

KEYNOTE

RM. 345

8:45 AM - 10:00 AM



CONFRONTING THE CHALLENGES OF PARTICIPATORY CULTURE

Presenter:

Henry Jenkins, MIT

Seminar Description:

Confronting the Challenges of Participatory Culture: Media Education for the 21st Century will highlight the key points that make media literacy so essential to education today:

The Participation Gap — the unequal access to the opportunities, experiences, skills, and knowledge that will prepare youth for full participation in the world of tomorrow.

The Transparency Problem — The challenges young people face in learning to see clearly the ways that media shape perceptions of the world.

The Ethics Challenge — The breakdown of traditional forms of professional training and socialization that normally prepare young people for their increasingly public roles as adults.

Henry Jenkins is the Director of the MIT Comparative Media Studies Program and the Peter de Florez Professor of Humanities. He is the author and/or editor of twelve books on various aspects of media and popular culture, including Textual Poachers: Television Fans and Participatory Culture, Hop on Pop: The Politics and Pleasures of Popular Culture and From Barbie to Mortal Kombat: Gender and Computer Games. His newest books include Convergence Culture: Where Old and New Media Collide and Fans, Bloggers and Gamers: Exploring Participatory Culture.

A longtime advocate of games culture, he currently co-authors a column with Kurt Squire for Computer Games magazine which seeks to promote innovation and diversity in game design. Jenkins recently developed a white paper on the future of media literacy education for the MacArthur Foundation, and is now heading Project New Media Literacies at MIT's Comparative Media Studies (NML), a three year project to develop curricular materials to help teachers and parents better prepare young people for full participation in contemporary culture. He is one of the principal investigators for The Education Arcade, a consortium of educators and business leaders working to promote the educational use of computer and video games. Most recently he became one of the principal investigators for the MIT Center for Future Civic Media, an initiative funded by the MacArthur Foundation. He shares his thoughts about media literacy, popular culture, and other topics at henryjenkins.org.

RM. 345

1:45 PM - 2:00 PM • PRESENTATION

PRESENTATION OF THE FIRST BIENNIAL DOLA AWARD FOR MEDIA LITERACY IN EDUCATION

Presenter:

Alan Michel, Director, HOME, Inc.

Presentation Description:

New media can be a source of social enterprise, a way to reach new horizons, new solutions and new endeavors, or media misunderstood can just simply add to the confusion. With access to information on the internet, television, cell phones and other media so available, educators and institutions must meet learners where we learn, help us to learn to question and be thoughtful about the media and to be able to synthesize to become better informed.

In recognition of the importance of technology and media literacy in shaping our lives, HOME, Inc. Board Member, Dola Hamilton Stemberg, is sponsoring a biennial award for a school and teacher that have made outstanding contributions to teaching and learning with media in the classroom.

This year HOME, Inc. will be awarding a \$1,000 award to a school and a \$500 award to a teacher who have exemplified best practices in media literacy and media production in a Boston public high school. This award is meant to acknowledge and encourage outstanding media literacy education that encourages collaboration, communication, and innovation in the use of media to challenge students to learn and succeed in the Boston Schools.



HOME, Inc.

Shaping MEDIA Shaping LIVES

Today's conference is being hosted by HOME, Inc. ("Here-in Our Motives Evolve") a 30-year old, non-profit organization, whose mission is to make a positive difference in the lives of young people, through teaching the use of video production and media analysis to educators and youth to foster confident, creative, individuals with the ability to think for themselves.

Our programs help students develop creative media projects that foster teamwork and communication skills. HOME's media projects and programs focus on teacher and student collaboration and the ability to effectively evaluate media messages, in order to enhance critical thinking skills.

For HOME, the arts are a vital means of self-expression and a fundamental tool for stimulating lifelong learning. We invite you to find out more about the exciting projects, people, education, multimedia services and opportunities we offer in partnership with education and arts organizations.

Alan Michel the Founder of HOME, Inc., has worked in video and youth media for over 30 years with a focus on education. Mr. Michel's children and teen related programs have won awards and citations from the National Council on Family Relations, the TELLY Awards, and the National Federation of Local Cable Programmers. In addition, Mr. Michel was the Principal Investigator for a four year U. S. Department of Education Grant to develop Media Literacy programs in five Boston Public Schools. Mr. Michel has developed a communications curriculum that incorporates educational objectives with socialization and communications skills. Award winning television campaigns such as Making It! and Get the Facts About AIDS!, were created for youth, by youth in the Boston television market with Mr. Michel's curriculum for inner city teenagers. Mr. Michel has developed specialized programs such as Stand Back from Crack! and Going to Court, with muppet actor, Rick Lyon. He has spoken nationally on education and the media and served on the AIDS Advisory Committee to the Boston Public Schools. He is a past Board member of the MDPD division of the National Association for Educational Communications and Technology. Mr. Michel is a founding member Alliance or a Media Literate America (AMLA)

REGISTRATION

All attendees need to register for the conference upon arrival. Registration will take place between 8:00 - 8:30 AM in the 3rd floor lobby of building E51.

DISPLAYS

Table displays will be set up in the 3rd floor lobby throughout the course of the conference. It is recommended that the visitation at these displays be limited to scheduled break times to prevent seminar interruptions. If you are interested in having a table display, please contact the event organizers at: medialitconf@homeinc.org

LUNCH

Attendees that have pre-registered by October 19th, will be able to pick up their lunch in the 3rd floor lounge located just outside the auditorium/classrooms. Please have your lunch voucher available. (Located in your attendee packet.)

If you prefer to eat off-site, building 51 is conveniently located near Kendall Square and the Cambridge Marriott. The Marriott features a food-court with a variety of dining options for attendees that have not chosen to arrange for a conference lunch. Directions can be obtained from conference staff on the day of our event.

HOME, Inc.

Shaping MEDIA Shaping LIVES

CONFERENCE PROGRAM

2007 Conference Media Literacy



Creating and Learning in a Media Saturated Culture

October 27, 2007

For Registration Information Visit:

www.homeinc.org

Sponsored by HOME, Inc., and partners:



Conference Schedule

Time	E51Rm. 315	E51-Rm. 325	E51-Rm. 335	E51-Rm. 345
8:00-8:30				
8:30-8:45				HOME, Inc. Greetings
8:45-10:00				Keynote Speaker
10:00-10:15	*****MORNING BREAK*****			
10:15-11:45	AFTER SCHOOL Track 2 Breakout	AFTER SCHOOL Track 2 Breakout	AFTER SCHOOL Track 2 Breakout	K-12 Track 1 Panel Discussion
11:45-12:15	*****LUNCH BREAK*****			
12:15-1:45				OPEN FORUM Seminar Series
1:45-2:00				DOLA AWARD
2:00-2:15	*****AFTERNOON BREAK*****			
2:15-3:45	K-12 Track 1 Breakout	K-12 Track 1 Breakout	K-12 Track 1 Breakout	AFTER SCHOOL Track 2 Panel Discussion
3:45-4:00				HOME, Inc. Wrap-Up

Program Wrap-Up:

Will take place in room 345 at 3:45 PM, and will include informal discussion and reflection by participants, information about any additional meetings and gatherings for those who will be staying in Boston over night.

RM. 345

12:15 PM - 1:45 PM • OPEN FORUM

HOW RESEARCH EVIDENCE ON MEDIA AND YOUTH IS SHAPING THE FUTURE OF THE FIELD

Presenter:

Renee Hobbs
Temple University

Seminar Description:

What's new on the research front? With more than 50 doctoral dissertations on media literacy education produced in the last 5 years, case studies and quantitative studies have documented how media literacy education, in both school and after school programs, can strengthen literacy development, critical thinking, production skills, student-teacher relationships, self-esteem, and creativity. But media literacy may have some unintended negative effects on student learning, too. Recent research has produced new knowledge that deepens our understanding of effective teaching and learning practices. In this session, participants will discuss the new research questions that are emerging from the work of practitioners in the field.

RM. 315

10:15 AM - 11:45 AM

VIRTUAL WORLDS, REAL SKILLS

Presenters:

Rafi Santo and Amira Fouad, Global Kids

Seminar Description:

Global Kids is a pioneer in applying virtual worlds as an educational tool for developing new media literacy. In this interactive presentation, Global Kids staff will share how they've been using Second Life in conjunction with a youth development model to facilitate new media literacy education in both face to face and distance learning contexts, and highlight how it's possible to integrate theory and practice in this flexible and dynamic medium.

Rafi Santo, Virtual Community Manager at Global Kids, graduated with a BA in Integral Studies from New York University. Rafi joined Global Kids in 2006 and has since been developing and implementing programs as varied as youth advisories on digital media, global youth dialogues online and youth activism and peer education in virtual worlds.

Amira Fouad, Youth Venture Program Manager for Global Kids, received her B.A. from George Mason University in Peace and Conflict Studies and her Masters in Human Rights from Columbia University. Amira is currently managing the Dream it. Do It. Initiative, a partnership in Second Life between Youth Venture and Global Kids to improve health and healthcare.

2:15 PM - 3:45 PM

MEDIA LITERACY ACROSS THE CURRICULUM

Presenters:

HOME, Inc.'s Adam Schatten

Media Specialist and Filmmaker (Documented the Media Literacy and Health Project with the Boston Public Schools)

Mawakana Onifade

Assistant Principal, Parkway Academy of Technology and Health, West Roxbury Educational Complex

Xavior Rozas

Television and Web Instructor, English High School

Kevin Palmer

Media Lab Coordinator and VISTA for HOME, Inc., at English High School

Seminar Description:

This panel discussion and presentation will include teachers from English High School and Social Justice Academy. They will discuss a Research, Action Change project at Social Justice Academy, and a student produced magazine style program at English High School. The Panel discussion will be accompanied by video clips from the Media Literacy and Health project featuring teachers developing and implementing Media Literacy and Health Projects during HOME's U.S. Department of Education funded Media Literacy and Health Project with the Boston Public Schools. Each of the clips will be followed by updates and discussions of where we were then and where we are now.

RM. 325

AFTER SCHOOL

A SUMMER TEEN MEDIA INTENSIVE: A PARTNERSHIP BETWEEN BOSTON NEIGHBORHOOD NETWORK, THE BOSTON PUBLIC SCHOOLS AND HOME, INC.

Presenters:

Barbara Woloch

Program Manager, HOME, Inc.

William Murrell

Multi Media Studio Coordinator, Boston Neighborhood Network (BNN)

AJ McGuire

HOME, Inc. VISTA/ teaching team leader for the project

Monique Douglas

Field Coordinator, BNN

Two teens project participants will also join the panel.

Seminar Description:

The Teen TV program is a unique partnership between two Boston High Schools, HOME, Inc and Boston Neighborhood Network, the City's non-profit cable access provider. The panel will highlight how the partnership works and explore a vision for teen programming on cable television that includes, adolescent development, a vocational experience, education and public information as it's mission. Safety issues, organization, curriculum, and content development involved in producing a teen television magazine style show during the summer will be discussed and examples of program segments will be shown along with teaching strategies.

The partner organizations have been collaborating for over two years, and have built on the media literacy curriculum developed by HOME, Inc. during its four year U.S Department of Education Media Literacy and Health Project with the Boston Public Schools.

MOBY DICK REMIXED: APPROPRIATION AS A NEW MEDIA LITERACY

Presenter:

Anna van Someren and Deb Lui

Project New Media Literacies at MIT's Comparative Media Studies

Seminar Description:

"Moby Dick Remixed" is illustrative of how Project NML is applying the value of new media literacies to the existing core curriculum. One of the most influential and ubiquitous of these is appropriation, defined as "the ability to meaningfully sample and remix media content". We are creating ways for educators to use appropriation as a new way to teach traditional literary texts. "Moby Dick Remixed" features a project headed by Ricardo Pitts-Wiley, director of Mixed Magic Theatre in Pawtucket RI. Pitts-Wiley works with youth to first read and then remix the work of Herman Melville. Immersing themselves in the novel and making connections between Ahab's journey and their own, they create a multi-layered play called "Moby Dick: Then and Now. " At this presentation, Project NML will share video clips, activities, and other resource materials being developed for teaching traditional literature through the lens of remixing.

RM. 335

Track #2 Breakouts

WRITING WINNING TECHNOLOGY GRANT PROPOSALS: FINDING & ALLOCATING RESOURCES FOR MEDIA LITERACY AND TECHNOLOGY

Presenter:

Kathleen Sherwin

TechFoundation, Inc.

Seminar Description:

Turn organizational needs into fundable ideas, and present them in competitive proposals to foundations and corporations. Participants will learn to craft competitive grant proposals to foundations, government agencies and corporations. Topics will include organizing information and needs, reviewing proposal format and components, and understanding the process for ascertaining and meeting funders' proposal needs. Additional focus will include helping attendees identify and overcome some of the barriers associated with securing fund for technology projects but always remembering that mission sells technology.

Takeaways:

1. Understand how IT-related proposals differ from non-IT proposals
2. Develop methods for writing more effective proposals.
3. Recognize issues and possible strategies for rethinking the allocation of their organization's resources budgeted for IT
4. Learn about additional resources to assist them with their technology funding search
5. Become vigilant about viewing all technology proposals as enhancers to you mission.

M'POWER YOUTH PROGRAMS INTEGRATE MEDIA/HEALTH LITERACY WITHIN EXISTING CURRICULA

Presenter:

Rona Zlokower

Media Power Youth, Manchester, NH

Seminar Description:

Rona Zlokower will present successful models for overlaying media literacy/health onto existing health/art (elementary level) and computer/media technology curricula (middle school) with examples of media/rich lessons. Hear and see results of the programs through the students' work and voices and evaluations performed by the Center on Media and Child Health, Boston MA based at Children's Hospital.

RM. 345

K-12 • Track #1 Panel

MEETING THE CHALLENGE OF TEACHING AND LEARNING WITH MEDIA AND TECHNOLOGY IN OUR SCHOOL

Panel Moderator:

Renee Hobbs

Temple University

Panel Members:

Xavier Rozas

Media Teacher, English High School

Chris Toulet-Cote

Asst. Headmaster, English High School

Rona Zlokower

Media Power Youth, Manchester, NH

Seminar Description:

With the rapid change in Technology, and the demand on schools to both be technologically current, and to improve student performance on standardized tests, how are schools measuring up? What are some of the schools' best practices? How can technology planning, curriculum development, training, and student learning be focused on results? How can we keep up in our media saturated culture? These are some of the questions that our panelists are grappling with in their practice. Learn new strategies and approaches as this panel discusses the race to keep up with technology, media literacy, and learning in their schools.

AFTER SCHOOL • Track #2 Panel

MEDIA, AFTER SCHOOL AND BEYOND:

Panel Moderator:

Mark Tomizawa

President, SMASH; Founder, One Good Egg

Panel Members:

Kathleen Sherwin

Director, TechFoundation

Rafi Santo

Global Kids, Virtual Community Manager

AJ McGuire

Media Lab Coordinator/VISTA, HOME, Inc.

William Murrell

Muti Media Center Coordinator, Boston Neighborhood Network

Seminar Description:

As urban school systems continue to focus on performance on standardized testing, more of the traditional arts, athletic, and social education is taking place in out of school time programming. Demands that after school time be educationally productive, and relevant means meeting students where they are, in blogs, through social networking, and by creating media in teens own voices! This panel will discuss how media and technology based after school time programming are meeting the needs of students to continue their learning in safe and healthy environments, in intensives and informally after school and in the Summer.