

November 2, 1995

Proposal Submitted to Ms. Magazine Foundation from Columbus Center for Media Education

I. Description of Organization

The Columbus Center for Media Education (CCME) is a community based group of concerned educators, business leaders, health care professionals, and parents dedicated to increasing general awareness and understanding of the impact of television violence on our community's young people. Recognizing that television's ubiquity is both a weakness and a strength, CCME understands that television is one of the most influential teaching tools available. Working with educational, health, and media professionals we seek to provide parents, caretakers and children with training and skills for interpreting, analyzing and countering violent television messages and images. We hope to influence the following groups:

- A. Young People - Ages 4-11 / 12-18
 - Establish K-12 Media Education Curriculum with the assistance of Franklin County Educational Council
 - Involve youth in development of intervention techniques

- B. Parents and Primary Care Givers
 - Develop summary of research
 - Strengthen resolve to:
 - monitor television viewing
 - watch television with children
 - discuss alternatives to violent responses
 - Encourage community intervention
 - Supply materials/handouts

- C. Educators and Health Professionals
 - Provide training programs
 - Establish methods for intervention by working with Central Ohio Pediatric Society and Columbus Health Care Professionals
 - Distribute information to parents/caretakers/medical personnel schools and clinics

- D. Television Professionals
 - Engage stations, producers, and advertisers in community wide dialogue about the effects of television violence on young minds
 - Secure participation of these professionals in creating alternative programming and PSA's designed to heal the hearts and minds of our children

In order to fulfill our mission, Columbus Center for Media Education is collaborating with the Franklin County Educational Council (consisting of 16 school systems in Franklin County) and the Central Ohio Pediatric Society to raise level of understanding of educators, medical professionals, parents and care givers about the power of media education to bring positive changes to our culture - changes which will affect the way women, children, and people of color are viewed by our society.

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II. Purpose of Request

CCME is an affiliate of Cultural Environment Movement which will be holding its founding convention on March 15-17, 1996 on the campus of Webster University in St. Louis. Five members of CCME would like to participate in this convention but will need funding to do so.

The Convention will assemble invited representatives of a broad range of independent organizations, leading media activists, and scholars to ratify a People's Communication Charter, draft an action program, and set up a Coordinating Council of organizations to guide future activity. Most of the work of the Convention will be done in regional, national, and international work sessions and in task groups representing a wide range of interests including media education, religion, creative workers in media, independent producers, labor, women's and minority groups, youth and senior citizens, and groups concerned with children, violence, and physical and mental health.

III. Why this grant would be helpful:

Each CCME candidate who we hope can participate works within a different arena of influence in our city (education, the community not-for-profit sector, medical, and a children's advocacy group).

We believe it is critical that 5 key members participate in this landmark convention so as to influence policy, education, programming at the local and state level. We anticipate that our participation in this conference will provide us with an excellent opportunity to network with other related groups across the country. It is our belief that community action grounded at the grassroots level is by far the most effective way to bring about social change. Inspiration gained at this convention will ignite our local efforts.

IV. Budget

Five participants at \$500.00 each = \$2,500
\$500 includes conference fee, travel, hotel and meals.

Submitted by:

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