

Media Literacy Northwest News

Issue 3 Summer 2005



NW Center for Excellence in Media Literacy

University of Washington

1-888-833-6638

Hello Friends and Colleagues!

As this academic year draws to a close, we want to thank everyone throughout Washington who has been involved with us these past months for all of the terrific work you have done to make this a really great year for media literacy here in the Northwest!

We're already looking forward to 2006 as we announce the upcoming statewide media literacy conference made possible with funding from the Washington State Department of Health. Among the major issues this conference will address are nutrition, physical activity, and obesity prevention. A tentative date for the conference is March 2006. Watch the Northwest Center for Excellence in Media Literacy website (www.nwmedialiteracy.org) and our Teen Health and the Media site (www.teenhealthandthemedialiteracy.org) for further details as they become available in the coming months.

We're very pleased to announce that the *Teens, Tobacco & Media* first year pilot study research will appear in the most recent edition of *Health Communication*, which, as I write this letter, is still coming off the presses. In addition, the second year statewide implementation study of *Teens, Tobacco & Media* has also been accepted for publication by *Health Communication* and will appear in a future issue of the journal. Erica Austin and Bruce Pinkleton, professors in the Edward R. Murrow School of Communication at Washington State University, led both of these research efforts.

This academic year had an especially grand finale with the Alliance for a Media Literate America's (AMLA) conference, *Giving Voice to A Diverse Nation*, held in San Francisco, June 24-June 28th. The conference provided a great opportunity to examine the depth and breadth of the media education work that is taking place all across our nation.

Here at home, the NW Center has just released a new Request for Proposal (RFP) for our TISAM (*Take It Seriously: Abstinence & Media*) Project, the Center's newest research-based curriculum unit. The TISAM Project is administered by the Washington State Department of Health through an interagency agreement with the University of Washington's College of Education. For more details about the RFP, visit www.teenhealthandthemedialiteracy.org. The due date for proposals is August 30, 2005.

I know I speak for both Erin Fitzgerald and Barbara Johnson from the NW Center in saying that we came away from the recent AMLA conference feeling extremely energized. We hope that you will join us in helping to make next year our best one yet for media literacy education in Washington.

We wish you a wonderful summer!

Marilyn Cohen

In This Issue:

- National Media Education Conference
- Pilot Site News
- AME Receives Grant for Obesity Project
- Fast Facts
- Suggested Summer Reading
- Upcoming Events
- Contact Us



Marilyn Cohen, Ph.D.
Director, NW Center For
Excellence in Media Literacy,
College of Education,
University of Washington

"We're already looking forward to 2006 as we announce the upcoming statewide media literacy conference made possible with funding from the Washington State Dept. of Health."

National Media Education Conference



Bottom: Amanda Picard & Tamara Lagrandeur;
Top: Claire Beach Lynnwood HS, Erin Fitzgerald,
Marilyn Cohen, NW Center, UW, Erica Austin, Edward
R. Morrow School of Communication, WSU.

It was especially terrific to have Lynnwood High School student presenters, Amanda Picard and Tamara Lagrandeur, and their teacher Claire Beach, representing the TISAM project join us for the AMLA conference. Amanda and Tamara received support from AMLA scholarships, as well as local support from the Edmonds School District to make their trip to San Francisco possible.

Not only did Amanda and Tamara give an outstanding presentation, they also participated in Modern Media Makers (M3), a group of youth from across the U.S. who had been selected to participate in a youth conference track focused on video production. The youth were given support and mentoring as they tackled the assignment of producing pieces to address the conference theme "Giving Voice to a Diverse Nation." The videos were presented at the close of the conference with a resulting standing ovation by the audience. In the coming months, watch for their work on the newly revised AMLA website.



A group of M3 (Modern Media Makers) youth presenting their videos at the close of the conference.



Barbara Johnson, NW Center, examines the many conference offerings as she tries to make some difficult decisions about what sessions to attend.



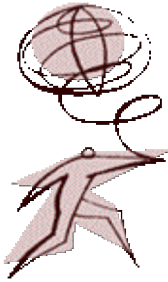
Lynda Bergsma, AMLA President, Univ. of Arizona, Liz Thoman, AMLA Secretary, Founder and Program Dir. for Center for Media Literacy (CML), Tessa Jolls, President and CEO, CML, Marilyn Cohen, AMLA Executive Board member, UW.



Karen Zill, Conference Chair & AMLA Second Vice President, Kara Clayton, Program Chair & AMLA Executive Board member

Pilot Site News

As we look back over the past year, we feel very fortunate to have had the opportunity to work with such talented and creative board members. The following is a listing for each of our pilot sites.



Kitsap Regional Center for Media Literacy Partners

Kitsap County Health District - Melinda Harmon, Pat Degracia, Ruth Westergaard
Kitsap County Commission on Children - Gay Neal
Kitsap County Prevention Services - Mary Ellen de la Pena
Kitsap County Consolidated Housing Authority Community Services - Deborah Howard, Pattie Marshall
Olympic ESD 114 School Nurse Corp - Wendy Jones
Naval Hospital - Janet Mano
Media Consultant - Wendy Johnson
Boys & Girls Club of South Puget Sound North Mason Branch - Roberta Kowald
Alliance for Community Media - Bob Neal
Bremerton Kitsap Access Television - Charleen Burnette
Cardinal Media – Shari Fox-Lislie



SW Washington Media Literacy Partnership

ESD112 - Deb Drandoff
Clark County Health Department - James Kisse (now with WA State DOH)
Fort Vancouver Regional Library - Tricia Segal
Klickitat County Health Department - Stacey Doss
Wahkiakum County Health and Human Services - Linda Hartung
MVP Video Productions, Inc. - Jim Martin
Cowlitz Substance Abuse Coalition - Tamara Sanders, Dawn Maloney
Youth House/Hope Works, Clark County Department of Community Services - Josh Beaman
City of Vancouver Parks and Recreation - Johnnie Tucker
Multnomah Co. Health Department/School Based Health Center - Erik Vidstrand
Videographer - Willy Kunkle



NW Alliance for Responsible Media

Regional Center for Excellence in Media Literacy, Gonzaga University

Gonzaga University - John Caputo, Dan Garrity
Prevention Center - Dean Wells
ESD 101 - Tricia Hughes
Spokane City and County Youth Dept. - Joanne Benham
West Central Community Center - Don Higgins
Islander Newspaper - Cara Gardner
Eastern Washington University/Community Consultant - Gunthild Sondhi
Community member – Bill Niggemeyer
Spokane Regional Health District - Stacey Ward
KSPS Television - Kerry Faggiano
The Inland Northwest Community Access Network - Karen L. Michaelson
DSHS/DASA - Shelli Young
Spokane County Community Services - Alan Zeuge
NW ARM Interns - Shelby Morris, Mai Moua



Seattle Alliance for Media Education (SAME) A Young Adult Media Literacy Group

Sarah Ankersmit, Breona Gutschmidt, Derrick Hochstatter, Michale Kernan, and Cecilia Jezek

AME Receives Grant for Obesity Project



Action for Media Education (AME), a community-based nonprofit organization, has been a trailblazer in the development of media literacy programs since their incorporation in 1991.

Thanks to a STEPS grant from Public Health Seattle King County, AME will be developing a new 60-minute multimedia presentation entitled, *Food for Thought: Children, Media & Obesity*. As public awareness of the "obesity epidemic" grows, health problems resulting from childhood obesity, including Type 2 Diabetes and high blood pressure, continue to receive intense public scrutiny.

AME's mission is to encourage children, youth and concerned adults to go beyond passive media consumption by becoming active, critical, creative media consumers and producers. Toward this goal, AME promotes and supports media education in homes and schools, as well as in community groups serving youth, with special outreach to parents, teachers, and those who work with children. The Seattle-based group includes parents, community leaders, educators and professionals concerned with children's issues.

Using media literacy as a primary strategy, AME is now developing a 60-minute multimedia presentation that will use video, interactive discussion and fun activities to address the problem of obesity in young children. Participants will learn to look behind the scenes, examining how ads are constructed, identifying and discussing the techniques used to influence children's choices, and exploring ways to counter the influences of advertisements by taking concrete actions with their children. The presentation will include materials parents can take home for later use with their children. AME also plans to develop materials for training workshops. ESD 121 Parent Peer Health Educators plan to pilot test the presentation with groups of Head Start and ECEAP parents.

To learn more about AME, visit their website at www.action4mediaeducation.org. The site provides a variety of resources designed to inform and enlighten, and to challenge the critical thinking skills necessary to survive a mediated world. Site visitors can follow AME's logo, "Spongehead" (because we're all absorbing media messages, even when we think we aren't), to learn more about AME activities such as the PIXI Awards and Speakers Bureau.

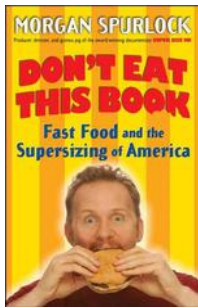


Fast Facts

- 95% of parents can't identify common chat room lingo that teenagers use to warn people they're chatting with that their parents are watching. Those phrases are POS (Parent Over Shoulder) and P911 (Parent Alert).
- Within 24 hours of Jon Stewart's infamous appearance on *Crossfire* in 2004, over 4,000 servers were hosting the clip, and 2.3 million people streamed it from iFilm.com over the next few weeks—that's almost three times the number of people who watched the original broadcast (CNN's audience for *Crossfire* was 867,000).
- Brand loyalty begins as early as age 2, and the average 3-year-old recognizes 100 different brand logos.
- In addition to Brad Pitt and Angelina Jolie, this summer's *Mr. And Mrs. Smith* also advertises the following brands, through product placement: Beck's, Beretta, BMW, Bombay Sapphire, Cadillac, Chevrolet, Dodge, Dynamex, Everlast, Fox, Gimbel's, Glock, GMC Yukon, Grey Goose, Guinness, Heckler & Koch, Hummer, Jack Daniel's, Johnnie Walker, Macy's, Martha Stewart, Martini & Rossi, Mercedes, New York Times, Oakley, Panasonic, Pepsi, Pioneer, Precision Knives, Samsung, Sanka, Stanley, Sub-Zero, Tissot, TiVo, USPS, Weber, and Women's Entertainment.

****Sources:** Media Literacy Clearinghouse, Wired Magazine, Center for a New American Dream, brandchannel.com.

Suggested Summer Reading



Don't Eat This Book: Fast Food and the Super Sizing of America

by Morgan Spurlock (2005)

How many of us know what's *really* in a Chicken McNugget? Not many, right? Considering 46 million people eat at McDonald's every day, a little education is long overdue. After last year's release of *Super Size Me*, the Oscar-nominated documentary on the effects of a month-long, McDonald's-only diet, Morgan Spurlock continues to expose the underlying causes of America's obesity epidemic in *Don't Eat This Book*. Food processing, school lunches, PhysEd, and fast food marketing are just a few of the topics covered, complete with alarming statistics and facts. Fans of Spurlock's film will be interested in anecdotes from before and after its release, including response from critics and the food industry. And if anything can make an enjoyable read out of how "Americans are eating themselves to death," it's Spurlock's personable style and humor.



Media Education: Literacy, Learning and Contemporary Culture

By David Buckingham (2003)

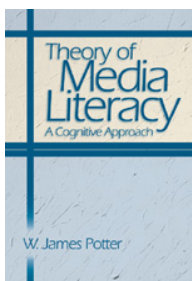
Buckingham's reputation as an international media literacy expert is well earned: this is a must-read for educators and theorists alike. Here, media literacy is not just about interpreting media, it's about acquiring what Buckingham calls a "metalanguage," or a way of describing the forms and structures of communication that necessitates a broader critical understanding of contemporary culture. Buckingham provides substantial chapters on classroom strategies and media production, but the real draw for educators will be his dedication to dynamic, active learning models: students begin by making their existing knowledge of the media explicit, then work towards extrapolation and questioning, often using postmodern learning through play. And for readers prone to abandon prose with words like "intertextuality," never fear—Buckingham's ideas come through with perfect clarity.



Consuming Kids: The Hostile Takeover Of Childhood

by Susan Linn (2004)

SpongeBob SquarePants may be a nice guy, but his marketing team needs to reevaluate its methods. In *Consuming Kids*, psychologist and children's advocate Susan Linn, investigates how the advertising industry has transformed childhood into just another target demographic to be exploited. Thorough and intelligent, Linn's commentary exposes advertisers' tricks of the trade, from branding babies with logos before they're old enough to speak, to encouraging kids to nag parents into specific purchases. Sections on marketing in classrooms and the effect of consumer culture on a child's sense of imaginative play will be of particular interest to educators. And for those willing to fight the *Brave New World*, Linn provides suggestions for what parents and professionals can do to offset the effects of child marketing, complete with a list of helpful resources.

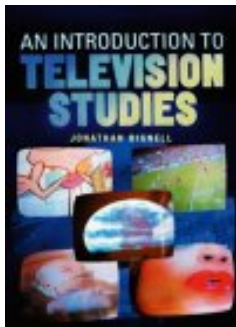


Theory of Media Literacy: A Cognitive Approach

By W. James Potter (2004)

In our highly mediated world, dealing with bombardment of images and information fatigue is a necessary skill. Becoming media literate may be the responsibility of the individual, but how can educators facilitate the process, and measure its success? Written for media literacy scholars and researchers, Potter's book is comprehensive in its attempt to provide a synthesized definition of media literacy, from cognitive models to practices. Educators attempting to construct their own media literacy curricula will find subjects essential for building content, as well as commentary on curricula design and assessment issues. Readers looking for theory on the interpretive process and how it relates to active engagement will find equal food for thought: Potter explains filtering, meaning matching, and meaning construction, as well as "traps" in meaning making. The prose may read like an instructional manual, but the text is as informative as it is dense, and clear outlines at each chapter's outset will help with navigation.

Suggested Summer Reading...Continued



An Introduction to Television Studies

By Jonathan Bignell (2004)

Originally written for college freshmen, this accessible textbook is clearly organized and chocked full of activities and discussion topics that can provide activity ideas for middle and high school students. Like TV scholars of previous generations, Bignell covers the subjects of TV histories, narratives and representations, but he also provides the latest in sociological and reception theory, addressing fan cultures, interactive audiences, and "television you can't see" (questions

of decency and free speech). The chapter on postmodern television is especially well conceived, addressing not only issues of style, but also textual self-awareness and globalization, complete with a case study on MTV. Each chapter includes activities, a case study, a summary of key points, glossary, and recommendations for further reading.

Upcoming Events



Kitsap County Fair August 24-28, 2005

Kitsap Asthma Coalition, Tobacco-Free Kitsap and the Kitsap Regional Center for Excellence in Media Literacy are working together to host a health promotion booth at the Kitsap County Fair this summer, August 24-28, as a community outreach project. The group identified the need for a concentrated local effort to work on the local issues

relating to asthma and its environmental triggers, especially second-hand smoke. Using media as a hook, the booth will have a large screen TV displaying messages about advertising and secondhand smoke, and lots of hands-on activities for young people. Youth can make counter ads that expose the lies behind tobacco advertising and show the truth about addiction. They will also be given the chance to write messages about second hand smoke on a windmill mural.

Contact Us

NW Center for Excellence in Media Literacy

University of Washington (206) 543-9414
Box 357925 1-888-833-6638
Seattle, WA 98195-7925 macohen@u.washington.edu

Check our websites for regular updates, news, and information!

www.nwmedialiteracy.org

www.teenhealthandthemedialiteracy.org

Meet the Board

NW Center for Excellence is very fortunate in having an excellent advisory board. Board members are the following:

Erica Weintraub Austin
Professor
Edward R. Murrow School of Communication
Washington State University

Jane Broom
Partners in Learning Program Manager
Microsoft Corporation

Rev. Sandy Brown
Executive Director
The Church Council of Greater Seattle

Teresa Cooper
Nursing Consultant, Public Health
Child and Adolescent Health
Washington State Department of Health

Fred Garcia
Chief of Prevention and Treatment Services
DSHS/Division of Alcohol and Substance Abuse

Melinda Harmon
Program Manager
Community Health Promotion
Kitsap County Health District

Stephen Kerr
Associate Dean for Academic Programs
Professor
College of Education
University of Washington

Joanne Lisosky
Associate Professor
Dept. of Communication and Theater
Pacific Lutheran University

Bruce Pinkleton
Associate Professor
Edward R. Murrow School of Communication
Washington State University

Dan Robertson
Special Assistant to the Assistant Secretary
Juvenile Rehabilitation Administration

Catherine Carbone Rogers
Communication Officer
Highline Public Schools
NATAS/CCV Chairperson

Rosemary Sheffield
Director, Center Connect
College of Education
University of Washington

Dennis Small
ETSC
Information Technology Services
Office of Superintendent of Public Instruction

Pam Tollefsen
Program Supervisor
Health/Fitness Education and HIV/STD Prevention
Office of Superintendent of Public Instruction