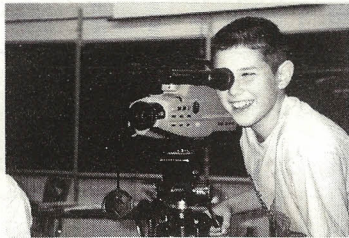


THE NATIONAL MEDIA LITERACY CONFERENCE

Broyhill Center Appalachian State University, Boone, North Carolina
September 22nd-24th, 1995

Dr. David Considine, Conference Chairperson

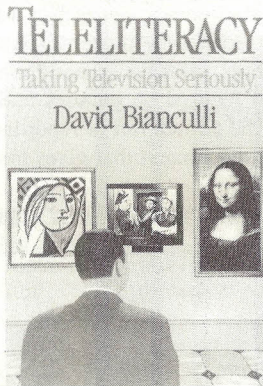


In an age when most Americans get most of their information about their country and the wider world from television not textbooks, pictures not print, the concept of literacy must be expanded to provide communication skills for today and tomorrow. Following the example of school systems in Australia, England and Canada, American educators have recently begun to address the need for media literacy, which has been defined as the ability to ACCESS, ANALYZE, EVALUATE and COMMUNICATE information in a variety of forms, including print and nonprint. Deputy Secretary of Education, Madeline Kunin said, we need to "teach CRITICAL VIEWING, THINKING AND LISTENING." What we need she said is to "develop young people who can themselves, block out, analyze, evaluate media."

Since children have seen some 5000 hours of television before they ever come to school, teachers and parents cannot afford to ignore what they learn in the curriculum of the living room. TheodoreSizer, one of the leaders of the school reform/restructuring movement has said, "Television has become the biggest school system, the principal shaper of culture."

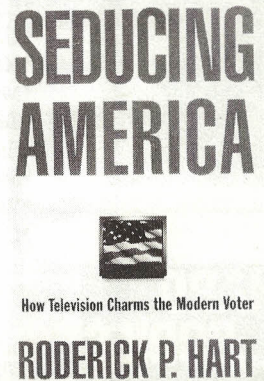
Media Literacy represents an opportunity for parents, teachers and citizens to recognize the powerful, persuasive and pervasive presence of media in all our lives. Beyond recognition, it provides us with the chance to respond to these messages, utilizing them when they are positive, reconciling and rectifying them when they contradict the values of school, church and family.

The prestigious Aspen Institute has described the media literacy program in The College of Education at Appalachian State University, as a national model. Now, as summer wanes and fall begins, media educators from across the country and around the world will gather for three days to provide practical strategies teachers and parents can use to foster lifelong learning and responsible citizenship for a democratic society.



David Bianculli's Teleliteracy was reviewed as "the most important book on television to appear in many years." TV critic for New York Daily News, and National Public Radio broadcaster, Bianculli will deliver the Saturday morning keynote address.

Roderick Hart is F.A. Liddell Professor of Communication and Government at University of Texas, Austin. In Seducing America: How Television Charms the Modern Voter, he argues that television has changed our perceptions, our feelings and the political process itself. Keynote Friday 5:00 p.m., reception following.



**An Interdisciplinary Approach to The Impact of the Mass Media on
School, Society, Students and Citizens.
All Welcome.**

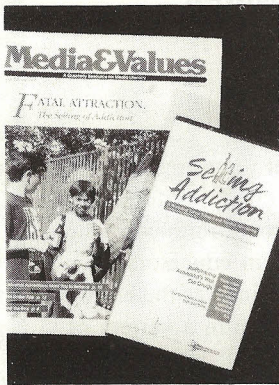
SPONSORED BY:

Based in Madison, Wisconsin, The National Telemedia Council is the oldest media literacy organization in the country. NTC publishes Telemidium: The Journal of Media Literacy, operates The Media Literacy Clearinghouse and distributes media resources including motion picture study guides from Australian Teachers of Media. (608) 257-7712.

V.I.E.W. [Visual Information Education Workshops] provide in-service training in media literacy for teachers and media specialists K-12. Emphasis is placed on linking media literacy to school reform/restructuring including critical thinking skills, multicultural education and A.O.D.A. Programs conducted by David Considine and Gail E. Haley, College of Education, ASU (704) 262-2270.

The conference is co-sponsored by The Reich College of Education, The Department of Curriculum and Instruction, and the Department of Language, Reading and Exceptionalities, at Appalachian State.

Course Credit Available From Appalachian State University and North Carolina Dept. Public Instruction



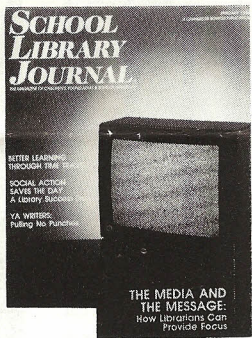
"Though teenagers are constantly under a barrage of messages delivered by radio, television, and pop music, usually in isolation from adults; schools have hardly begun to teach them how to view and listen critically. Yet, such a capacity, OUGHT TO BE A MAJOR COMPONENT OF LIFE SKILLS EDUCATION."

(*Fateful Choices*, Carnegie Council on Adolescent Development 1992.)

RESPONDING TO SCHOOL AND SOCIAL VIOLENCE

"Broad-based media literacy education needs to become a priority in the U.S. and implemented in an inter-agency, interdisciplinary approach."

(*Safeguarding Our Youth: Violence Prevention for Our Nation's Schools* 1993.)

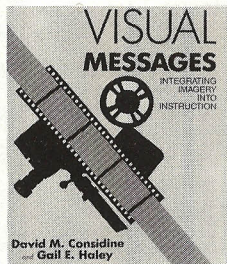


WHO SHOULD ATTEND?

The National Media Literacy Conference truly offers something for everyone. As an information skill it is consistent with the recommendations of SCANS [Secretary's Commission on Achieving Necessary Skills] which addressed the need for workers skilled with technology and information processing and production.

Media Literacy is consistent with one of the most cherished aims of American schools and society, the desire to create responsible citizens for a democracy. Given the pictorial nature of the election process, responsible citizens must be able to distinguish image from issue, style from substance, personality from policy.

Media literacy is also a key element in Health/Wellness education, particularly in terms of the influence of advertising on impressionable children and adolescents in areas such as alcohol, tobacco, sexuality and self-image.



Relevant To

- *Social Studies
- *Library Science
- *U.S. Government
- *Health/Wellness
- *Multicultural Education
- *Teacher Training
- *English/Language Arts
- *Media Arts
- *Women's Studies
- *Communication Arts

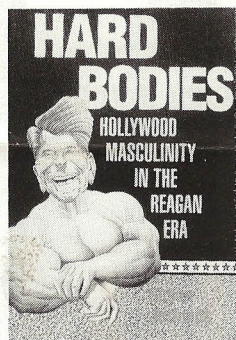
Relevant For

- *Teachers K-12
- *Library Media Specialists
- *University/College Faculty
- *Counselors
- *Administrators
- *Parents
- *Citizens
- *Church/Youth Leaders
- *Health Care Specialists

CITIZENS, CYNICISM AND THE MEDIA

"America thinks it is a meritocracy, but in fact it has become a mediocracy . . . ruled by those who know how to manipulate symbols, information and the media . . . Television is so focused on pictures and so limited by time, that in the normal run of reporting it cannot begin to provide the context that gives meaning and perspective."

(U.S. News and World Report)

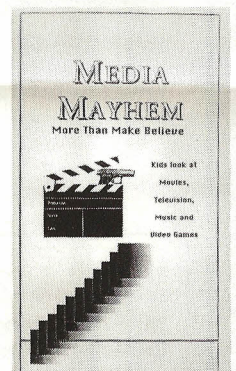


Susan Jeffords is professor of English and director of Women's Studies at the University of Washington. In *Hard Bodies* she explores gender representations in the Reagan era, with emphasis on motion pictures. She is co-editor of *Seeing Through the Media: The Persian Gulf War*.

Beyond Media Bashing: LOOK, LISTEN, LEARN Practical Strategies, Activities and Lessons

SPECIAL GUEST: A MUST FOR PARENTS

Dr. Milton Chen is director of San Francisco's KQED's Center for Education and Lifelong Learning. Author of *The Smart Parent's Guide to Kid's TV*, Dr. Chen will appear Saturday to help parents understand what they can do to limit and guide what their children watch and to balance television's influence on the behaviors and beliefs of their children. Dr. Chen recently appeared on the Bill Moyers program, *Does TV Kill?* Book selling and signing.



MEDIA VIOLENCE

" . . . To those in the entertainment industry, we applaud your creativity and your world wide success . . . but you do have a responsibility to assess the impact of your work and to understand the danger that comes from the incessant, repetitive, mindless violence and irresponsible conduct that permeates our media all the time."

(President Bill Clinton, 1995 State of the Union Address.)

MEET THE NATIONAL AND INTERNATIONAL EXPERTS

In addition to media literacy experts from across the United States, participants will benefit from the opportunity to hear and meet leaders in the media literacy movement from around the world, including Michael Considine, chairperson of ATOM (Australian Teachers of Media) which is generally regarded as the most respected organization of media educators in the world.



Barry Duncan

Widely reported and respected, Barry Duncan has spearheaded the media literacy movement in Canada. Head of English at The School of Experiential Education, he is the author of *Mass Media and Popular Culture* and president of The Association for Media Literacy. A lively and engaging speaker, Duncan will deliver the Friday morning opening address.

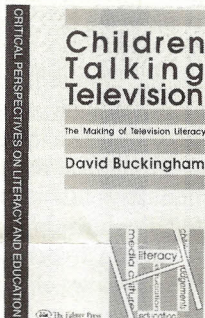


Father John Pungente

Director of the Jesuit Communication Project in Toronto, Father John Pungente is an internationally known and respected figure in the media literacy movement. Schooled in part at the Centre for The Study of Communication and Culture in London, Pungente has travelled the world, inspecting and analyzing successful media literacy projects and programs. Capable of addressing secular concerns, Father Pungente also asks all of us to ponder the problems of developing spiritual values in an age of materialism and conspicuous consumption. Sunday morning keynote.

David Buckingham

Making the Atlantic crossing to join us is one of the most influential voices in British media education. Lecturer at London's Institute of Education, his publications include *Watching Media Learning: Making Sense of Media Education*. Concerned with much more than content, Buckingham addresses children's own perspectives and the complex way they make sense of what they watch.



"It is no longer enough simply to read and write. Students must also become literate in the understanding of visual messages as well. Our children must learn to spot a stereotype, isolate a social cliché and distinguish facts from propaganda, analysis from banter."

(Ernest Boyer, President of the Carnegie Foundation for the Advancement of Teaching.)

FEATURING

- Jane Brown, School of Journalism Chapel Hill. Specialist in issues of adolescent health and the mass media.
- Robert Chambers, Principal, Athens Academy, Georgia.
- David Considine, V.I.E.W. and co author of *Imagine That*, *Visual Messages* and other media literacy texts.
- Mary Kay Corr, Instructional Television coordinator, University of North Carolina Center for Public Television.
- Nancy Engen-Wedin, Assistant Director, Resource Program, Minnesota Center for Arts Education.
- John Katsoulis, Assistant Superintendent, Billerica Public Schools MA.
- Eileen Kay Littig, Producer, Director, *Media Mayhem: More Than Make Believe*, Green Bay, Wisconsin.
- Sue Lockwood-Summers, Media Alert, Colorado.
- Renee Hobbs, Director Harvard Media Education Institute.
- Martin Rayala, President National Telemedia Council, Wisconsin D.P.I.
- Art Silverblatt, author, *Media Literacy: Keys to Interpreting Media Messages*
- Pepita Soto, Outreach Project Director, WGBH, Boston, home of *Frontline*.
- Elizabeth Thoman, Executive Director, The Center for Media Literacy, Los Angeles.
- Frances Trampiets, SC, program director, Center for Religious Communication, The University of Dayton.
- Kathleen Tyner, Executive Director, Strategies for Media Literacy, San Francisco.

FAREWELL SUMMER, WELCOME FALL IN THE BEAUTIFUL BLUE RIDGE. MAKE YOUR RESERVATIONS NOW!

CONFERENCE REGISTRATION AND ACCOMMODATION

Getting There

Appalachian State University's Broyhill Center is located above the campus, in wooded seclusion in the town of Boone in northwestern North Carolina. The major airport serving the state is located in Charlotte. Participants who travel by air should book a flight to Hickory via Charlotte. USAir provides the regular shuttle and is the principal carrier in Charlotte.

Participants can arrange to be met at Hickory where a bus will take them to the site for \$20 round trip. Participants could also rent a car in Hickory for the pretty 75 minute drive north on highway 321 to the town of Boone and the campus. The campus is accessed by either highway 321 or 421 and there are clear directions to the conference center along River Street which passes in front of the campus and stadium. Bus Shuttle operates 3 pm Thursday - 3 pm Sunday.

Hotels

A limited number of rooms have been booked at The Broyhill Conference Center. [704] 262-2204. \$40 single. \$60 double. Plus Tax. Rooms must be booked by the participants prior to 8/20/95.

Located about one mile from the conference center, two other hotels also have special block bookings. Participants without cars will be transported to the conference site from these 2[*] hotels only.

* **Quality Inn** 344 Blowing Rock Road, Boone, NC 28607. [704] 262-0020.

Room Rates \$68 single/double \$74 triple \$80 quad occupancy. Cut off date for booking 8/20/95.

* **Holiday Inn** 1855 Blowing Rock Road, Boone, NC 28607. [704] 264-2451.

Room Rates \$62 Single \$62 Double Thursday night is \$52. Cut off date 8/20/95. Refer to AMC code when making booking.

Other hotels in region: Hampton Inn, Highway 105 Boone, 704-264-0077. Greene's Motel, 536 Blowing Rock Rd., Boone, 704-264-8845.

Days Inn of Blowing Rock, 704-295-4422.

Special Airline Discounts Available. Call Audrey Wilson at Society Travel, 1-800-348-5869. Quote The National Telemedia Council Conference #448021. **Hickory Car Rental.** Budget (704) 328-2216. Thrifty (704) 327-6588.

SPECIAL PARENTS/CITIZENS PASS

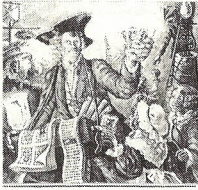
Designed for limited admission to major addresses for parents/citizens not wishing to attend full program. Single Day \$15, 2 Days \$25, Full \$30.

MEET THE AUTHORS AND PRODUCERS

RESOURCE ROOM, Books, Journals, Videotapes, Kits, Study Guides - Preview, Browse, Purchase. Booksales and Autographing.

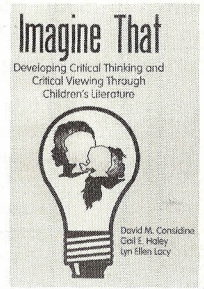
LINKING THE LITERACIES: THE APPALACHIAN TRADITION OF STORYTELLING

DREAM PEDDLER
GAIL E. HALEY



Rich in storytelling and the oral tradition, the mountains of North Carolina make a perfect setting for linking the literacies. Saturday will provide conference participants the opportunity to see, hear and meet skilled storytellers who have taken Jack and other regional characters and presented them not only verbally but also on both page and screen. Tom Davenport is a producer and director who has created *Jack and The Dentist's Daughter*, *Mutzmag* and *Making Grimm Movies*. Arguing that "film and television have become the primary bearers of myth and storytelling in our society," Davenport facilitates our understanding of the language of mass media, while deepening our appreciation of storytelling.

Gail E. Haley has the unique distinction of being the only person to have won the Caldecott medal for best children's book in the U.S. and England's equivalent, The Kate Greenaway medal. Puppeteer, storyteller, author and illustrator, she takes children and adults inside the art of the children's picture book. In her recent textbook, *Imagine That: Developing Critical Viewing and Thinking Skills Through Children's Literature*, she provides strategies and activities for analyzing the design, form and composition of picture books. Reviewing *Dream Peddler*, her tale of the 18th century printing industry, SLJ said, "this bright book truly brings its history and idealism to life." Reviewing *Mountain Jack Tales*, Publisher's Weekly said, "Haley's use of metaphor, hyperbole and dialect captures the playful spirit of mountain lore. Her emotive, elaborate and wood engravings . . . enrich this buoyant anthology."



REGISTRATION FORM

Conference Runs 8 am Friday - 1 pm Sunday.

Name _____ Title/Position _____

Address _____ City _____ State _____ Zip _____

Phone (H) _____ Phone (W) _____ Fax _____

E Mail _____

I am driving to the conference Yes No I am flying to Hickory Yes No
I will rent a car in Hickory Yes No I need to be met at Hickory Yes No

If requesting shuttle bus at Hickory enclose \$20 roundtrip - must pay by 8/20.

Arriving Flight # _____ Airline _____ Day _____ Arrival Time _____

Departing Flight # _____ Airline _____ Day _____ Departure Time _____

Name of Hotel staying at _____

Payment Enclosed for Registration - MAKE ALL CHECKS OUT TO David Considine, NML Chairperson. Mail to David Considine c/o Curriculum & Instruction, Appalachian State University, Boone, NC 28608, Fax 704-262-2686.

Full Rate	\$225 <input type="checkbox"/>	Early Bird before 8/10	\$165 <input type="checkbox"/>	Presenter/NTC Member	\$130 <input type="checkbox"/>
Fri/Sat Only	\$185 <input type="checkbox"/>	Early Bird before 8/10	\$140 <input type="checkbox"/>	Presenter/NTC Member	\$115 <input type="checkbox"/>
Sat/Sun Only	\$140 <input type="checkbox"/>	Early Bird before 8/19	\$115 <input type="checkbox"/>	Presenter/NTC Member	\$ 95 <input type="checkbox"/>

Parent/Citizen Pass \$15 \$25 \$30 Student \$10 \$15 \$25 ASU Faculty \$35 \$45 \$60
Any Single Day \$60

Are you taking conference for credit? Yes No ASU NCDPI 1 hr 2 hr

If Yes, you can take 1 or 2 credit hours over any two days. \$5 per credit hour whether for ASU or NCDPI. 2 credits add \$10. For BOTH ASU and NCDPI, total for two hours is \$20. Separate credit registration will be mailed to you upon receipt of application and payment. **Any questions call 704-262-2270.**