March, 2005

Dear Colleague:

We look forward to sharing an exciting day with you at Teens, Tobacco & Media and Beyond, the media literacy institute that will take place on Friday, March 18, 2005. Please note that this institute will be held at the Experimental Education Unit and the South Campus Center on the University of Washington campus. (Note: This location may be different from your original registration information.) The first session will be at the Experimental Education Unit Room CD 150. See the enclosed map for directions to the South Campus Center and the parking garage you will be using for that day. Because there is very limited parking at the South Campus Center, the UW parking services has assigned us parking in the Central Plaza Visitor Parking Garage.

We have planned a busy day for you that will start at 8:30am and end at 3:30pm. Coffee will be provided at 8:30 to help you begin the day while you sign in and receive your institute materials. Lunch will also be provided.

This institute has been specifically designed to introduce the newly revised Teens, Tobacco & Media program and also to provide resources, and ideas for everyone seeking to integrate media literacy into other tobacco prevention and control work they are currently doing with youth. There are three separate institute tracks to meet the individual needs of our participants. One track will be offered for those new to Teens, Tobacco & Media, while the second track was developed especially for those who have served as adult coaches in the program during past years. The third track is a teen demonstration track. Coaches from previous years have been asked to bring the youth participants for this track.

If you have material about your programs and/or activities that you would like to share, please feel free to bring flyers, brochures, resource ideas and/or sample project materials. We plan to have display tables for those who would like to share materials/information with other institute participants.

If you have any questions, you are encouraged to call us at 1-888-833-6638 or write macohen@u.washington.edu

We look forward to seeing you on the 18th!

All the best,

Marilyn Cohen, Ph.D.
Director
Important Driving and Parking Directions

1. **From I-5 north or southbound, take the NE 45\textsuperscript{th} Street exit.**
2. Head east on NE 45\textsuperscript{th} Street.
3. Continue east about 0.5 mile to 15\textsuperscript{th} Ave. NE and turn right (south).
4. Head south to NE 41\textsuperscript{st} Street and turn left into the Central Plaza Visitor Parking Garage. (Look for the orange banners for the Henry Art Gallery) This entrance is one street before Campus Park Way.

1. **From SR-520 east or westbound, take the Montlake Blve NE exit.**
2. Turn north onto Montlake Blvd and continue north (toward Husky Stadium).
3. Stay to the left as you cross Montlake Bridge as the lanes fork just past the bridge.
4. Turn left (west) onto NE Pacific Street at the first traffic light after the bridge.
5. Continue West on NE Pacific Street to 15\textsuperscript{th} Ave. NE and turn right (north).
6. Continue north to NE 41\textsuperscript{st} Street (one block past Campus Park Way) and turn right into the Central Plaza Visitor Parking Garage

**Important parking note:** The parking fee for the day will be $9.00, payable upon entry to the Central Plaza Underground Parking Garage on NE 41\textsuperscript{st} Street.

As you enter the parking garage, please follow these instructions:

**Stop at the booth and tell the attendant that you have arranged parking under the name of Teens Tobacco & Media in the C5 parking area.**

- After paying your parking fee at the booth, proceed down the ramp to the C5 parking area.
- Go straight ahead staying next to the right-hand wall isle and continue following signs to C5 (watch for a cluster of purple and gold balloons) and go down a second ramp.
- Once you have traveled down the second ramp, you are in the C5 area where you are to park for our event.
- **Van Shuttle to Institute:** At the bottom of the C5 ramp, there will be a person holding balloons who will show you where to park in this area. A special van will be here to take you from the parking garage to the Experimental Education Unit (EEU) and South Campus Center. The van will run every 8-10 minutes from 8:00 – 9:00am and from 3:30 – 4:30pm.
- Please note Handicapped Parking is available in the S1 parking lot that is located just in front of the South Campus Center.

**Walking Instructions from the Parking Garage**

Should you prefer to walk rather than take the shuttle from the parking garage, it is an approximately 6-block walk down 15\textsuperscript{th} Avenue NE.

- There is an exit ramp from the garage that will take you directly to NE 40\textsuperscript{th} and 15\textsuperscript{th} Ave NE. Walk south down 15\textsuperscript{th} Avenue NE toward the body of water better known as Portage Bay.
- At the stoplight cross over Pacific St. and continue south on 15\textsuperscript{th} past the large construction site that is taking place.
- Follow the road as it curves to the left around the construction site and you will soon come to the University of Washington South Campus Parking Booth.
- Pass the booth and proceed about ½ block. The South Campus Center will be on the right hand side of the street. It is a long low gray building set back from the street with a parking lot in front of it. Continue down the street (Columbia Road) following the purple and gold balloons to the EEU also located on the right hand side of the street.
Map to:
University of Washington
Underground Central Plaza
Parking Garage &
South Campus Center

NE 41st St.
Campus Parkway
NE 40th St.

Central Plaza Garage

15th Avenue NE

Montlake Bridge
To 520