

Presentation Title: What Media Education Can Contribute to American Public Health

Total Remuneration: Complimentary Full Main Conference Registration and \$700 Travel Allowance to be used toward
airfare and hotel accommodations

Represents total remuneration for all presentations given and/or concurrent panels in which you are the moderator.

AGREED (Please initial all below to indicate your agreement)

- I will personally make the presentation listed above as previously agreed.
- My remuneration is limited to what is indicated above for me as an invited speaker and does not include co-presenters, if any.
- If I select a co-presenter to participate in my presentation, I will coordinate all necessary details with him/her directly. Further, he/she will receive neither complimentary registration nor other remuneration from the National Media Education Conference. A name badge for will be supplied for any co-presenter if I furnish his/her name to the Conference Office by May 1, 1998.
- I authorize the audio taping of my presentation by Conference organizers for sale to registrants and others requesting same, or to registrants using their own recorders, without compensation to me.

The Conference Office is pleased to provide photocopying services for all workshop presenters when originals are received by May 22, 1998. Handouts will be limited to 20 single-sided (10 double-sided) 8 1/2 x 11 pages, and will be photocopied in black and white. Please send originals to the Conference Office via regular mail for the best quality duplication.

I expect to use handouts: Yes No WILL BRING

- I understand that after May 22 the cost of copying will be at my own expense.
- I will copy my handouts on my own at my own expense (call the Conference Office after May 22 for estimated number of session participants).

Signed

George Gerbner

Date

5/15/98

SIGNED SPEAKER CONTRACT(S) ARE DUE BY MAY 22, 1998. FAX OR MAIL.

For your records, save a copy of this signed contract including changes you make.

Set up 7:00?
Go down 8:15 - set registr. mat.

PME
Partnership
for Media
Education

1998 National Media
Education Conference
*"A Paradigm for
Public Health"*
June 28-July 1, 1998
Colorado Springs, CO

SESSION INFORMATION

Speaker: George Gerbner

Session: PS 1 Public Health Keynote Panel

Presentation Title: What Media Education Can Contribute to American Public Health

Day & Time: Monday, 8:45-9:45 a.m.

Room: Park/Fremont

Moderator: Lisa Reisberg

Estimated Number of Attendees: 350

Please keep in mind that the number above is based on approximately 60% of total registrants and will increase. Many registrants did not indicate which sessions they planned to attend.

Executive Committee

Lisa Reisberg
American Academy
of Pediatrics
Elk Grove Village, IL

Elizabeth Thoman
Center for Media Literacy
Los Angeles, CA

Renee Hobbs
Media Literacy Project
at Clark University
Worcester, MA

Nancy Chase
U.S. Center for Substance
Abuse Prevention
Rockville, MD

Conference Director

Sylvia J. Kornelsen
Sylvia-K Inc.
Denver, Colorado

Conference Office

2121 South Oneida Street
Suite 325
Denver, CO 80224-2552
303 756-8380
Fax 303 759-8861
NMEC98@aol.com

Visit our Internet Site:
www.ConferenceOffice.com/NMEC

May 14, 1998

George Gerbner, PhD
234 Gulf View Rd
Ardmoor, PA 19003

Dear Dr. Gerbner:

Thank you for accepting the National Media Education Conference Program Committee's invitation to participate as a panelist in its 1998 conference June 28-July 1 in Colorado Springs, Colorado. We are pleased to confirm the previous arrangements made with Lisa Reisberg.

The Program Committee expects more than 400 people ranging from K-12 teachers to media professionals to leaders in the health communication and public health fields to attend this conference. This year's conference theme, "Media Education: A Paradigm for Public Health," focuses on the role of media education in fostering a set of skills that help children, young people and adults make healthy lifestyle choices. The Public Health Keynote Panel will explain how media education forms a paradigm for public health. During this panel, we will explore the concerns, visions and goals of educators and public health professionals as they imagine the future of the media literacy movement and its potential impact on individuals, organizations and society.

Enclosed is your **Speaker Contract, Audiovisual Request Form and Personalized Registration Form**. Please review the Speaker Contract carefully, make any corrections directly on the form, sign and return it, along with all other forms, to the Conference Office by **May 22**. Your assistance in this area is *greatly* appreciated. We must receive your signed contract in order to include your presentation in our promotional materials.

Also enclosed is a **Speaker Biography** form that will be used by the session moderator to introduce you at the conference. When completing the biography section, please limit your response to **35 words or less**. Please return this form to the Conference Office by **May 22**.

As a service to all National Media Education Conference presenters, we have partnered with ACS World Travel. **It is your responsibility to make your own travel arrangements and we strongly recommend that you use our Official Travel Agency.** Contact ACS World Travel at 800 234-3453 or 303 871-9600.

If you have questions, please call Shawn Marie Slipy or Elizabeth Franz at 303 756-8380 and they will be happy to assist you. Thank you for your participation in this exciting conference!

Sincerely,

Sylvia J. Kornelsen
Conference Director
Sylvia-K Inc.

Enc: Speaker Contract
Audiovisual Request Form
Speaker Biography Form
Personalized Registration Form

#1200 - found a hotel
United 1,300
American 1,300
Subsidingy 27th
#419
Lo Cindy
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well more
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single room
Cindy June 28
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Weller - Mrs
201 Springs 2:30

PME Partnership for Media Education

1998 National Media
Education Conference
"A Paradigm for
Public Health"
June 28-July 1, 1998
Colorado Springs, CO

Executive Committee
Lisa Reisberg
American Academy
of Pediatrics
Elk Grove Village, IL

Elizabeth Thoman
Center for Media Literacy
Los Angeles, CA

Renee Hobbs
Media Literacy Project
at Clark University
Worcester, MA

Nancy Chase
U.S. Center for Substance
Abuse Prevention
Rockville, MD

Conference Director
Sylvia J. Kornelsen
Sylvia-K Inc.
Denver, Colorado

Conference Office
2121 South Oneida Street
Suite 325
Denver, CO 80224-2552
303 756-8380
Fax 303 759-8861
NMEC98@aol.com

Visit our Internet Site:
www.ConferenceOffice.com/NMEC

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From: Lisa Reisberg <aapl@interaccess.com>
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If you're planning to attend only one educational conference this year that provides you with unique educational opportunities as well as a time and place to develop creative ways to collaborate with others, make sure you join the Partnership for Media Education for the 1998 National Media Education Conference, June 28 - July 1 in Colorado Springs, Colorado.

This year's conference theme, "Media Education: A Paradigm for Public Health," focuses on the role of media education in fostering a set of skills that help children, young people and adults make health lifestyle choices.

Join DR JOSEPH ZANGA, president of the American Academy of Pediatrics; GEORGE GERBNER, director of the Cultural Indicators research project, founder and chair of the Cultural Environmental Movement, and former professor and dean of the Annenberg School for Communication of the University of Pennsylvania; and JEAN KILBOURNE, renowned lecturer on media, addictions, and gender issues and an award-winning film producer for the Public Health Keynote Panel.

During this panel, we will explore the concerns, visions and goals of educators and public health professionals as they imagine the future of the media literacy movement and its potential impact on individuals, organizations and society.

Questions that may be addressed include:

- * How can media education skills contribute to improving our nation's health?
- * What issues face the future of this nation in relation to the role of the mass media and information technologies?
- * What steps are needed to build a growing constituency of supporters for media education?

REGISTER NOW FOR THE CONFERENCE AND SAVE \$50!

TO REGISTER CALL 303 756-8380 OR VISIT OUR WEB SITE AT
<http://www.conferenceoffice.com/nmec/>

New conference highlights are developing daily and we will keep you posted!

<fontfamily><param>Times</param>A collaboration of the American Academy of Pediatrics, Center for Media Literacy, Center for Substance Abuse Prevention/SAMHSA, Media Literacy Project at Clark University, Centers for Disease Control Prevention, Department of Justice/Office of Justice Programs, Discovery Communications, National Highway Traffic Safety Administration, National Institute on Drug Abuse.

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Lisa Reisberg, Director

Division of Public Education

American Academy of Pediatrics

141 Northwest Pt Blvd

Elk Grove Village, IL 60007

Phone: 847/981-7873

FAX: 847/228-7320

"Stand up for what is right, even if you're standing alone."