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 Thursday, March 24, 2005. Please note that this institute will be held at the ESD 105 Conference Center. See the enclosed map for directions to the Conference Center.

We have planned a busy day for you that will start at 8:30am and end at 3:30pm. Coffee will be provided at 8:30am 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 any questions, feel free to call us at 1-888-833-6638 or write Erin Fitzgerald, erinmf@u.washington.edu or Marilyn Cohen, macohen@u.washington.edu

We look forward to seeing you on the 24th!

All the best,

Marilyn Cohen, Ph.D.
Director
Map and Driving Directions to Educational Service District (ESD) 105
Conference Center
33 South Second Avenue
Yakima, WA 98902
(509) 575-2883

Directions to ESD 105:

1. Travelling south from Ellensburg on I-82, take Exit 33B and then turn right.
2. Travelling north on I-82 take Exit 33. Stay in the left lane, you will cross the freeway on an overpass and end up travelling west on Yakima Avenue.
3. You are now on Yakima Avenue, the main street through downtown. Stay on Yakima Avenue all the way through downtown, cross both sets of railroad tracks and turn left on Second Avenue (not Second Street)
4. ESD 105 encompasses the entire block on your left. The main entrance is in the two-story "train station" building in the center of the block. The Conference Center is the large, grey building and the parking lot is just beyond the Conference Center.