

To:
From: Wayne Blair <wblair@planet.eon.net>
Subject: [AAMA](#) News Bulletin #1— September/06
Cc:
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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 2006. More information will be available soon.

* **AAMA Elections** — Nominations and volunteers for the Executive are requested, closing date is September 29/06. For more information please contact Wayne [Blair](#).

* **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.

EVENTS NEWS

* **AGM and Speaker**, Fall 2006

* The first **Canadian National Media Education Week, November 19 - 24/06**.

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.ctf-fce.ca/nationalmediaeducationweek/default.htm>

* **AAMA Media Education/Literacy/Awareness Conference**, Spring or Fall of 2007.

ARTICLES/REVIEWS/RESEARCH/REPORTS/WEB SITES

* **Senate Report on the CBC's Future** — the final report of the **Standing Senate Committee on Transport and Communications** was released in June 2006. The Committee was authorized to examine and report on the current state of Canadian media industries, emerging trends and developments in these industries; the media's role, rights, and responsibilities in Canadian society; and current and appropriate future policies relating thereto. The Report's 97 recommendations are directed at the entire Canadian media industries, but a few recommendations are directed to the **CBC's** future and development of Canadian Media Education. For a copy of the Report go to: http://www.parl.gc.ca/Common/Committee_SenRecentReps.asp?Language=E&Parl=39&Ses=1

• **Pictures That Lie** — have you seen the collection of photos assembled by **C-Net** of recent and historical doctored photos used in the mass media. The web site is at: http://news.com.com/2300-1026_3-6033210-1.html?tag=ne.gall.pg

• Phil **McRae**, University of Alberta article — **The Death of Television and the Birth of Digital Convergence: (Re)shaping the Media in the 21st Century** (May 2006), can be retrieved from the Journal — Studies in Media and Information Literacy at: http://www.utpjournals.com/simile/issue22/issue22_TOC.html

• **New publication on young people and harmful media content, September 2006** — Developed by UNESCO in collaboration with the International Clearinghouse on Children, [Youthand](#) Media, [NORDICOM/Goteborg](#) University produced a publication on **Regulation, Awareness, Empowerment. Young People and harmful Media Content in the Digital**

Age. This book presents a comprehensive review of the field, current knowledge and recent trends on the subject of offensive and harmful media content and the protection of minors, evaluative research on different measures, examples of resources and projects from many parts of the world and, not least important, reflections on protective measures and media and information literacy - all forward-looking, with a view to create a better future for our young.

Many parents, teachers and policy-makers are concerned about the negative influence they believe media exert on children and young people. There is particular concern about

depictions of violence in the media. But in today's world violence is only part of the problem. There are also pornographic films and images, excessive marketing, stereotypical

and disrespectful depictions of young people, women and minorities, hate-mongering messages, and so forth. Interactive media like the Internet also imply invitations to risky [behaviour](#) in real life in connection with media use. Violence is no longer an adequate heading; today, terms like "harmful media content" or "harm and offence in media content" are more in keeping with the situation. It is this broader term that forms our point of departure in this work. The book can be purchased or downloaded free at: http://portal.unesco.org/ci/en/ev.php-URL_ID=22724&URL_DO=DO_TOPIC&URL_SECTION=201.html

• **Ontario Association for Media Literacy (AML) Web Site** — take a visit to the [AML](#) web site. The site has been recently revised and there is a very useful library of articles on Media Literacy. The web site is at: <http://www.aml.ca/articles/>

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