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Subject: [AAMA](#) News Bulletin #2— October/06
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Attachments:

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, contact Wayne [Blair](#), Editor of the [AAMA](#) News Bulletin at:

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[AAMA](#) EXECUTIVE NEWS

* **Annual General Meeting** — The [AAMA AGM](#) with a Speaker is planned for Fall/Winter 2006/07. More information will be available soon.

* **CHUM-TV Grant Received** — CHUM-TV has provided a grant to [AAMA](#) to help hold a media literacy/ education/awareness Conference. The Conference will be developed for a teacher audience, but will be of interest to a wide audience such as parents, the health sector, the law enforcement sector, media producers, broadcasters, etc. The Conference is planned for the Spring or Fall of 2007.

Planned major topics include the latest on: reading the media, media and technology trends, the latest media research, media and values, children and the Internet, media literacy curriculum developments, what can parents do, media literacy resources, etc. Suggestion on topic ideas, speakers, etc. are welcome. Volunteers to help with the organization of the Conference are welcome too. For more information contact Wayne [Blair](#).

* [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 will be available as soon as possible.

* **[AAMA Media Literacy Video Evaluation Publication 2006 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.

EVENTS NEWS

* **October 25, 2006 Safe [Online Outreach Session](#)** — The session will include speaker [Merlyn Horton](#), an expert from the B. [C.](#) Internet Safety Specialist and a panel of experts from the Edmonton Police, the Crown Prosecutor's Office, and the web site [NEXOPIA](#). The session will take place on October 25/06 at Festival Place in Sherwood Park from 7:00 PM to 10:00 PM. Cost is \$25.00.

* **November 20, 2006** — An evening celebrating 65 years of National Film Board animation production featuring animation by Norman [McLaren](#). Hosted by [AAMA](#) and the **Friends of the Edmonton Public Library**, the session will be held at the downtown Edmonton Public Library.

* **November 24, 2006 — Canada's First National Media Education Week Teleconference!!** Presented by The Association for Media Literacy (Ontario). Mark your calendar. [AAMA](#) and [Intellinet Technologies Inc.](#) will be establishing a link at the Advanced Technology [Centre](#) #111, 9650-20 Avenue, Edmonton, Alberta. For more information call: [Ahmad Jawad](#) at 780.463.0754 or Wayne [Blair](#) at 780.944.9667

* **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. More information at:
<http://www.media-awareness.ca>

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

* **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:
<http://www.amlainfo.org/nmec2007>

* **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 of 2007** — [AAMA Media Education/Literacy/Awareness Conference](#), Edmonton, Alberta.

ARTICLES/REVIEWS/RESEARCH/REPORTS/WEB SITES

* **Canada's First National Media Education Week Teleconference** — presented by The Association for Media Literacy (Ontario). Mark your calendar for November 24, 2006! 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 and learning their media learnings. Plus Media educators sharing successful strategies and resources.

Further details will be available in late September of 2006. In the meantime, we encourage you to consider how you or your students might participate in the Virtual Conference. To participate check out more details at:

www.aml.ca, www.ctf-fce.ca/nationalmediaeducationweek/default.htm or
www.media-awareness.ca

* **New Tools Launched in October, 2006 To Encourage Media Literacy and Support**

National Media Education Week — Media Awareness Network (MNet) and the Canadian Teachers' Federation (CTF) today launched new tools to promote media education and

support Canada's first National Media Education Week. The new tools include an extensive Web site, a media education [blog](#) and professional development materials for educators. The purpose of National Media Education Week, to be held November 19 to 24,

2006, 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>

* **Scanning the Movies and Teacher Guides** — The first show of Scanning the Movies tenth season aired on Bravo! on Friday September 29 at 8.00 p.m. E.T. (check your TV listings for local time). The show looked at THE JOURNALS OF [KNUD RASMUSSEN](#). Set in 1922 in [Igloolik](#), the film is the story of the last great [Inuit shayman, Aua](#), and his headstrong daughter, [Apak](#). [Aua](#) strives to keep his family together at a time when the rise of Christianity and commerce is putting a swift end to their culture. [Aua](#) is visited during that period by Danish explorer and [ethnographer, Knud Rasmussen](#), who is part [Inuk](#). [Rasmussen](#) spent thirty years traveling from Greenland throughout Canada's Arctic to collect and record [Inuit](#) songs and legends. The Fast Runner's directors [Zacharias Kunuk](#) and Norman [Cohn](#), two of the founders of [Isuma](#) Productions, spent almost ten years researching and preparing [Isuma's](#) newest feature film - The Journals of [Knud Rasmussen](#) - a Canada Denmark co-production – which had it's world premiere as the opening film at the 2006 Toronto International Film Festival.

A new film is reviewed each week (with some repeats) and teacher guides are available on-line for all films over the past many years at:

<http://www.bravo.ca/schedule/> and

<http://www.chumlimited.com/mediaed/studyguides.asp>

* **Adbusters' Magazine Subscription Free** — For a limited time, we are offering a free one-year subscription to [Adbusters'](#) magazine with every purchase of our Media Empowerment Kit. Teachers can use the subscription for themselves or for their classroom. More details about the kit, including sample lessons are available on the [Adbusters' website](#) at: [https://secure.adbusters.org/orders/mediakit/\(click](https://secure.adbusters.org/orders/mediakit/(click) on "Look Inside"). Orders can be placed through the [website](#) or by telephone (604-736-9401). More information about [Adbusters'](#) is available at:

<http://www.adbusters.org>

* **Making Sense of Today's Media Content: European Commission Begins Public Media Literacy Consultations** — As new information and communication technologies make it ever easier for anyone to publish, broadcast or communicate, so the ability to judge the true merit of media content and make conscious choices – or 'media literacy' – becomes ever more essential for active citizenship and democracy. To cultivate and improve media literacy in the digital age, the European Commission

today opened an [EU-wide](#) survey of best practices, and will set out its findings and proposals in a Communication in 2007. The survey questionnaire seeks the public's views on media literacy in connection with digital technologies, and information about initiatives in commercial communications, film and the [online](#) world. The deadline for replies is 15 December.

"Today, media literacy is as central to active and full citizenship as literacy was at the beginning of [19th](#) century," noted Information Society and Media Commissioner [Viviane Reding](#). *"It is also central for entering the new broadband world of content, available everywhere and anytime. I therefore expect today's consultation to highlight good practices at European level and to identify ideas for future initiatives."*

Media literacy relates to all media, including television and film, radio and recorded music, print media, [videogames](#), the [internet](#) and other new digital communication technologies. As new technologies make it easier for anyone to publish, having the skills to extract meaning from the various media messages that bombard us daily has become critical with the unprecedented amount of information and content available on broadband networks. Those skills, the ability to access, [analyse](#) and evaluate the power of images, sounds and messages and to be aware of this when making choices, sum up media literacy. Media literacy thus helps citizens to [recognise](#) how the media filter perceptions and beliefs, shape popular culture and influence personal choices. It empowers citizens with the critical thinking and creative problem-solving skills to make them judicious consumers and producers of content.

Media literacy also supports freedom of expression and the right to information, helping to build and sustain democracy. There is also a link between media literacy and better regulation, because a media-literate society is one that is empowered to make its own judgments and choices, and hence is in less need of detailed protective rules.

But such skills need nurturing and finding the best means to do so is a goal of this questionnaire. The questionnaire is in four sections: the first contains general questions about media literacy while the other three collect information about initiatives and projects in commercial communications, audiovisual works and the [online](#) world.

The consultation, which supplements the current work of experts under the chairmanship of the European Commission, will be open until 15 December. The findings will guide discussions, notably within the media literacy expert group. They will lead to the adoption of a Commission Communication in the second part of 2007. The consultation is open to all parties including media [organisations](#) and industry, formal and non-formal education institutions, content-providers and producers, research and cultural institutions, regulators, and citizens' and consumers' associations.

The Commission initiative on media literacy is an integral part of its general policy to enhance the trust and take-up of content [online](#) (see [IP/06/1071](#), [IP/06/1124](#), [IP/06/672](#), [IP/05/1261](#) and [IP/05/98](#)).

Further information on the public consultation and the consultation document can be found at:

http://ec.europa.eu/comm/avpolicy/media_literacy/index_en.htm and
[http://europa.eu.int/rapid/pressReleasesAction.do?reference=IP/06/1326&format=HTML
&aged=0&language=EN&guiLanguage=en](http://europa.eu.int/rapid/pressReleasesAction.do?reference=IP/06/1326&format=HTML&aged=0&language=EN&guiLanguage=en)



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