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# AAMA Newsletter # 4 February 2007

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The **AAMA News Bulletin** is sent to AAMA Members and Non-members as a service to all Albertans. Please pass this News Bulletin on to others who may be interested in information on media literacy/education/awareness.

Join AAMA and the media awareness conversation, discussion, and action on media literacy/education /awareness — join, support and contribute to the Alberta Association for Media Awareness (AAMA).

For information and/or membership, please contact Wayne Blair, President of AAMA and Editor of the AAMA News Bulletin at:

E-mail: wblair@planet.eon.net  
Telephone: 780-944-9667  
Facsimile: 780-461-6456

**NOTE:** Back issues of the **AAMA News Bulletin** are available on the AAMA web site at: <http://www.aama.ca>.

**NOTE:** If you wish to have your name removed from the **AAMA Newsletter** e-mail list, please notify Wayne Blair.

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## AAMA EXECUTIVE NEWS

- **Annual General Meeting** — The AAMA AGM with a Speaker is planned for March 2007. More information will be available soon.

- **The AAMA Media Literacy Video Evaluation Publication 2006 is now available** — This publication is a bibliography of media literacy videos previewed by AAMA members at the Educational Media Marketplace (EMM) Conference at November 2005 in Kananaskis, Alberta. Efforts were made to provide objective evaluations through the use of a common evaluation procedure and a standardized evaluation form was used. The publication contains over 40 titles in the general areas of Commercialism and Marketing, Media Examples, Media Manipulations, and Social and Political Issues.

This publication is available for \$50.00, but FREE to AAMA members. Please send requests for copies to Wayne Blair (wblair@planet.eon.net). NOTE: AAMA individual membership is \$20.00 per year.

- **The AAMA Media Literacy Video Evaluation Publication 2007** — will be available in early Spring of 2007. This publication is in preparation based on work by AAMA members who attended the recent Educational Media Marketplace (EMM), November 2006 Conference in Kananaskis, Alberta.



## EVENTS NEWS

- **March, 2007 — AAMA Meeting and Speaker.** More information will be available soon.
- **March 24 - 25, 2007; Conference on "Popular Culture in the Classroom - Teach, Think, Play"** — hosted by Columbia University Teachers College, Center for Educational Outreach and Innovation. More information available at: <http://www.tc.edu/ceoi/teachthinkplay>
- **April 26 - 29, 2007; School Libraries Conference on "A Class Act: Celebrating Alberta's Libraries"** — More information available at: <http://albertalibraryconference.com/2007>
- **Spring, 2007 — AAMA Meeting and Speaker.** More information will be available soon.
- **May 4 - 6, 2007; English Language Arts Council Conference on "More Than Words"** — More information available at: <http://elac.teachers.ab.ca/Annual+Conference/2007+Conference>
- **May 10 - 12, 2007; Educational Technology Council Conference on "Putting the Pieces Together"** — More information available at: <http://www.etcata.ca/>
- **May 12-16, 2007; CADE/AMTEC International Conference, entitled "Connecting in the Global Village/Connexions dans le village planétaire,"** — draws its theme from the celebrated work of **Marshall McLuhan**. His ideas are reflected in many of the technological trends and current developments in education throughout the world. McLuhan coined the phrase "global village" and introduced the world to the idea that "the medium is the message." He continues to be the quintessential philosopher for instructional technologists and represents the "Canadian discourse" on educational technology. Born in 1911 in Edmonton, Alberta; McLuhan's formative years, beginning in 1928 were spent in Winnipeg at the University Manitoba. The conference welcomes you to Manitoba, to McLuhan country. This is where it all began! For more information, go to the conference website at: <http://www.cade-aced.ca/conferences/2007>
- **June 22-26, 2007; The Alliance for a Media Literate America presents "iPods, Blogs and Beyond: Evolving Media Literacy for the 21st Century"** — the National Media Education Conference 2007 is in St. Louis, Missouri. More information at: <http://www.AMLAinfo.org>
- **June 25-29, 2007; ED-MEDIA 2007 World Conference on Educational Multimedia, Hypermedia & Telecommunications** — held in Vancouver, B.C., Canada. Organized by the

Association for the Advancement of Computing in Education (AACE). More information available at: <http://www.aace.org>

- **June 27 - 29, 2007; The Centre For Literacy is holding a Summer Institute on "Libraries and Literacy: Making It Work"** — The Centre For Literacy, located in Montreal, Quebec is working in collaboration with the Canadian Library Association and the AlphaPlus Centre. The Summer Institute is limited to 50 participants. More information at: <http://www.centreforliteracy.qc.ca>

- **July 10, 2007; Media Literacy Summer Institute** — offered by Ithaca College, Ithaca, New York. The Institute provides materials, training and support to help teachers prepare students for life in today's media saturated world. Project Look Sharp promotes the effective integration of media literacy and critical thinking into classroom curricula at all educational levels and instructional areas. Project Look Sharp also evaluates the effectiveness of school-based media literacy education. More information at: <http://www.ithaca.edu/looksharp>

- **November, 2007; Canada's Second Annual National Media Education Week** — More information at: <http://www.media-awareness.ca>



## **ARTICLES/REVIEWS/RESEARCH/REPORTS/WEB SITES**

- **New Media Literacy Tools Launched in October, 2006 To Encourage Media Literacy and Support National Media Education Week 2006** — make sure you visit the Media Awareness Network (MNet) for the new tools developed to promote media education and support Canada's first National Media Education Week in November 2006. The new tools include an extensive Web site, a media education blog and professional development materials for educators. The purpose of these new tools is to encourage the integration and the practice of media education in Canadian homes, schools and communities. More information at: <http://www.media-awareness.ca>

- **Report finds children misunderstand public nature of the Internet** — Paul Gillespie, former Police Officer and Vice Chair, of the Kids' Internet Safety Alliance, embarks on a cross-Canada tour in February to talk to parents and kids about staying safe online. According to a very recent news report a new Internet Safety study conducted by Microsoft Canada and Ipsos Reid provides new insight into the way children use the Internet, how they perceive the risks of sharing personal information online and how much parents understand about their child's online behaviour.

Issues relating to privacy are of particular concern as 70 per cent of children age 10 to 14 believe the information they put online and send to friends is private and 37 per cent of girls and 22 per cent of boys in this age range have emailed their picture to someone.

Internationally-renowned online safety expert and former Police Officer, Paul Gillespie, will bring these results and practical tips and tricks to parents and children in five Canadian cities starting February 7 in Calgary, Alberta. More information at: <http://www.cnw.ca/en/releases/archive/January2007/24/c8554.html>

● **The Action in Media Education (AIME) recently published a web list of the Alliance for Community Media's (ACME) growing "Partnership Network Web List"** — although this list includes mainly U. S. organizations, there usually is considerable useful information for a Canadian context. The list follows:

**Alliance for Community Media at:** <http://www.alliancecm.org>

**Champlain College at:** <http://www.champlain.edu>

**Chelsea Green at:** <http://www.chelseagreen.com>

**Campaign for a Commercial-Free Childhood/Susan Linn at:**  
<http://www.commercialfreechildhood.org>

**CCTV at:** <http://www.cctv.org/index.htm>

**Center for Digital Democracy at:** <http://www.democraticmedia.org>

**Center for Media and Democracy at:** <http://www.prwatch.org>

**Center for Social Media at:** <http://www.centerforsocialmedia.org>

**Commercial Alert at:** <http://www.commercialalert.org>

**Dads and Daughters/Joe Kelly at:** <http://www.dadsanddaughters.org>

**Democracy Now at:** <http://www.democracynow.org>

**Edupax/Jacques Brodeur at:** <http://www>

**Jean Kilbourne at:** <http://www.jeankilbourne.com>

**Free Press/Bob McChesney at:** <http://www.mediareform.net>

**Bob McCannon at:** <http://www.bobmccannon.org>

**Media Education Foundation/Sut Jhally at:** <http://www.mediaed.org>

**Media Giraffe Project at:** <http://www.mediagiraffe.org>

**Media Literacy Clearinghouse/Frank Baker at:** <http://www.frankwbaker.com>

**Media Studies.com/Peter Clayton at:** <http://www.mediastudies.com>

**Media That Matters Film Festival at:** <http://www.mediathatmattersfest.org>

**MemeFILMS at:** <http://www.memefilms.org>

**New Mexico Media Literacy Project at:** <http://www.nmmlp.org>

**Obligation, Inc. at:** <http://www.obligation.org>

**Project Censored at:** <http://www.projectcensored.org>

**Prometheus Radio Project at:** <http://www.prometheusradio.org>

**Reclaim Your Culture at:** <http://reclaimyourculture.com>

**Stay Free magazine at:** <http://www.stayfree.org>

**TV-B-Gone at:** <http://www.tvbgone.com>

**Vermont Guardian at:** <http://www.vermontguardian.com>

**Vermont Commons at:** <http://www.vtcommons.org>

**Waitsfield Elementary School at:** <http://www.waitsfieldelementary.org>

**Rob Williams Media at:** <http://www.robwilliamsmedia.com>

More information at:

<http://www.acmecoalition.org/>□

• **Media Education Lesson Plan for Grade 12** — Updated 1/22/06. *Hello, I developed for 12th graders at the Berkeley Carroll School in 2002-3 and am putting this online for other teachers to use as they may. My one request is that if you find something particularly useful or can suggest other readings, please let me know. Thanks! -- Carrie McLaren. More information at:* <http://www.stayfreemagazine.org/ml>

• **National Program Helps Parents Understand and Engage in Their Kids' Online**

**Activities** — the Media Awareness Network and the Canadian Home and School Federation announced a partnership to present a national school-based Internet literacy and safety program designed to help parents deal with their children's online activities. The program, *Parenting the Net Generation*, addresses issues that arise when young people go online and provides tools and solutions to help parents positively manage Internet use in the home.

Through this partnership, which was made possible with the support of Bell Canada, *Parenting the Net Generation* workshops are available to parent councils in every province until July 31, 2007.

"We are very proud of the leadership role that the provincial home and school associations are playing in helping parents become more Internet literate," said Georgina Allen, President of the Canadian Home and School Federation. "We invite parents to come out to these workshops and discover the practical parenting tips that Media Awareness Network has developed to help them understand what their children are doing online and develop a proactive approach to managing the Internet at home."

"Kids have now completely integrated the Internet into their daily lives," said Cathy Wing, Director of Education at the Media Awareness Network. "This workshop will help educate parents who are feeling ill-equipped to guide their children's online activities. Kids are generally more adept than adults when it comes to using the Internet and other technologies; this program provides easy and practical ways for parents to become active in their kids online lives."

Research conducted by the Media Awareness Network in 2005, found that:

- **94 %** of kids go online from home, most through a high-speed connection;
- almost **33 %** of the 50 favourite Web sites listed by kids incorporate material that is violent (**28** percent) or highly sexualized (**32** per cent);
- rules about specific Internet activities make a considerable difference, especially for younger children; and
- and while rules are less effective with older students, they still have an impact.

The workshops will be presented by home and school associations across the country. For a list of upcoming *Parenting the Net Generation* workshops, visit the National Media Education Week Web site at:  
<[http://www.mediaeducationweek.ca/involved\\_events.htm](http://www.mediaeducationweek.ca/involved_events.htm)>[http://www.mediaeducationweek.ca/involved\\_events.htm](http://www.mediaeducationweek.ca/involved_events.htm)

For information about attending or organising a workshop, contact provincial representatives of the Canadian Home and School Federation listed at:  
<http://www.canadianhomeandschool.com/federation/members.htm>.

For more information about *Parenting the Net Generation*, contact Media Awareness Network at: [licensing@media-awareness.ca](mailto:licensing@media-awareness.ca).

● **Testing for Technology Literacy** — Professors, librarians, and other college officials are increasingly coming to grips with the somewhat confounding reality that despite students' affinity for iPods and their complete comfort with Google, many of them lack the technological literacy they need to navigate today's information landscape. But recognizing the problem is not the same as knowing how to measure or fix it — tasks that many colleges are puzzling over. The California State University system is drawing a bead on a solution, though. Its officials are putting the finishing touches on a test — developed in conjunction with Educational Testing Service — that they believe accurately gauges students' technological literacy. And they are contemplating making the test a requirement that students would have to pass to move on to higher level courses, much like they do now for writing proficiency.

"People are good at learning technologies, but they are not so good at applying them," said Barbara O'Connor, a professor of communications at California State University at Sacramento. O'Connor has become a strong advocate for increasing technological literacy.

But as technology evolves so quickly, experts toil to grasp the extent of the problem, said Diana Oblinger, vice president for Educause, a nonprofit group that deals with technology issues in higher education. "We're now working on our next white paper and we're struggling to define technology literacy," she said. "There are more questions than answers because a couple of years ago we didn't even have podcasts." Oblinger added that Cal State has been working on improving technology literacy longer than any other system.

Cal State began to focus on information literacy in 1995. Early attempts to improve students' skills included workshops for instructors and librarians to emphasize the importance of information technology, and grants to allow faculty and librarians to redesign courses, and to help academic departments create curriculums that incorporate information literacy.

The most recent effort is the information and communication technology literacy test created with Educational Testing Service. More than 3,300 students across the Cal State system took the assessment this year. In a follow-up survey, 90 percent of students said that the test was challenging, while three-fourths said that the assessment tested tasks that they perform at school or work.

"We feel that the test is almost in final form," said Lorie Roth, assistant vice chancellor for academics at CSU. "We look at this as foundation skills that all students should have just like math and writing," she said. Roth said that about

half of the system's 23 campuses are now using the test in introductory college courses, and some of the system's business schools are considering implementing the test as well. Roth mentioned several other possible uses of the test, but said that it will require more discussions before a final decision is made.

Currently, Cal State requires students to pass an assessment in writing proficiency before they can enroll in upper division courses. If students fail that test, they can either take a course to brush up on their writing, or study on their own before taking the test again.

O'Connor said that she would like to see the new test become a requirement for students wishing to take upper division courses. "We haven't voted on that yet, but it's moving in that direction," she said.

More information at **Inside Higher Ed** at:

<http://www.insidehighered.com/news/2007/01/04/techttest>

- **Media Education Kit published by UNESCO** — "Media Education: A Kit for Teachers, Students, Parents and Professionals" has been published in English and French by UNESCO. The kit is partly a product of the MENTOR project initiated by UNESCO and supported by the European Commission.

What should Media education be like? Who should provide it? How should it be included in a curriculum? Beyond schools, do families have a say in the matter? Can professionals be involved and how? What strategies can the public adopt to deal with the benefits and the limitations of media?

These are some of the questions addressed by the kit. It proposes a prototype of media education curriculum for the basic qualification of secondary school teachers, but it also extends its modular approach and key concepts (production, language, representation, public) to adults outside the school system, be they parent, media professional or decision-maker. In addition to a teachers' manual and accompanying students' handbook, the kit also contains a manual for parents as well as a handbook on ethical relations with professionals and one on internet literacy.

To extend the pedagogical process of questioning, a 'Frequently Asked Questions' section has been added as well as a glossary of media education terms. The responses provided are meant to introduce the debate and promote dialogue rather than being considered definitive answers. They are not recipes but suggestions for further explorations, both on- and off-line, with many references to documents, materials and web sites offered in the final reference section.

Whatever the mode of entry and the viewpoint adopted, the kit takes into account the necessary skills needed to decipher the various types of messages as well as the various stakes relating to citizenship and sustainability, beyond school and family. What matters most is establishing connections between the different actors involved in the process of socializing children and young people. In a development perspective, solid and durable foundations for a large and systematic media education are fundamental to the current needs of shared knowledge societies and cultural diversity.

These kits can be downloaded here ([English](#), [French](#)) at:

● **PBS is promoting four shows on Frontline, called "NEWS WAR"** — In a four-and-a-half-hour special, *News War*, FRONTLINE examines the political, cultural, legal, and economic forces challenging the news media today and how the press has reacted in turn. Through interviews with key figures in the print and electronic media over the past four decades -- and with unequaled, behind-the-scenes access to some of today's most important news organizations, FRONTLINE traces the recent history of American journalism, from the Nixon administration's attacks on the media to the post-Watergate popularity of the press, to the new challenges presented by the war on terror and other global forces now changing -- and challenging -- the role of the press in our society. The four parts and broadcast dates/times are:

● **NEWS WAR: SECRETS, SOURCES & SPIN (Part I)**

Feb. 13, 2007, 9pm (check local listings)

● **NEWS WAR: SECRETS, SOURCES & SPIN (Part II)**

February 20, 2007, 9 pm (check local listings)

● **NEWS WAR: WHAT'S HAPPENING TO THE NEWS (Part III)**

February 27, 2007, 9 pm (check local listings)

● **NEWS WAR: STORIES FROM A SMALL PLANET (Part IV)**

March 27, 2007 (check local listings)

More information at: <http://www.pbs.org/wgbh/pages/frontline/newswar/preview/#more>



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Wayne Blair B.Sc., B.Ed., M.Ed.  
AAMA President, Newsletter Editor  
Alberta Association for Media Awareness (AAMA)

AAMA Web Site:	<a href="http://www.aama.ca">http://www.aama.ca</a>
Mailing Address	10543 - 17 Avenue NW Edmonton, Alberta T6J 5C2 CANADA
Telephone:	780-944-9667
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E-mail:	<a href="mailto:wblair@planet.eon.net">wblair@planet.eon.net</a>