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## IMAGES OF YOUTH 2006 CONFERENCE

University of Washington  
EEU, Box 357925  
Seattle, WA 98195



Are you concerned about the  
media's influence on our youth,  
the im**MEDIA**te generation?

What can you do about it?

**IMAGES**<sup>2006</sup>  
**OF YOUTH**  
**NEW DIRECTIONS IN MEDIA**  
**LITERACY AND TEEN HEALTH**



Join us for this rare opportunity to meet nationally recognized experts and gather new ideas and resources.

**March 20–21, 2006 University of Washington**

JOIN US FOR THIS IMPORTANT CONFERENCE!

# IMAGES OF YOUTH

## NEW DIRECTIONS IN MEDIA LITERACY AND TEEN HEALTH



Media literacy education has never been more critical.

**“We are in the midst of a digital tidal wave.”**

Walter Mossberg, Wall Street Journal, December, 2005

March 20-21, 2006  
University of Washington  
Seattle, Washington

This conference is for:

- Health professionals
- Educators
- Student assistance prevention intervention specialists
- Alcohol/drug treatment specialists
- Parents and other adults who work with teens

### CONFERENCE GOALS

- Introduce new developments in media literacy education
- Provide media literacy strategies for addressing policy change
- Report the latest research in media literacy education
- Examine why media literacy education is an essential concern in the improvement of student learning
- Explore the field of media literacy education and its implications for those who work with youth and public health issues
- Present practical applications, as well as curriculum and resource materials
- Address all four Washington State learning goals

### WHAT IS MEDIA LITERACY?

Media literacy teaches our youth to take a critical second look at all media from film to Web environments. It is the ability to access, analyze, evaluate and communicate in both print and electronic formats.

Presented by NW Center  
for Excellence in Media Literacy  
College of Education, University of Washington

Funded by the Washington State  
Department of Health



## KEYNOTE SPEAKERS

### **Jean Kilbourne, Ph.D. Deadly Persuasion: Advertising & Addiction**

Jean Kilbourne is considered one of today's preeminent scholars examining the effects of advertising on young people. Dr. Kilbourne is a widely published writer who appears frequently on national interview programs. She is also well known as a filmmaker, media critic and media activist who has served as advisor for two surgeons general. Dr. Kilbourne has received many awards for her groundbreaking work that involves research concerning the images of women, particularly in alcohol and tobacco advertising. Among her award winning works are her book, *Can't Buy My Love: How Advertising Changes the Way We Think and Feel* and her documentaries *Killing Us Softly*, *Slim Hopes* and *Calling the Shots*.



### **Margo Wootan, D.Sc. Countering Junk Food Marketing to Kids**

Margo Wootan is Director of Nutrition Policy at the Center for Science in the Public Interest. The Nutrition Policy Project works with concerned citizens, health professionals, government officials and other nonprofit organizations to strengthen national, state, and local policies and programs that promote nutrition and physical activity. Dr. Wootan helped found and coordinate the activities of the National Alliance of Nutrition and Activity. She has won numerous awards and is frequently quoted in the nation's major media on subjects ranging from obesity and trans fat to public policy and childhood nutrition. She regularly speaks out about the role marketing plays in children's food choices.



### **Lee Burton Media Literacy as an Essential Learning: Australia's Education Revolution**

Lee Burton is an educator, writer, researcher and media critic who has published over 200 media studies curriculum resources. She is one of the founders of the Australian Teachers of Media (ATOM), a leading organization in media literacy education. Since 1994, media literacy education has been incorporated into language arts, arts and technology instruction in every state across Western Australia. In the last five years, a revolution has been occurring in Australia that involves embedding new literacy approaches in a cross curricula approach to learning, making media literacy a compulsory study from Kindergarten through Year 12. Ms. Burton will describe this revolution and some of the pedagogies that have emerged to engage young people in new and innovative ways.



## PLENARY SESSIONS INCLUDE

### **Media Education and New Technologies Changing the Way We Live and Work**

Tessa Jolls, Center for Media Literacy, Los Angeles, will lead this session with representatives of the Partnership for the 21st Century, an organization formed to examine how we can best prepare students to succeed in the 21st century. Partnership members include the National Education Association and representatives from some of our country's leading corporations.

**Diversity and Media Representation** Gilda Sheppard, Ph.D., Professor, Evergreen State College Tacoma and national board member of the Alliance for a Media Literate America (AMLA) will lead this session focused on issues of diversity and media representation.

**LUNCHTIME CHAT ROOMS** The conference will feature a variety of individual "chat rooms" where participants will be able to meet in-person with a moderator/expert to examine a recent technological development and consider its potential impact on youth.

**HEAR FROM TEACHERS** Middle and high school teachers who have been integrating media literacy in the courses they teach from language arts and social studies to health, and family and consumer science will present practical suggestions, lesson plans and curriculum resources that they have found most valuable.

## SPECIAL GUEST SPEAKERS

**Lynda Bergsma, Ph.D.**, University of Arizona, Mel & Enid Zuckerman College of Public Health and President of the Alliance for a Media Literate America (AMLA) will present her project's work in tobacco prevention, which includes the curriculum *Blowing Smoke*. Dr. Bergsma will also discuss her recent review of media literacy education research in the area of health promotion for youth.

**Erica Deiparine-Sugars** is Program Director for *Just Think*, San Francisco. *Just Think* is known for its innovative projects that promote learning through new technologies. Ms. Deiparine-Sugars will present one of their current projects that involves San Francisco Bay area schools in integrating media education into core, standards-based middle school curricula in subjects that include math, science, language arts, social studies and health.

**Bobbie Eisenstock, Ph.D.**, California State University, Northridge, and author of the Kaiser Family Foundation Children, Health and the Media Fact Sheets, will examine teens and the online sexual culture, presenting media literacy strategies for promoting healthy choices.

**Melinda Hemmelgarn, M.S., R.D** is currently a Kellogg Food and Society Policy Fellow addressing the childhood obesity epidemic through media literacy education. Ms. Hemmelgarn who conducts media literacy workshops across her home state of Missouri will present the workshop "Media Literacy: An Innovative Approach for Prevention and Management of Childhood Overweight."

**Tessa Jolls** is President and CEO, Center for Media Literacy, Los Angeles. The Center has gained a national reputation for its ability to provide up to date resource information about the field of media literacy. Ms. Jolls will discuss these resources as well as present some of the Center's projects.

**Stacie Steinbock, Sex, Etc.**, Rutgers University, is the on-line content manager for this popular website for teens. *Sex, Etc.* offers advice for teens about sexuality, contraception, drugs, smoking, and other health-related topics. Ms. Steinbock is responsible for training the teen editors of the site as well as managing the site's other content.

## BREAKOUT SESSIONS INCLUDE

- **Media literacy Tool Box: Curricula and Resource Materials**
- **Latest Media Literacy Education Research**
- **The Nutrition Policy Project**
- **Media and Children's Food Choices: Washington State Projects**
- **Media Literacy: Assessing Student Learning**
- **Teen Sexuality and the Online Culture**
- **Media Literacy and the Internet**
- **Teens, Tobacco & Media and Media Literacy Programs in Washington** (Receive the 2006 updated version of this DOH funded curriculum material)
- **Tobacco Use in Movies and the Blowing Smoke Curriculum**
- **Alcohol and Media: Resources and Projects**
- **Youth and Video Gaming Research**
- **TISAM (Take It Seriously: Abstinence & Media) a new DOH program**
- **Violence & Media: A Violence Prevention Program**
- **Taking Action for Media Literacy Education: Community-Based Strategies**
- **Integrating Media Literacy into Core Subjects: Innovative Strategies**
- **Lessons Learned from Colleagues Around the World**
- **Media Literacy as a Strategy for Policy Change**
- **The FCC, Media Consolidation, and the Consumer**

# IMAGES OF YOUTH 2006

## NEW DIRECTIONS IN MEDIA LITERACY AND TEEN HEALTH

March 20-21, 2006  
University of Washington, Seattle, WA

Conference funded by: Washington State Department of Health  
Sponsored by: Department of Social and Health Services, Division of Alcohol and Substance Abuse, DHHS Office on Women's Health, Office of the Superintendent of Public Instruction, Action for Media Education

### CONFERENCE SCHEDULE AT A GLANCE

#### March 20

- 8:00 Registration / Continental Breakfast, Exhibits
- 8:45 Welcome
- 9:00 Morning Keynote: Jean Kilbourne
- 10:15 Morning Breakout Sessions
- 12:15 Chat Rooms / Lunch
- 1:30 Afternoon Keynote: Lee Burton
- 2:30 Afternoon Breakout Sessions
- 3:30 Plenary Session:  
Diversity and Media Representation
- 4:30 Adjourn

#### March 21

- 8:00 Continental Breakfast, Exhibits
- 8:30 Opening remarks
- 8:45 Morning Keynote: Margo Wootan
- 9:45 Morning Breakout Sessions
- 12:15 Chat Rooms / Lunch
- 1:30 Plenary Session:  
Media Education and New Technologies
- 2:30 Breakout Sessions
- 3:30 Plenary Session:  
Next Steps in Media Literacy Education
- 4:30 Adjourn

#### Scholarships

A limited number of scholarships are available. Contact us for more information at 1-888-833-6638.

#### Lodging & Directions

Upon receipt of your registration we will send you a conference packet including this information.

#### Conference Site\*

The Conference is being held in the University of Washington HUB (Husky Union Building). Parking is available at \$10/day on campus. For campus map and directions visit: <http://depts.washington.edu/sauf/hub/directions.php>

#### Hotel Accommodations

**Silver Cloud** (206) 526-5200  
**University Inn** (206) 632-5055  
**Travelodge** (206) 525-4612

For additional information and accommodations see: <http://www.rad.washington.edu/residency/accommodations.html>  
For best rates please say that you are part of the Images of Youth 2006 Conference.

**\*Special Note:** Enjoy the beautiful University of Washington campus during the calm of its student spring break.

#### Clock Hours Available

Sign up at the registration table at the conference.

#### Video Festival

This festival will showcase videos created by Washington State youth who offer personal perspectives on the world in which they live. To enter youth video in the festival, go to [www.action4mediaeducation.org](http://www.action4mediaeducation.org)

#### Resource Fair

Media literacy curriculum materials, videos and other resources will be showcased during Monday's Resource Fair.

#### Exhibits

Share information about your product, service or program. For an exhibit form, contact NW Center for Excellence in Media Literacy at: (206) 543-9414 or 1-888-833-6638.

#### Information Exchange Table

There are many exciting teen health and media projects happening across our state. We encourage you to bring any materials/resources you would like to share with other conference attendees.

### REGISTRATION FORM

One form per person. Please type or print clearly.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

#### Registration Fee

- Washington State \$150
- Out of State \$200
- Total Amount Paid \$ \_\_\_\_\_

Registration includes two conference days, two continental breakfasts and two lunches.

#### Special Needs

Please tell us if you have any special dietary or accommodation needs.

#### Payment

- Check payable to:
- University of Washington
- PO, call: 1-888-833-6638

Return Registration to:

**NW Center for Excellence in Media Literacy**  
University of Washington  
EEU, Box 357925  
Seattle, WA 98195

#### Note: Register early. Payment must accompany registration.

For more information contact:  
NW Center for Excellence in Media Literacy  
(206) 543-9414 or 1-888-TEEN-NET  
[www.nwmedialiteracy.org](http://www.nwmedialiteracy.org)

#### Cancellation

Refund request must be received in writing by mail or fax (206) 543-8480 by March 1, 2006 to entitle registrant to a full refund less a \$25 processing fee. The processing fee will be charged for all cancellations.