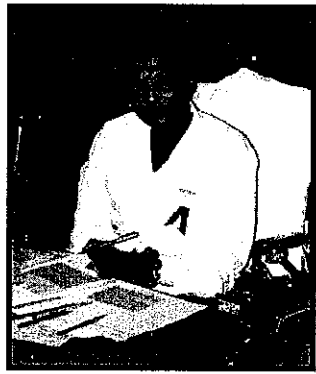
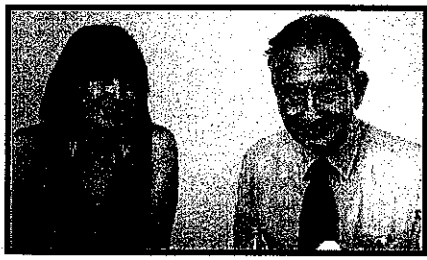



1996 NATIONAL MEDIA  
LITERACY CONFERENCE  
October 3-6, 1996  
Los Angeles, CA





CENTER FOR MEDIA LITERACY

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11:45

July 17, 1996

George Gerbner  
FAX: 610-642-3061

415 383 2323 Ret. Wise-5:55?

Dear George:

We are delighted that you will join us for the 1996 National Media Literacy Conference at UCLA. Specifically, we would like you to sit on a panel Saturday afternoon, October 5 which will explore the issue of corporate control of media.

The panel is currently titled "Planet Disney: Media Monopolies and the Disappearance of Public Space." Bob McChesney and Susan Faludi are also slated to participate, with Janine Jackson (of R's Counterspin) moderating. We are framing the discussion with the following questions, though we are open to all of your thoughts:

- What is the future of democracy and global communication when a handful of mega-media corporations control both the content and conduit for the world's information and entertainment?
- What happens when the same corporation that develops and sells nuclear weapons, develops and sells us our news?
- How do we return these issues to the range of legitimate political debate, and promote this area of critical awareness in the media literacy movement?

Our program is growing increasingly defined, and we will be sending out our full brochure at the beginning of August. In the meantime, I am attaching a copy of our flyer so that you have a sense of the conference. The moderator of the panel should be in touch with you in September to discuss the substance and format of the session.

While we don't have a lot of funding, George, we would be happy to take care of your plane ticket and accommodations for the evening you stay over in Los Angeles. Again, our travel agent's name is Barbro Greene, and her number is 800-949-0660 x32.

Thanks for your time and magnificent work. I look forward to speaking to you in the future.

Very best wishes,



Viveca S. Greene  
National Media Literacy Conference Coordinator

# 1996 NATIONAL MEDIA LITERACY CONFERENCE

CITIZENSHIP IN A MEDIA AGE: MEDIA LITERACY AND THE COMMON GOOD

October 3-6, 1996 / UCLA Conference Center / Los Angeles, CA

The USA is now the world's first information superpower with Los Angeles its glittering capital.

This fall, 500 media literacy professionals will gather in this city to talk about what it means to live, learn and create in our media culture.

As we meet, the Class of 2000 will be starting high school. Only 6% of them will receive any media literacy education.

The average citizen will see 16,000 advertisements in one day.

American voters will again sort out what they can from a torrent of media images and messages... to pick a President.

It is, for all of us, a challenging and appropriate time to gather, to learn, to grow. Join us.

## You're Invited

The Center for Media Literacy, in conjunction with the UCLA Department of Communications Policy, cordially invites you to a conference exploring democracy and citizenship in a media age. We will present and discuss new possibilities for the future of media literacy education.

Join us also to create a dialogue among media literacy educators and leading writers, directors and producers in the entertainment and news media industries.

Diverse representatives from independent media production, drug/alcohol/violence prevention programs, religious education and new media technologies will also be on hand, giving workshops and presentations and bringing their unique perspectives on media literacy education.

Confirmed speakers include: *Leslie Savan* (author, *The Sponsor's Life*), *Renee Hobbs* (Babson College), *Mark Crispin Miller* (author, *Buyed In*), *Bob McDermott* (New Media Media Literacy Project), *Susan Faludi* (author, *Backlash*), *George Gerbner* (Annenberg School), *Janine Jackson* (FAIR), *Howard Rosenberg* (LA Times), *Frances Trampette* (Univ. of Dayton), *Bob McChesney* (Univ. of Wisconsin, Madison), *Sut Jhally* (Univ. of Massachusetts, Amherst), and *John Fitting* (C.I.A./Canadian Assoc. for Media Education Organizations).

## Conference Features

**Three on Three.** Media literacy educators engage leading representatives of the Writer's Guild of America, West in a dialogue about what it means to create, produce, learn and teach in a media culture.

**Seven Great Debates of Media Literacy.** Media literacy educator Renee Hobbs, Ph.D., challenges conference participants to engage the major issues — practical and theoretical — facing educators in media literacy today.

**Worlds of Media Literacy — Where It All Happens.** Six large framing discussions will address how media literacy occurs in the home, in the classroom and in the public arena. We'll examine issues surrounding advertising, commercialism in classrooms, news, tv ratings, media representations, and the emerging telecom/communication technologies and economic power struc-

tures that are reshaping our media culture.

## Over 40 Breakout Sessions

Participants will choose from over 40 media literacy workshops, presentations and demonstrations. There are also "special interest tracks" on the Internet, independent media production, religious education and drugs/alcohol/violence prevention programs. Sessions include:

- Media Literacy Basics for New Teachers
- Analyzing Political Campaign Ads
- Advertising & the End of the World
- Demonstration of the *KnowTV Project: Beyond Blame* and *Adsmarts* Curriculum
- Media Literacy and the World Wide Web
- Easy Video Production in the Classroom
- Building Media Literacy Programs Within the Broadcast Industry: Issues and Initiatives

## Bookstore and Interactive Media Literacy Resource Center

Participants will be able to examine the latest media literacy books, video and curriculum, view student and independent videos, interact with new multi-media products and access online media literacy resources via the Internet.

## Who Should Attend

- teachers, principals and administrators, K-12
- professionals from prevention programs: drugs/gangs/violence
- parent/child advocates and educators
- PTA directors and organizers
- political media advocates and activists
- journalists and media professionals from the TV, film and print media industries
- youth leaders and religious educators
- independent media artists & producers
- media center directors and librarians

## Funding

Thanks to the following sponsors for their early support in organizing this conference:

*Apple Computer, Canadian Consulate General/Los Angeles, Continental Cablevision, Discovery Communications, Inc., Interval Research Corp., The Lear Charitable Foundation, Time-Warner Cable, Turner Entertainment Group*

