

To: nicholas <nikos@telusplanet.net>, Ahmad Jawad
<ahmad@intellinet.ca>

From: Wayne Blair <wblair@planet.eon.net>

Subject: [AAMA](#) News Bulletin #3— November/06

Cc: Wayne Blair <wblair@planet.eon.net>

Bcc:

Attachments:  McLaren Poster.pdf

Hi Nicholas and [Ahmad](#)

Just finished!

This is my first test of the [AAMA](#) Bulletin for November. If it looks good, I will start sending it out tonight.

Wayne

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News from the Alberta Association For Media Awareness

The [AAMA News Bulletin](#) is sent to [AAMA](#) members and Non-members as an Alberta communities service. Please pass this News Bulletin on to others who may be interested in information on media literacy/education/awareness.

Join the conversation on media literacy/education/awareness — join the Alberta Association for Media Awareness ([AAMA](#)). For information and/or membership, please contact Wayne [Blair](#), 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.

NOTE: If you wish to have your name removed from the [AAMA News Bulletin](#) e-mail list, please notify Wayne [Blair](#).

[AAMA](#) EXECUTIVE NEWS

* **Annual General Meeting** — The [AAMA AGM](#) with a Speaker is planned for Winter 2007. More information will be available soon.

* [AAMA](#) is working with the **Friends of the Edmonton Public Library** on hosting an evening celebrating 65 years of [NFB](#) animation production featuring animation by Norman [McLaren](#) on November 20, 2006. More information is available below and attached

* **[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 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.

* **[AAMA Media Literacy Video Evaluation Publication 2007 available in early 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

* **Monday, 7:00 PM, November 20, 2006 — An Evening with Norman [McLaren](#)** — An evening celebrating 65 years of National Film Board animation production featuring animation by Norman [McLaren](#).

Hosted by the **Alberta Association for Media Awareness**, the **Friends of the Edmonton Public Library**, and the **National Film Board of Canada**. The session will be held at the downtown Edmonton Public Library. See the attached poster for more information on times, etc. or contact:

Nicholas [Spillios](#) at 780.483.5294
nikos@telusplanet.net
or
Wayne [Blair](#) at 780.944.9667
wblair@planet.eon.net

* **Friday, November 24, 2006 — Canada's First National Media Education Week Teleconference !** Presented by The Association for Media Literacy (Ontario). Canada's first National Media Education Week (November 20 – 24) will end with a

Teleconference that will bring media students and educators from across Canada together to share and celebrate media studies. The day will involve students sharing their media learnings. Plus Media educators sharing successful strategies and resources. Visit www.aml.ca for updates closer to November 24.

[AAMA](#) and [Intellinet Technologies Inc.](#) will establish a [videoconference](#) link with the National Teleconference at the Advanced Technology [Centre](#) #111, 9650-20 Avenue, Edmonton, Alberta. For more information on times, etc. contact:

[Ahmad Jawad](#) at 780.463.0754

ahmad@intellinet.ca

or

Wayne [Blair](#) at 780.944.9667

wblair@planet.eon.net

*** November 19 - 24/06** — The first **Canadian National Media Education Week**,. Sponsored by the Canadian Teachers' Federation and in partnership with the Media Awareness Network. Thanks to federal funding provided by the Public Safety, [MNet](#) and [CTF](#) are currently working with provincial and territorial teacher organizations, the [Canadian Association of Media Education Organizations \(CAMEO\)](#), the [Association for Media Literacy \(AML\)](#) and [Concerned Children's Advertisers \(CCA\)](#) to develop and promote a wide range of media education programs and professional development opportunities across Canada. More information [in the](#) next section and at: <http://www.mediaeducationweek.ca>

*** Winter, 2007** — [AAMA](#) Meeting and Speaker

*** 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 will soon be available at: <http://www.tc.edu/ceoi/teachthinkplay>

*** Spring, 2007** — [AAMA](#) Meeting and Speaker

*** June 22-26, 2007** — The Alliance for a Media Literate America presents: [iPods, Blogs](#) and Beyond: Evolving Media Literacy for the [21st](#) Century by the National Media Education Conference 2007 in St. Louis, Missouri. More information at:

www.AMLAinfo.org

*** July 10, 2007** — Media Literacy Summer Institute, [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>

* **Fall 2007** — **AAMA Media Education/Literacy/Awareness Conference**, Edmonton, Alberta. For more information, proposals, and volunteering; please contact:

Wayne [Blair](mailto:wblair@planet.eon.net) at 780.944.9667
wblair@planet.eon.net

October/November First Canadian National Media Education Week Events

* **November 19 - 24/06** — The first **Canadian National Media Education Week**,. Sponsored by the Canadian Teachers' Federation and in partnership with the Media Awareness Network. Thanks to federal funding provided by the Public Safety, [MNet](#) and [CTF](#) are currently working with provincial and territorial teacher organizations, the [Canadian Association of Media Education Organizations \(CAMEO\)](#), the [Association for Media Literacy \(AML\)](#) and [Concerned Children's Advertisers \(CCA\)](#) to develop and promote a wide range of media education programs and professional development opportunities across Canada. More information [inthe](#) next section and at: <http://www.mediaeducationweek.ca>

Leading up to, and throughout National Media Education Week, events in support of media literacy will be occurring across Canada. Check <http://www.mediaeducationweek.ca> often as events and activities will be added and updated regularly during **October 2006** and **November 2006**.

* **October 12, 2006** - Toronto, ON - **Parenting the Net Generation Workshop** — the Media Awareness Network presents at a parent information evening on the topic of Internet safety. The event is hosted by the Toronto Catholic School Board at Father John [Redmond](#) Catholic Secondary School and Regional Arts [Centre](#). Contact: [Mary Cordeiro](#).

* **October 14-28, 2006** - Across Canada - **Dove Real Beauty Workshops for Girls** — Girls aged 8-12 and their adult female mentors can register for the *Dove Real Beauty Workshops for Girls* to be held across Canada. The fun and interactive sessions aim to start a dialogue on beauty, body image and self-esteem. For more information see the dates and locations listed below or check out the following Web site: <http://www.campaignforrealbeauty.ca>. Contact: [Erin Morra](#).

Dove Real Beauty Workshops for Girls - Dates and Locations:
* October 14 - St. John's, [NL](#) - Memorial University

- * October 21 - Halifax, [NS](#) - St. Mary's University
- * October 21 - Montreal, [QC](#) - [Theare](#) de la [ville](#)
- * October 28 - [Mississauga](#), ON - Living Arts [Centre](#)
- * October 28 - Montreal, [QC](#) - College [Laval](#)

*** October 18, 2006 - Montreal, [QC](#) - Media Literacy Professional Development Day** —

This PD event is organized by the Association for Media Education in Quebec in collaboration with the English Montreal School Board, Sir [Wilfrid Laurier](#) School Board and the Quebec Ministry of Education. The purpose of the event is to develop media education activities that teachers can implement in their classrooms during National Media Education Week.

Contact: [Lee Rother](#).

*** October 18, 2006 - Ottawa, ON - Encounters [Historica](#) Youth Forum** — the Media Awareness Network presents the *Media [Toolkit](#) for Youth*, a workshop on youth representation in media, at the Encounters [Historica](#) youth forum at the Terry Fox Youth [Centre](#).

For more information see: <http://www.encounters-rencontres.ca>.

*** October 20, 2006 - Vancouver, [BC](#) - Canada West to East: Teaching History in a Time of Change Conference** —

The conference, for social studies teachers, is hosted by the Association for Canadian Studies. Media Awareness Network presents an overview of media education in support of National Media Education Week.

For more information see: <http://www.acs-aec.ca/English/index.htm>.

*** November 4-25, 2006 - Across Canada - Dove Real Beauty Workshops for Girls** —

Girls aged 8-12 and their adult female mentors can register for the *Dove Real Beauty Workshops for Girls* to be held across Canada. The fun and interactive sessions aim to start a dialogue on beauty, body image and self-esteem. For more information see the dates and locations listed below or check out the following Web site:

<http://www.campaignforrealbeauty.ca>.

Contact: [Erin Morra](#).

Dove Real Beauty Workshops for Girls - Dates and Locations:

- * November 4 - Quebec City, [QC](#) - Foyer [Salle](#) Albert Rousseau
- * November 11 - Waterloo, ON - University of Waterloo
- * November 18 - Saskatoon, [SK](#) - [TCU](#) Place
- * November 25 - Vancouver, [BC](#) - Simon [Fraser](#) University

*** November 6, 2006 - [Rorketon](#), [MB](#) - Parenting the Net Generation Workshop** —

This parent information evening on the topic of Internet safety is hosted by the Manitoba Association of Parent Councils at [Rorketon](#) School.

Contact: [Paul Croft](#).

*** November 15, 2006 - Ottawa, ON - Parenting the Net Generation Workshop** —

Media Awareness Network presents at a parent information evening on the topic of Internet safety hosted by [Ashbury](#) College.

Contact: [Tim Putt](#).

*** November 15-30, 2006 - Quebec - [Quinzaine](#) education-medias program** — [Conseil pédagogique interdisciplinaire](#) du [Québec](#) hosts this annual event in French-language schools throughout Quebec to promote and support media education. Activities include student and teacher based contests. For more information see: <http://education-medias.conseil-cpiq.qc.ca>.

Contact: [Filomène Croce](#).

*** November 17, 2006 - Ottawa, ON - [Web Awareness Workshop](#)** — the Media Awareness Network presents a Web Awareness professional development workshop at the [Mutchmor](#) Public School PD Day.

Contact: [Catherine Thurm](#).

*** November 19-24, 2006 - [Historica Online Activities](#)** — In support of National Media Education Week, [Historica](#) is producing and posting two media literacy activity guides in their professional development section. The [Historica YouthLinks](#) site will provide students with an interactive environment to discuss media issues of interest. For more information see: <http://www.historica.ca> and <http://www.youthlinks.org>.

*** November 20, 2006 - Ottawa, ON - [Launch of National Media Education Week](#)** — Media Awareness Network ([MNet](#)) and Canadian Teacher's Federation ([CTF](#)) will officially launch National Media Education Week.

Contact: [Julien Lavoie](#) ([MNet](#)) or [Linda Hiles](#) ([CTF](#)).

*** November 20, 2006 - Ottawa, ON - [Launch of National Media Education Week Public Service Announcement \(PSA\)](#)** — This national [PSA](#) campaign, for broadcast and print, will promote the importance of media literacy as an essential skill for young people. The campaign is supported by CHUM Television and Rethink Advertising.

Contact: [Julien Lavoie](#).

*** November 20, 2006 - Edmonton, AB - [An Evening with Norman McLaren](#)** — celebrating 65 years of National Film Board animation production featuring the work of [Norman McLaren](#). Hosted by the Alberta Association for Media Awareness, the Friends of the Edmonton Public Library, and the National Film Board of Canada, the event will be held at the downtown Edmonton Public Library.

Contact: [Nicholas Spillios](#) or [Wayne Blair](#).

*** November 20-24, 2006 - Ottawa, ON - [School Media Festival](#)** — [Ecole élémentaire Laurier-Carrière](#) hosts a series of special events including media literacy workshops and student field trips during National Media Education Week. For more information see the list below.

Contact: [Francine Filion](#).

School Media Festival - Activities:

- * November 20 - Rogers Community TV Studios, field trip
- * November 22 - Newsroom Presentation by Pierre Jury, editor at [Le Droit](#),
- * November 22 - Reading from [Le Chandail](#) de hockey by [Benoît Osborne](#), morning show, [CIMF rock-détente](#)
- * November 22 - Workshop for Parents by [Nicole Sylvestre](#), TV Ontario, [TFO](#)
- * November 23 - Rogers Community TV Studios, field trip
- * November 23 - [Videogame](#) Development Presentation by Daniel Rivet,

Lab)

[idéeclac](#)

- * November 24 - Professional Development by [Nicole Sylvestre](#), TV Ontario, [TFO](#)

*** November 20-24, 2006 - London, ON - London Public Library Celebrates National Media Education Week** — The London Public Library hosts a series of media literacy presentations for teachers, librarians, students and parents during National Media Education Week. For more information see the dates and locations listed below. Contact: [Heather McDonald](#).

London Public Library Events - Dates and Locations:

- * November 20 - *Parenting the Net Generation* Workshop - [Stevenson](#) & Hunt Room
- * November 21 - *Media Education: Make It Happen!* Workshop - Wolf Performance Hall
- * November 21 - *Between the Lines* Workshop (Create your own music video, newspaper and/or ad campaign with this media-rich, interactive learning tool) - [2nd](#) Floor Training Room
- * November 23 - Southern Ontario Library Service Workshop on Internet Safety - [Stevenson](#) & Hunt Room
- * November 23 - *Computer and Video Games: The social and ethical implications* presented by Dr. Mike [Katchabaw](#) - [Stevenson](#) & Hunt Room

*** November 20-24, 2006 - Vancouver, BC - Cameras for Kids Photo Project** —

Organized by the British Columbia Association for Media Education, this school-based activity involves distributing disposable cameras to high school students to shoot photo stories on social justice issues in their communities.

Contact: [Dan Blake](#).

*** November 21, 2006 - Montreal, QC - Association for Media Education in Quebec (AMEQ) General Meeting** — [AMEQ](#) are holding their General Meeting during National Media Education Week to highlight the importance of the event. The meeting takes place at [McGill](#) University, 7:00 to 9:00 PM.

Contact: [Lee Rother](#).

*** November 21, 2006 - Toronto, ON - Public Forum at the National Film Board —**

Hosted by the Association for Media Literacy in partnership with the National Film Board. Participants include:

- * Linda [Schuyler](#), Executive Producer, [DeGrassi](#): The Next Generation
- * [Antonia Zerbisias](#), media critic, Toronto Star
- * Brian Stewart, journalist, [CBC](#) News and Public Affairs

Contact: [Barry Duncan](#).

November 23, 2006 - Toronto, ON - Tough Guise: violence, media, and the crisis in masculinity - A public video screening and discussion —

Tough Guise is the first film aimed at a general audience to analyze masculinity as a social construction, a performance or role. Jackson [Katz](#), a former all star football player and pre-eminent gender violence prevention trainer, takes us on a harrowing tour of contemporary masculinity using stunning imagery chosen from a broad range of popular culture. Hosted by The White Ribbon Campaign and Another Story Bookstore at [Tinto's](#) Coffee House, 89 [Roncesvalles](#) Avenue. [Fundraiser](#) admission \$5 - \$10.

Contact: [Paul Baines](#).

*** November 23, 2006 - Vancouver, BC - Pacific Cinematheque Field Trip —** Hosted by Pacific [Cinematheque](#), in partnership with the British Columbia Association for Media Education, this all-day field trip for Vancouver teachers and students will include workshops about the political economy of the film industry and various aspects of the [filmmaking](#) production process. For more information see:

http://www.cinematheque.bc.ca/education/media_education.htm.

Contact: [Wendy Chen](#).

*** November 24, 2006 - Montreal, QC - Podstock: Media for the Mind —** Media for the mind, technology for the soul. [McGill](#) University Faculty of Education students showcase media and technology projects in dynamic festival environment. For more information see: <http://mediaeducation.ca/uploads/podstock/podstockposter.jpg>.

Contact: [Michael Hoehsmann](#).

*** November 24, 2006 - Toronto, ON - Media Literacy Video Conference —** Hosted by the Association for Media Literacy and York University, this two hour video conference will be devoted to students- sharing their ideas and work on the topic of media literacy.

Canada's First National Media Education Week will conclude with a live [Videoconference](#) – and YOU are invited!

* **What** Join this [online videoconference](#) to help The Association for Media Literacy explore and celebrate media education in Canada.

* **Who** Presenters will include media students and educators from grades 3 to post-secondary. Students and teachers can see

School, how others are pursuing their media learning. Presenters include a grade 3 and a grade 5 class, Primary, Middle High School and Post-Secondary media educators.

* **When** 10:00 a.m. – 4:00 p.m. Eastern Standard Time November 24, 2006

* **Where** <http://www.abelearn.ca>□

The increase
* **Why** Canadians are in the forefront of quality media education. [videoconference](#) will be a way to share, celebrate and our learning.

correctly.□
* **How** Visit <http://www.abelearn.ca> Select the ABEL Streaming link at your earliest convenience.* Pre-register to ensure your connectivity will work during the conference. You MUST be registered to receive the [videoconference webcast](#).If you see a video streamed welcome message, you are connected
Then, log in on November 24 to join a community of media learners.

Visit www.aml.ca for updates closer to November 24.

For more information about the video conference and how to participate see: <http://www.aml.ca/news/newsItem.php?articleID=318>.
Contact: [Neil Andersen](#).

* **November 24, 2006 - Vancouver, BC - Canada's Honour: Spinning the New Military - A Vancouver Public Library Panel Discussion** — The war on terror seems to expand by the day and it is changing the role and popular understanding of Canada's military. What role do the mainstream media play in redefining this transformation, and how does this change impact young people? The panel will take on these questions, which are vital to understanding Canada's changing role in the global community. The event is sponsored by the BC Association for Media Education, the BC Teachers' Federation and Simon Fraser University's School of Communication and will be held at the Vancouver Public Library, Library Square #302-345 [Robson](#) Street.
Contact: [Dan Blake](#).

Panelists:

- * Professor Robert [Hackett](#), School of Communications, Simon [Fraser](#) University
- * Frances [Bula](#), Journalist, Vancouver Sun Newspaper

* Michael [Byers](#), Professor, Canada Research Chair in Global Politics and International Law, Department of Political Science, University of British Columbia



NOTE: If you wish to have your name removed from the [AAMA News Bulletin](#) e-mail list, please notify Wayne [Blair](#).

Wayne [Blair](#) B.Sc., B.Ed., M.Ed.

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