



NW-ARM News

*A Regional Center for Excellence in Media Literacy and A Partnership
Of Gonzaga University and the University of Washington.*

Look Inside!

- **NW-ARM's Fresh New Start!**

- **Executive Board Welcomes Two New Members!**

- **Use Our Media Library!**

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Note From Director: Dr. John Caputo

This promises to be an exciting year for the NW-ARM. In addition to our two new Board members we have new office staff. Mai Moua is this semester's Graduate Director and Sinead Harris-Jones and Shelby Morrison serve as Communication interns. They have helped the office to run smoothly so we could pursue several new projects and extend our goals for the 2004-2005 Academic Year.

In September we hosted John DeGraaf on *Take Back the Time* which was presented at Gonzaga and co-hosted by several of our community partners including The Pacific Northwest Inlander, SNAP's Living Green Program, The Green Zone, and The North Idaho Public Forum on Sustainability.

Additionally, the Executive Board is completing its By-Laws so we are in a stronger position to seek outside funding

by granting bodies.

Among our many projects for this year we are seeking to continue our *Opportunity Fund Grants* to help innovative media literacy projects here in the northwest region. We awarded eight awards to private, educational and government organizations. We hope the success of last year's will continue this year.

This year we stretch these opportunities funds to offer research support for media literacy projects in area colleges. Additionally, this year we will co-host an event with KXLY-TV. Av Westin one of the original 20/20 producers will be here in Spokane in December to work with area schools in developing video projects and learn about media literacy education. **Continued on Page 3....**

NW-ARM Hosted John DeGraaf Event *DeGraaf Urges: National Take Back Your Time Movement*

Documentary filmmaker, author and activist, John De Graaf visited Gonzaga University on September 15, 2004 to educate the community about the *Take Back Your Time Movement*. DeGraaf lectured on how time, poverty and overwork cost the U.S. billions each year and threatens the health of communities, the environment and our families.

Attendees learned how America compares to the rest of the world when it comes to overwork and leisure time. He also presented solutions, from policy changes to personal changes. He explained how civic leaders and urban planners all over

the world are changing the way they design public spaces in order to slow the pace of speeding citizens and recreate community-gathering spaces. DeGraaf emphasized that medieval peasants worked less than we do.

October 24, 2004 marked the official *Take Back Your Time* day. NW-ARM urged everyone to take a day of rest by distributing flyers around the Gonzaga Campus and emailing our members.



Northwest Alliance for Responsible Media, an affiliate of Gonzaga University's Masters Program in Communication and Leadership.

NW-ARM's Fresh Start

NW-ARM has taken off to a new start this school year. With a graduate assistant and two interns we have decorated the office and begun to re-organize.

Mai Moua is NW-ARM's graduate assistant. She is a first year doctoral student in leadership studies at Gonzaga University. She was director of marketing, sales and public relations at Meld, a national non-profit parent education organization located in Minneapolis, Minnesota. She has also worked in sales and marketing for several nonprofit organizations from Minnesota and has served on the board of directors for Project Regina, a nonprofit organization focused on helping refugee and immigrant women gain self-sufficiency. Currently, she is a graduate assistant for the Northwest Alliance for Responsible Media and she provides graduate assistance to the first production of the *International Journal of Servant-Leadership*, a joint partnership between Gonzaga University and The Greenleaf Center for Servant-Leadership.

Sinead Harris-Jones is a Public Relations Intern from Everett, WA. She is a sophomore

at Gonzaga University majoring in Public Relations with a minor in advertising and a strength in entrepreneurship. She is a coach for the Special Olympics and also serves as the Public Relations chair for the student lead April's Angels. She is completing her second year in the Hogan's Entrepreneurial Leadership Program and plans to study in Italy next year.

Shelby Morrison is also a PR Intern for the organization. She is from Anacortes, WA and is a senior here at Gonzaga University. Her major is Public Relations with minors in both advertising and applied communication studies. She is involved in the Public Relations Student Society of America (PRSSA) and the Communication Honors Society Iota Rho.

All three have worked together to organize and give NW-ARM a new and fresh start for the year. Stop by and see our office, check out our media library and meet our staff!

Our new fall hours are:

MWF: 9am-4pm T/R: 9am-12pm



A picture of the NW-ARM office.

NW-ARM Welcomes Two New Board Members

Dan Garrity and Bill Niggemeyer Join the Executive Board

*"And that's why I joined the Alliance: to share these beliefs with the people most affected by media."
--Dan Garrity*



New board member Dan Garrity in his office.

We are proud to welcome Dan Garrity and Bill Niggemeyer to the Executive Board. Dan is a professor in the Broadcast Studies Program at Gonzaga University and Bill is a retired Junior High school science teacher.

Bill has a passion for media literacy, and worries about the affects of media on children. Bill is a proud parent and grandparent and is very active in his community. He is a board member at Pax Christi and is a Lay Franciscan.

Dan is married and has three lovely daughters. He was an Air Force Russian Interpreter for 10 years before landing his first radio job in 1979. So far he has been in the TV business for 14 years and counting. Recently he has been assisting KXLY Broadcast Group with their election coverage including a radio talk show, which director Dr. John Caputo has

appeared on twice.

Dan has always preached about media literacy. He says, "TV specifically and the other forms of mass media carry incredible power, but I worry that their practitioners don't accept the incredible responsibility that comes with it." Dan goes on to explain this is what brought him into management positions, "To hold reporters, producers and anchors to that standard." His great ethics then brought him into teaching, where he can, "Prepare the next generation of TV professionals to craft their messages responsibly." Consequently Dan explains, "And that's why I joined the alliance: to share these beliefs with the people most affected by media."

Bill and Dan's passion for media literacy has made them both very important assets to NW-ARM's Executive Board. We are excited to welcome both new members!

Media Library Resources in our Office

We have a wide variety of media literacy resources in our office. These resources are free for you as a member. We have several videos, curricula, statistics and articles in the NW-ARM office located in the Schoenberg Center on the Gonzaga University campus.

Recently, Kipp Preble a communications professor from Chaffey College in California visited our website. He has planned a service-learning project for his students and needed some media literacy curricula and information. The NW-ARM was excited and ready to help.

For a list of resources in our library call, or email us. Or come by our office during the week and check it all out!



Picture from library

Director's Note Continued...

On February 24, 2005, we will host a media literacy and tobacco awareness project here in Spokane, Washington. This event is sponsored by the Washington State Department of Health and will have a teen presented program and a program of the work of the NW-ARM.

We are also in the planning stages for a *Media Leadership Spokane Day* in which we will bring together editors, news directors and media professionals to discuss the state of media leadership in the community and discuss some of the business and ethical challenges that have impacted our local media.



This year we will also expand our resource library in the Center for Media Literacy Excellence. Materials will be available to community partners. We will continue to provide speakers on media literacy topics. We are in the stages of planning to train high school students to do peer teaching of media literacy at Lewis and Clark High School.

So, all in all, we have many things going on and I encourage each of our supporters to come to our meetings or get involved with our projects. You are each an ARM in the Northwest Alliance for Responsible Media.

What's Happening?

This year we will be awarding our Opportunity Fund Grants and Media Literacy Research Grants to promote and educate the community on media literacy. Here is a description of the two along with their deadlines.

Opportunity Fund Grants:

Support for individuals, groups, or organizations that will conduct activities supporting media literacy in their community.

Grant Deadline: December 31, 2004

Media Literacy Research Grant:

Support to undergraduate, graduate and/or faculty members that will conduct research on media literacy education.

Grant Deadline: December 31, 2004

For more information or to obtain funding guidelines, please call (509) 323-3578 or email us at nw-arm@gonzaga.edu.

Media Literacy Fact Corner Media Violence

- By age 18, the average American child will have viewed about 200,000 acts of violence on television alone.
- The level of violence during Saturday morning cartoons is higher than the level of violence during prime time.
- Media violence is especially damaging to young children (under age 8) because they cannot easily tell the difference between real life and fantasy.

Parents can help children develop media literacy skills by:

- Helping children distinguish between fantasy and reality.
- Teaching them that real-life violence has consequences.
- Asking children how they feel after watching a violent TV show, movie or music video.
- Watching television with children and discussing the violent acts and images that are portrayed.

❖ Information from American Academy of Pediatrics.



Not a Member? JOIN NW-ARM!

Members of NW-ARM receive special benefits such as: weekly media alerts, notification of media events, access to our library collection of media resources and more. Individual memberships begin at \$25.00 a year and organizational memberships are \$100.00 a year. For more information regarding membership and its benefits please call us at (509) 323-3578 or email us at nw-arm@gonzaga.edu.

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NW-ARM Community Partners

Catholic Diocese Superintendent of Schools
Educational Service District 101
Gonzaga University
Health Improvement Partnership
KSPS Public Television
The Inland Northwest community Access Network
Prevention Center
Spokane City and County Youth Department

Spokane County Community Services
Spokane County Juvenile Court
Spokane Falls Community College
Spokane Public Library
Spokane Public Schools
Spokane Regional Health District
Teen Futures Media Network
Washington Association of Churches
West Central Community Center
University of Washington

Our mission is:

"To explore the influence of media on our society, educate the region regarding this influence, and engage educators, government, churches, social and health service professionals and the media in developing and promoting media literacy education."

About Our Organization...

The **Northwest Alliance for Responsible Media** (NW-ARM) was started in 1991 at the University of Washington after a statewide survey found a widespread dissatisfaction, frustration, and anger among Washington State's parents with the quality of television programming for their families. We grew out of University of Washington and was started at Gonzaga University by Communications Professor Dr. John Caputo. From here we have created an executive and advisory board of members from the community. Our office is located in the Schoenberg Center on the Gonzaga University campus.



Northwest Alliance for Responsible Media

Gonzaga University School of Professional Studies Masters Program in Communication and Leadership

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