



# NW-ARM News

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

## Look Inside!

• **Teens, Tobacco, the Media and Beyond!**

• **McDonaldization and Globalization Panel Discussion!**

• **Two New Grant Recipients!**

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## Note from Director: Dr. John Caputo

Hello NW-ARM members and friends,

We've had a mild winter here in Spokane and spring is looking great. The NW-ARM has been very busy this year and we've made progress on a number of initiatives with the help of Mai Moua our Graduate Assistant, and Shelby Morrison, Laurel Jordan and Leila Crider, our Interns. Among our accomplishments were:

- Hosting of Av Westin of the *National Academy of Television Arts & Sciences* who spoke to college and high school students about media literacy
- The Spokane Media Literacy Institute: *Teens, Tobacco, Media and Beyond* in conjunction with the University of Washington
- Dr. Robin Wynyard (Christ Church University College, Canterbury, UK) spoke on *McDonaldization and Globalization: Critical Thoughts of Consumer Culture*
- Awarded two Opportunity Fund

Grants for media literacy, one to Dr. Barbara Brock at Eastern Washington University for "30 Days Live," and one to Mary Stamp, Editor of the Fig Tree for program costs.

- Sr. Julie Wokasch, one of our grantees from 2004, had her Opportunity Fund video shown on KHQ during the month of January.
- In addition, new media literacy public service announcements were created by senior broadcasting students in the Communication Arts Department (under the guidance of Prof. Tamara McGregor) and are available on Comcast Cable Channel 15.

At the same time, the NW-ARM has been building its structure by creating Board Guidelines, a new vision statement (available in this newsletter),

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## NW-ARM Hosted "Teens, Tobacco, Media and Beyond"

On February 24<sup>th</sup>, the NW-ARM, in combined efforts with the University of Washington's Teen Media Network, put on the all day event, *Teens, Tobacco, Media and Beyond*.

The event was free to the public and encouraged individuals who work with area middle and high school students to attend. High school students were also in attendance of the "train the trainer," program.

Frank Baker, a nationally known media advocate, spoke about effective solutions to media effects on health. Participants received a free curriculum for *Teens, Tobacco and Media*.

The conference provided a valuable opportunity for participants to learn more about media literacy.

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



## McDonaldization and Globalization Panel Discussion



Photograph by: Katie Zipse, Gonzaga Bulletin

On Tuesday March 1, 2005, Gonzaga University was proud to introduce Dr. Robin Wynyard to give a presentation titled, "Thinking Out loud." Joining him were Gonzaga Professors, Dr. Mark Alfino, Dr. Tom Jeannot and NW-ARM's Director, Dr. John Caputo.

The panel discussion was a follow up to the book, "McDonaldization Revisited: Critical Essays on Consumer Culture," co-written by Wynyard, Alfino and Jeannot. The idea of McDonaldization is that our society is dominating other cultures through the spread

of big business. The media has become an effective outlet for the spreading of "McDonaldization."

The panel members introduced their own opinions on what has happened in our society and the world since their book was published. The panel then turned their questions to the audience, which sparked a lively conversation.



## NW-ARM Welcomes Three New Board Members

Cara Gardner, Annie McKinlay and Julie Graham Join the Executive Board

We are excited to introduce three new members to our Executive Board, Cara Gardner, Annie McKinlay and Julie Graham.

Cara is a staff writer for the Inlander, a weekly regional newspaper for the Inland Northwest. Annie is a professor of Communication Studies at North Idaho College. Julie is the Public Information Manager at the Spokane Regional Health District.

Cara has a degree in Media Literacy and Journalism from Long Island University in New York. She believes that thinking critically about the media is crucial to personal growth and community activism. Beyond writing for the Inlander, Cara has studied many political structures of different areas around the world, including Northern Ireland, Eastern Europe and Latin America. When she is not busy writing or promoting media literacy, Cara enjoys reading, traveling, hiking, cooking and spending time with her family.

Annie graduated from Eastern Washington University with a Masters in

Communication Science. She taught speech and mass media classes for Gonzaga University before she began teaching at North Idaho College. Currently she is teaching *Introduction to Speech, Interpersonal Communication and Mass Media in our Society*.

Annie has lived in the Spokane area her entire life. She enjoys being a member of the Executive Board because of her involvement in teaching students about responsible media.

Julie has a degree in Public Communications and has years of experience in social services. She is keenly aware of factors that shape public perception, decisions and community norms. As a result of her background, Julie is able to disseminate media's messages well. She strives to hold the media responsible for its affects on the community.

Cara, Annie and Julie are very passionate about media literacy and we are pleased to welcome them to the NW-ARM Executive Board.

## NW-ARM's Spring Change

This semester The Northwest Alliance for Responsible Media is proud to introduce two new interns to our staff, Laurel Jordan and Leila Crider.

Laurel is a senior at Gonzaga and is a double major in Applied Communications and English. She is primarily interested in how issues represented in the news affect our societal daily life.

Leila is a senior at Gonzaga, and she is majoring in Applied Communications with a minor in Sociology. Leila is very interested in the affects of the infatuation of the "thin ideal" of women in the media resulting in eating disorders and body dissatisfaction among adolescent females.

The two new interns work together with Mai Moua, graduate assistant, and Shelby Morrison, returning intern. All members of our staff are eager to promote awareness on the effects of media on our culture. Stop in to see our office, browse our resource library and meet our staff.

## Director's Note Continued...

and with the help of Gonzaga University we have applied for our first grant to support general operating costs. We hope to update our website with new resources and information on media literacy and are in the preparation stages to organize a State of Media Leadership Spokane Forum in the fall.

The media continues to present a mixed bag of blessings and challenges to raising healthy children. The NW-ARM continues to work towards a greater understanding of media literacy education and media reform. We thank all of our Executive Board members, the Advisory Board Members, and especially Marilyn Cohen and Barbara Johnson of the *Teen Futures Media Network* at the University of Washington, and Dean Mary McFarland in the School of Professional Studies at Gonzaga

University. With your support we can make that happen.

If you would like to make a tax-free donation to help continue the work of the Alliance, please send your donation to:

NW-ARM  
Dr. John Caputo, Director  
Gonzaga University  
MSC# 2616  
502 E. Boone Avenue  
Spokane, WA 99258

Thank you for your continued support.

John Caputo, Ph.D.  
Director, NW-ARM  
Prof. of Comm. Arts



## 2004-2005 Opportunity Fund Grant Recipients

This spring, the Northwest Alliance for Responsible Media is proud to announce two grant recipients: Dr. Barbara Brock and Mary Stamp. The Opportunity Fund Grants were offered to the Inland Northwest area to allow individuals or organizations to explore aspects of media literacy that interest them. In doing so, we are able to gain a broader understanding of what is affecting our community first hand.

Dr. Barbara Brock's project, "30 Days Live," provides a healthier alternative to life for elementary school children. From April 18<sup>th</sup> to May 18, 2005, two fifth grade classrooms will evaluate their nutritional and physical activity choices. These choices will be made as a result to turning off all screens, (television, Gameboy, Nintendo, recreational computer use etc.). Brock's project will bring awareness about what really happens when the

television is turned off, and if so-called "withdrawal" symptoms will occur. The project will also help individuals realize that they can, in fact, take back their lost time.

Mary Stamp's project, "Education, Service Learning and Modeling," works in collaboration with *The Fig Tree*, a monthly faith-based newspaper. The project is ongoing, strives to model responsible coverage and to educate media and the public. *The Fig Tree* reaches over 21,000 readers, and is a wonderful example of spreading responsible media.

We are very excited about the projects, and look forward to see the final culmination of their hard work.

## Fact Corner

\* \$8.4 billion is spent on Tobacco marketing per year.

\* 57% of TV programs contain violence.

\* Perpetrators of violent acts go unpunished 73% of the time.

\* 40% of 8 and 9 year olds have tried to lose weight.

\* The average child watches 10,000 food ads per year on television; most are for junk food and fast food.

Facts from: *Teens, Health and the Media*  
<http://depts.washington.edu/thmedia/>



**Northwest Alliance for  
Responsible Media  
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***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.”*

**NW-ARM Office Hours:**

**Jan. 2005 – May 2005**

Monday – Thursday  
9 am – 3 pm

## 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](mailto:nw-arm@gonzaga.edu).

## 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

GSSAC Network

Prevention Center

Spokane Regional 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

## 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 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.

## Our Vision:

We envision a community that:

- ✓ Understands the effects of media on our community and culture.
- ✓ Works with media to enhance the health and development of our community.
- ✓ Empowers youth and adults to become critical consumers of media.
- ✓ Encourages media to act as responsible, effective stewards of this critical public trust.

## Our Executive Board:

**Joanne Benham**, Director, Spokane Regional Youth District

**John Caputo**, Professor of Communication Arts, Gonzaga University

**Cara Gardner**, Staff Writer, The Inlander

**Dan Garrity**, Professor of Broadcast and Communications, Gonzaga University

**Julie Graham**, Public Information Officer, Spokane Regional Health District

**Don Higgins**, Director, West Central Community Center

**Tricia Hughes**, Tobacco Prevention and K-12 Prevention Programs Coordinator

**Annie McKinlay**, Professor of Communications, North Idaho College

**Bill Niggemeyer**, Retired Public School Teacher

**Dean Wells**, Community Programs Director, GSSAC Prevention Center