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Center for
Media Literacy

SPEAKERS INCLUDE
Wally Bowen
Linda Brown
Ron Cohen
Jeff Cole
Susan Douglas
Susan Faludi
George Gerbner
Herman Gray
Renee Hobbs
Jamine Jackson
Suz Jhally
Jean Kilbourne
Deborah Levanz
Marianne Manilov
Bob McCann
Robert McChesney
Mark Crispin Miller
Elvis Mitchell
John Fungente
Brad Radnitz
Howard Rosenberg
Leslie Savan
Danny Schechter
Ella Taylor
Elizabeth Thoman
Frances Trampets
Chris Worsnop

CENTER FOR MEDIA LITERACY
4727 Wilshire Blvd., Ste. 403
Los Angeles, CA 90010

1996 National Media Literacy Conference



CITIZENSHIP IN A
Media Age:
Media Literacy
and the
COMMON GOOD

October 3-6, 1996
Los Angeles, California

THURSDAY, OCTOBER 3

- Registration: 4 - 7 at the DoubleTree Hotel — Westwood LA.
- 7 PM marks the conference kickoff with a welcome reception at the DoubleTree. Meet and mingle with invited speakers and guests.
- At 8, Renee Hobbs will host a lively discussion on current trends and issues in media literacy education provocatively titled, "The Seven Great Debates of Media Literacy."
- Connect with your color-coded special interest group and network into the night.

FRIDAY, OCTOBER 4

(Conference moves to UCLA Conference Center)

- Registration opens at 7:30 am.
- "Welcome to L.A." Opening plenary with keynote speaker. Welcome with area educational leaders, media industry guilds and state officials.
- "In the Beginning. . . is the Story." Lively keynote conversation between representatives of the Writer's Guild of America, West and leading media literacy educators.
- Noon: Box lunch with colleagues in your interest track.
- Two afternoon sessions of workshops and presentations.
- Reception and film premiere.

SATURDAY, OCTOBER 5

(Conference continues at UCLA Conference Center)

- Two morning sessions of presentations and workshops begin the day.
- Box lunch with colleagues — visit the Media Literacy Bookstore and CyberCafe.
- "Worlds of Media Literacy" — three concurrent mini-plenaries exploring media literacy issues in the Home, School and Public Arena.
- "Touchstones of Media Literacy," examines democracy and citizenship within advertising, news and media representation.
- Conclude the day on the Terrace with entertainment, refreshments, live music and dancing.

SUNDAY, OCTOBER 6

(DoubleTree Hotel Ballroom. The conference officially ends at 11 am)

- Enjoy Sunday brunch followed by "Media at the Millennium: Conversations with Critics" including Pulitzer-prize winner Howard Rosenberg (*Los Angeles Times*), Elvis Mitchell (*National Public Radio*) and Ella Taylor (*LA Weekly*).
- Extend the conference with an afternoon excursion to L.A.'s popular culture attractions.

1996 National Media Literacy Conference

Hosted by **The Center for Media Literacy**

in collaboration with **UCLA's Center for Communication Policy**

Collaborating organizations

Alliance for Community Media
Cable in the Classroom
Catholic Connections to Media Literacy
Center for Media Education
Cultural Environment Movement (CEM)
Media Education Foundation
National Academy of Television Arts & Sciences/Creating Critical Viewers Program
National Alliance for Media, Arts and Culture (NAMAC)
National Telemedia Council
New Mexico Media Literacy Project
Citizens for Media Literacy
National Assoc. of Secondary School Principals

Center for Media Literacy

The Center for Media Literacy is a non-profit membership organization serving the media literacy field as an information clearinghouse and the largest producer and distributor of media literacy materials in North America.

We are committed to bringing media literacy education to every child, every school, every home in North America and believe the skills of media literacy education are essential for our future as individuals and as members of a democratic society.

UCLA Center for Communication Policy

The UCLA Center for Communication Policy is a forum for the discussion and development of policy alternatives addressing leading issues in media and communication. The Center conducts and facilitates research, seminars, working groups, conferences, and courses designed to have a major impact on policy at the local, national, and international levels.

FUNDING

Thanks to the following sponsors for their early support of the 1996 National Media Literacy Conference.

Apple Computer
Canadian Consulate General/LA
Continental Cablevision
Discovery Communications, Inc.
Interval Research Corp.
The Lear Charitable Foundation
Time-Warner Cable
Turner Entertainment Group
James Robie Design Associates

Citizenship in a Media Age: Media Literacy and the Common Good

Media is the storyteller of our age. Flickering images on television convey feelings about ourselves, our families, our society. Newspapers and magazines package the world's history in slick color and hyper text. Movies and music capture dreams, aspirations, fears and fantasies. And we are on the receiving end. Viewing, consuming, thinking, feeling, trying to make sense of it all.

At a time when the average child spends more time watching television than attending school, we need to ask: what stories are media telling? Who is telling them? What are they saying about us, as individuals and as citizens? What stories are media telling about children, about their future?

These are vital questions. They come at a time when a handful of mega-media corporations wield global political and economic power; when new media technologies are stratifying the population into the information rich and the information poor; when political power is directly proportional to media power.

Thus, the 1996 National Media Literacy Conference takes place at a fitting moment. In the midst of another mediated Presidential election, we must address the critical questions about democracy and citizenship in a media age. We must put aside our political differences and work together to make media and democracy work for all of us, especially children.

The practice of media literacy is really the practice of modern citizenship. The 1996 National Media Literacy Conference will provide a dynamic forum for defining and assuming these responsibilities.

Plenary Sessions

THE SEVEN GREAT DEBATES OF MEDIA LITERACY. Media literacy pioneer Renee Hobbs, PhD (Clark University, Director, Media Literacy Project) opens the conference with a challenge to engage the major issues — practical and theoretical — facing the field today. Thursday, 8pm.

CITIZENSHIP IN A MEDIA AGE: MEDIA LITERACY AND THE COMMON GOOD. What will it mean to be a citizen in the media world of the 21st century? Keynote presenters open the morning plenary with a vision of a media culture that empowers all citizens to full participation in both private and civic life. Leading Los Angeles educators and representatives of media guilds and organizations respond and welcome participants. Friday, 9am.

IN THE BEGINNING... IS THE STORY: MEDIA TEACHERS MEET THE WRITERS GUILD. In a "keynote conversation," moderator Deborah Leveranz and a panel of media literacy educators explore the hows and whys of the storytelling process with clips and comments from award-winning screenwriters representing the Writers Guild of America, West. Friday, 10:45 am.

MEDIA AT THE MILLENIUM: CONVERSATIONS WITH CRITICS. Join three top media critics for Sunday brunch and their unique perspectives on the world of media and popular culture: Pulitzer-prize winner Howard Rosenberg (Los Angeles Times), Elvis Mitchell (National Public Radio) and feminist film critic Ella Taylor (L.A. Weekly) Sunday, 9:30 am.

National Media Literacy Conference Workshops

- * Presidents For Sale: Analyzing Political Commercials
- * Visible Candidates, Visible Voters: Civic Journalism and the New Hampshire Primary
- * The Politics of Sitcoms: Political Messages in Non-political Media
- * View Smart to Vote Smart: Continental Cablevision's Media Literacy Project
- * Advertising and the End of the World
- * Building a National Media Literacy Program Within the Broadcast Industry
- * Desired and Desiring: Music and Its Lessons About Romance and Sex
- * The Silent (and High) Majority: Drug Abuse Prevention in High School Learning
- * Media Literacy in Teen Pregnancy Prevention
- * Cyberspace Cadets: Building Information Literacy for Young Children
- * Video + Digital Online = Media Literacy for the Classroom
- * Improving Media Literacy with the World Wide Web
- * The Missing Link: Media Literacy in Religious Education
- * Tricks of the Trade: Easy Video Production in the Classroom
- * Reading the News: How to Teach the News Media
- * Empowering Generation X: Media Literacy for College Students
- * Re-Creative Writing: Text in Television and Popular Culture
- * Picking Disney's Pocket: Teaching Media Economics in Grades 7-12
- * Let's Play TV: An Introduction to Media Literacy for Teachers
- * What's in a Word?: Media Literacy in Language Arts
- * Lab Work: Media Literacy and High School Science
- * Pulling it All Together: Media Literacy as a School District Initiative
- * Hidden Curriculum: How Primetime Flatters Us Into Reacting, Not Thinking
- * Rush to Teacher Standards: Who's Accountable for Teaching Them?
- * Keeping Media Literacy Plugged In: New Media Technologies in the Classroom
- * Seven Steps to Success: Teaching Teachers
- * Listening to the Experts: What Young Adolescents Already Know About TV
- * Lights! Camera! Kids!: Video Production Strategies for the K-3 Classroom and Home
- * You Don't Have to Be an Expert: Building Confidence to Teach Media Literacy
- * Using the Newspaper to Teach Media Literacy Skills
- * What Does it Look Like?: Two Models of a Media Literacy Classroom
- * The "Mall Wall" Project: Helping Teens Make Sense of Media Messages
- * The Gospel According to the Media

Workshop Leaders

Renee Hobbs	Gerald Austin
John Pungente	Louise Yarnall
Sut Jhally	Dennis Mazzocco
Art Silverblatt	Ron DeBoer
Bob McCannon	Mary Ellen Ackerman
Barbara Osborn	James Dixon
Lauryn Axelrod	Bruce MacPherson
Chris Warsnop	Lyn Lacy
Jane Squier Bruns	Mary Beth Ziegenfuss
Nancy Snow	Sue LockwoodSummers
JoEllen Fisherkeller	Madlyn Epstein Steinhart
Nancy Larkin	Howard Steinhart
Whitney Vanderwerff	Monica T. Pombo
Jennifer Luna Bregante	David Howell
Marilyn Cohen	Gail Violette
Penelope Karovsky	Loretta Wnetrzak
Kim Rose	Michael Schoonmaker
Yasmin Kafai	

Special Interest Tracks

Signing up for a Special Interest Track on the registration form (below) will insure the maximum opportunity to meet and network with others who share your special agenda in the media literacy field.

- A color-coded ribbon on your name badge will help you quickly see (and be seen by) others with your special interest.
- Friday and Saturday lunch will provide time for tracks to assemble, network and create their own community within the larger conference.
- The conference roster will contain your special interest code for continuing follow-up back home.

CyberCafe

Drop by the CyberCafe for a cruise on the information super-highway. With computers donated by Apple Computer, the CyberCafe is a great place to explore media literacy resources

online. Computer gurus will be on hand to answer questions and get you Web surfing in minutes. Also check your email or visit an on-line chat room. Open Friday and Saturday.

Media Literacy Bookstore and Resource Room

View and examine all the latest books, videos, curricula in media literacy from around the world. Talk with leading authors and video producers about their work and viewpoints on media literacy. Publishers, educational distributors and production companies will have their materials on display and ready to purchase. Open Friday and Saturday.

FOR MORE INFORMATION:

Center for Media Literacy,
4727 Wilshire Boulevard, #403,
Los Angeles, California 90010
phone: (213) 931-4177 fax: (213) 931-4474
email: cm1@earthlink.net
internet: <http://www.earthlink.net-cml>

Mini-Plenary I

THE WORLDS OF MEDIA LITERACY Choose one of the following hot topics in major arenas where media literacy happens. Saturday, 1pm.

HOME

VIOLENCE-FREE TV?: TELEVISION RATINGS AND THE V-CHIP

Media professionals from Canada and leading childhood development researchers from the U.S. engage issues surrounding the proposed ratings system for U.S. television programming. How do we define the criteria for the ratings? What can we learn from the Canadian ratings system? Will the V-Chip really help parents?

- Moderator:** BOBBI EISENSTOCK, Ph.D., Cal State/Northridge
- Panelists:** JEFF COLE, Center for Communication Policy, UCLA
RON COHEN, National Chair, Canadian Broadcast Standards Council
BARBARA WILSON, Ph.D., UC/Santa Barbara; *What's Wrong with the Ratings?*

SCHOOL

THIS CLASS BROUGHT TO YOU BY...: THE RISE OF CLASSROOM COMMERCIALISM

Corporate involvement in schools has been a point of controversy even before Whittle brought Channel One into the classroom. What do we stand to gain and to give up in allowing for-profit corporations to provide schools with media equipment and curriculum? Does media literacy have a special role to play?

- Moderator:** BRIAN STONEHILL, Ph.D., Pomona College
- Panelists:** LINDA BROWN, Discovery Communications, Inc.
FRANK DAWSON, Crenshaw High School
MARIANNE MANILOV, UNPLUG
BOB MCCANNON, New Mexico Media Literacy Project

PUBLIC ARENA

PLANET DISNEY: MEDIA MONOPOLIES AND THE DISAPPEARANCE OF PUBLIC SPACE

What is the future of democracy when a handful of mega-media corporations control both the content and conduit for the world's information? What happens when the same corporation that develops and sells nuclear weapons, develops and sells us our news? How do we promote this area of critical awareness in the media literacy movement?

- Moderator:** JANINE JACKSON, FAIR
- Panelists:** GEORGE GERBNER, Dean Emeritus, Annenberg School for Communication
ROBERT MCCHESENEY, Univ. of Wisconsin - Madison
SUSAN FALUDI, author, *Backlash: The Undeclared War Against Women*

Mini-Plenary II

TOUCHSTONES OF MEDIA LITERACY Choose one of the following forums exploring the intersection of democracy and citizenship within three enduring issues in the media field. Saturday, 3:30 pm.

ADVERTISING

SELLING OURSELVES INTO APATHY: POLITICS AND THE AMERICAN CONSUMER CULTURE

From billboards to magazines to the endless stream of TV commercials, advertising defines modern American life. What is the impact of an advertising-dominated environment upon the health and well-being of children? Can we truly have access to the democratic process when political parties, players and ideologies are marketed and advertised like beer, shoes and toothpaste? How can media literacy help empower us with choices, both as consumers and as citizens?

- Moderator:** MAKANI THEMBA, Praxis Project
- Panelists:** LESLIE SAVAN, Village Voice, author, *The Sponsored Life*
MARK CRISPIN MILLER, Johns Hopkins University, author, *Boxed In*
JEAN KILBOURNE, *Killing Us Softly*

NEWS

THE WAY WE SAY IT IS: THE NEWS MEDIA AND U.S. POLITICAL AND ECONOMIC AGENDA

News media have considerable power in influencing current political and economic agendas. Yet the morphing of information and entertainment has created a peculiar hybrid of news. Packaged like a game show, does today's news meet the needs of democracy? How can we know what is important to know when stories are chosen to get the highest ratings, the most ad dollars? How can we steer news media back to serving the public interest?

- Moderator:** TBA
- Panelists:** DANNY SCHECHTER, Globalvision
JOHN CULLITON, KCBS-LA (invited)

REPRESENTATION

THE POLITICS OF IMAGE: REPRESENTATION OF WOMEN AND PEOPLE OF COLOR

How do media representations of women and people of color affect their political representation? How are issues such as crime, public health, and poverty "racialized" and "genderized?" What is the connection between images of "ideal" women and their mental and physical health; the connection between media representations of people of color and their images of themselves? How might media be effectively employed to redress the present reality?

- Moderator:** TBA
- Panelists:** SUSAN DOUGLAS, Univ. of Michigan, author, *Where the Girls Are*
HERMAN GRAY, *Watching Race*
SUT JHALLY, *Dreamworlds and Dreamworlds II*

THURSDAY, OCTOBER 3

- 4pm** Registration and Check-In
7pm Opening Reception and Networking
8pm Keynote: Renee Hobbs

FRIDAY, OCTOBER 4

- 7:30am** Registration and Check In
8:30am Opening Keynote and Welcome Plenary
10am Break
10:30am Writers Guild Keynote Conversation
Noon Box Lunch in Special Interest Tracks*
2pm Workshop Session A
3pm Break
3:30pm Workshop Session B
5pm Dinner on your own
8pm Film Screening and Reception

SATURDAY, OCTOBER 5

- 8am** Weekend Registration Check In
9am Workshop Session C
10am Break
10:30am Workshop Session D
Noon Box Lunch in Special Interest Tracks*
1:30pm Mini-Plenary I: The Worlds of Media Literacy
3pm Break
3:30pm Mini-Plenary II: Touchstones of Media Literacy
5:15pm Closing Plenary
6:30pm Evening Reception and Party

SUNDAY, OCTOBER 6

- 9am** Brunch/Media Critics Panel
11am Conference Adjourns

*Note: UCLA food facilities are NOT open to conference participants; box lunches are included in your registration fee.

Hotel

The conference hotel is the DoubleTree (formerly Holiday Inn Westwood Plaza). At \$89 for a single or double, rooms will fill up fast so make your reservations early. Shuttles will be provided to/from the hotel to the UCLA Sunset Village Conference Center. You are responsible for making your own hotel arrangements. Please call the hotel directly. To guarantee the \$89 room rate, please use the conference code: CFM.

DoubleTree Hotel - Westwood - LA (formerly Holiday Inn - Westwood Plaza)
10740 Wilshire Blvd.
Los Angeles, CA 90024
Single or double: \$89
(310) 475-8711 Fax (310) 475-5220
Conference Code: CFM

Transportation

Contact your local travel agency or ours at (800) 949-0630 x32 for assistance with lowest available airfares. Information on shuttles to and from the Los Angeles International Airport (LAX) will be sent to registered participants. For L.A. based participants, daily parking is available but limited at UCLA.

Who Should Attend

- teachers, principals, administrators and professors
- professionals from prevention programs: drugs/gangs/violence
- parent/child advocates and educators, PTA directors and organizers
- political media advocates and activists
- media professionals from TV, film and print media (including cable access)
- media center directors and librarians

1996 National Media Literacy Conference REGISTRATION FORM

CITIZENSHIP in a Media Age:

Media Literacy and the COMMON GOOD

REGISTRATION FEES

	BEFORE SEPT. 15	AFTER SEPT. 15
General Rate:	\$255	\$295
CML Members:	\$230	\$270
Student Rate:	\$145	\$145
Weekend Rate:	\$175	\$175

[Fees include Friday and Saturday box lunches, breaks and receptions. Weekend rate for Saturday and Sunday only.]

CML MEMBERSHIP

Join the Center and receive the \$25 discount on the General Rate plus one full year of membership benefits. Check one:

- \$35 \$50 \$100 Other

TOTAL ENCLOSED \$ _____

Payment

Check enclosed. Make checks to: NML Conference Fund
Charge my: Visa MasterCard Discover

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Name

Organization

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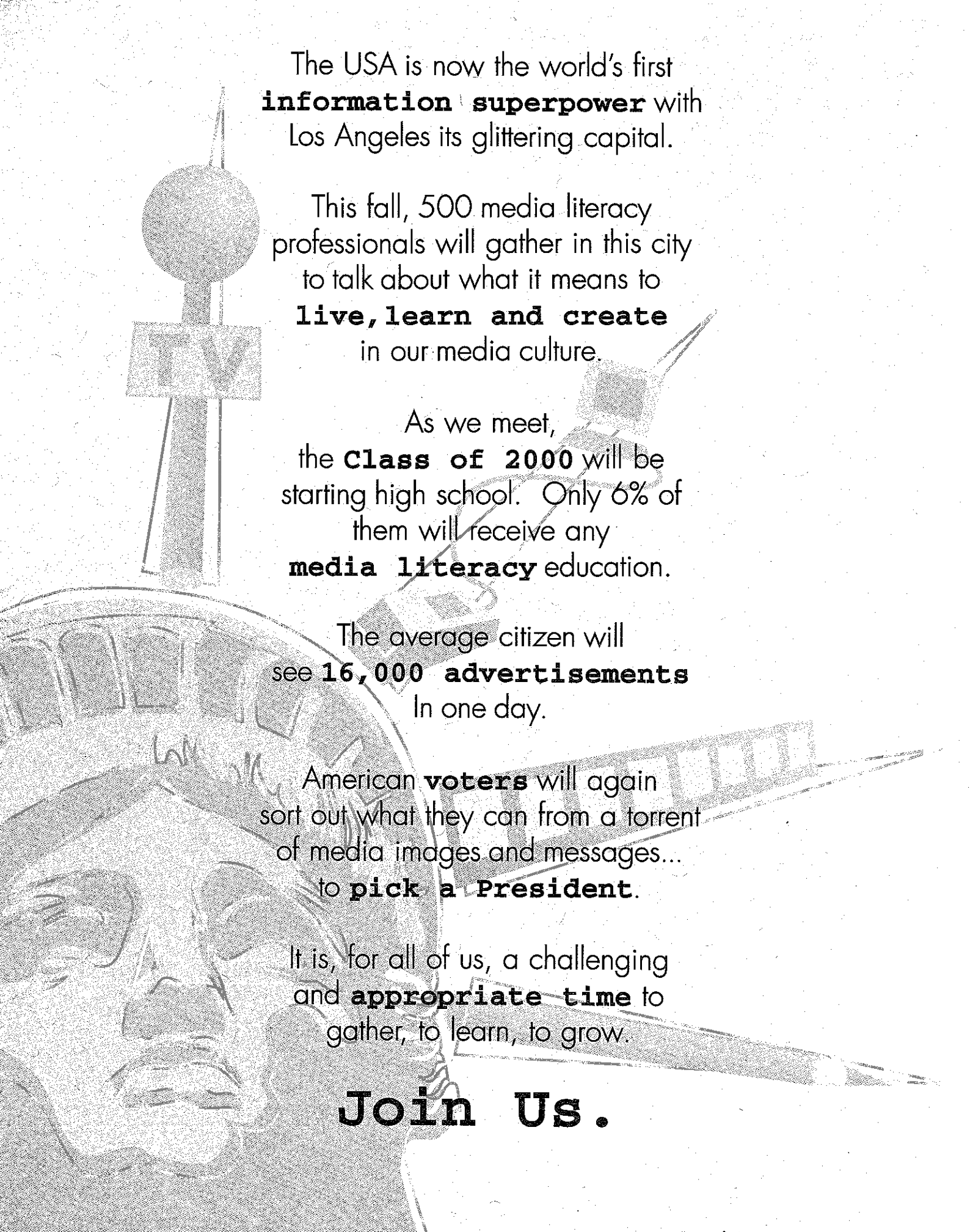
Email

SPECIAL INTEREST TRACKS

Please choose the one that best fits your interest:

- Media literacy and the academy
 Media literacy in the K-12 classroom
 Parents, children and the media
 Media literacy and prevention - drugs/alcohol/violence
 Independent media / production or access
 Media literacy and new media
 Media literacy in religious education
 Media literacy and public policy

Return this form along with your payment to:
1996 NML Conference Center for Media Literacy
4727 Wilshire Blvd., Suite 403
Los Angeles, CA 90010
or FAX: (213) 931-4474 Call (213) 931-4177



The USA is now the world's first
information superpower with
Los Angeles its glittering capital.

This fall, 500 media literacy
professionals will gather in this city
to talk about what it means to
live, learn and create
in our media culture.

As we meet,
the **Class of 2000** will be
starting high school. Only 6% of
them will receive any
media literacy education.

The average citizen will
see **16,000 advertisements**
In one day.

American **voters** will again
sort out what they can from a torrent
of media images and messages...
to **pick a President**.

It is, for all of us, a challenging
and **appropriate time** to
gather, to learn, to grow.

Join Us.