

Introducing . . . "Creating Critical Viewers"

The Pacific Mountain Network and the National Academy of Television Arts and Sciences are pleased to provide the enclosed copy of **Creating Critical Viewers** for use in teaching critical television viewing skills in your school.

The workbook was written by Drs. Jerome and Dorothy Singer, directors of the Family Television Research Center at Yale University, with not only critical viewing, but *critical thinking* skills imbedded in the lessons. And because the topic is television, one that is familiar and comfortable to all students, enthusiastic participation is likely by even the most hesitant student.

Additional Copies and Companion Video

Additional copies of the workbook and companion video are available. The video contains six complementary quarter-hour programs. Workbooks are \$15.95; or, during an introductory offer through March 31, 1993, a workbook will be included at no additional charge with the purchase of a video at \$39.95. To order, or for additional information regarding duplication rights, call GPN, a service agency of the University of Nebraska at Lincoln, at 1-800-228-4630. Prices do not include shipping and handling.

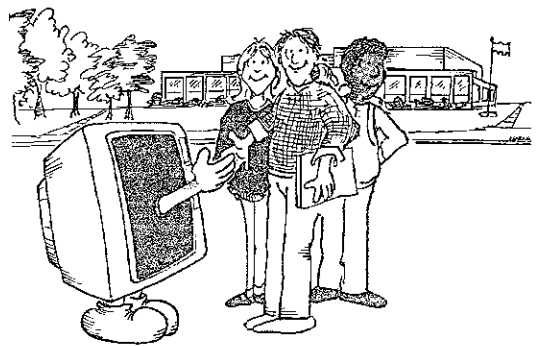
Pacific Mountain Network

PMN is an association of the public television stations and education agencies in 13 western states which develops and delivers high-quality video products.

National Academy of Television Arts and Sciences

NATAS is a national association of television professionals dedicated to the enrichment of the television industry and the greater society. Excellence in television is encouraged and recognized, culminating each year in the presentation of television's highest award, the Emmy. There are seventeen regionally-configured chapters comprised of individual members representing the full range of the television profession, plus "related fields".

If you wish to arrange a school visit by a professional to address a specific career or craft, the regional NATAS chapter office may prove a wonderful resource. Simply contact the office of the region in which you are located, as indicated on the map (see the reverse side of this page). If it is geographically inconvenient, or for some other reason the NATAS office is not able to be of assistance, contact your local public or commercial television station. They will be happy to help you with most requests. Or call us at Pacific Mountain Network—303/837-8000; we will help you identify a resource in your area.



National Academy of Television Arts and Sciences Regional Offices

Arizona 602/866-2144
 Atlanta 404/816-4118
 Boston/New England 617/236-7825
 Chicago 312/663-1600, Ext. 427
 Cleveland 216/621-5925
 Colorado 303/295-2440
 Columbus/Dayton/ Cincinnati 513/274-3942
 Detroit 313/855-3591
 Miami 305/568-1094

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 New York 212/768-7050
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