



Media Literacy Community Outreach Projects

Media Literacy Activism and Articles

Kelsey Off

Title: Media Watchdog

Audience: People affected by eating disorders

Location: Spokane, Washington

Status: Continues to write letters as a Media Watchdog

Kelsey signed up to volunteer as a Media Watchdog for the National Eating Disorders Association (NEDA), a non-profit organization that acts as a “catalyst for prevention, cures, and access to quality care” for those affected by eating disorders. NEDA’s Media Watchdog program was created to improve media messages about size, weight and beauty. Media Watchdogs for NEDA closely monitor various forms of media, commending or critiquing ads that positively or negatively impact body image and self-concept. The Watchdogs assist NEDA in writing letters of protest or praise to advertisers, and continue to correspond until they respond to the request to change their advertising strategies and messages. Kelsey has already sent three letters in response to negative ads, and continues to volunteer for NEDA.

Cindi Kurczewski

Title: Be aware of media’s power; once you are, use it for good

Audience: The Atlanta Journal- Constitution

Location: Atlanta, Georgia

Status: Article published and can be found online

Cindi wrote an article about the subject matter and mission of media literacy which will be published in The Atlanta-Journal Constitution. The article discussed media literacy and why its importance. She wrote, “What can you and I do today to increase our media literacy? Be aware—be very aware... It can be done; there *are* hopeful signs for how we might use media in a positive way.” After submitting her article to the education-opinion section of the AJC, Cindi was informed that her article would be published. The AJC reaches readers in 27 counties in the Atlanta metropolitan area, with many more online. Cindi’s article can be found at:

http://www.ajc.com/metro/content/opinion/stories/2008/12/20/kurczed_1220.html%3Fcxn%3Dinform_artr.

Robert KcKeever

Title: Media-Savvy children in the 21st century

Audience: The Triangle Area of North Carolina’s Mom-to-Mom Connection

Location: North Carolina

Status: The article is available on the Triangle Mommies database, awaiting publication

Robert wrote an article that is awaiting publication on <http://www.trianglemommies.com>. TriangleMommies.com is a free community with the goal of providing “a safe, secure, free place for mothers to find support and encouragement from other mothers and to empower them to be better women, parents and community leaders.” Robert submitted an article about the responsibility of both parents and children to avoid negative media content and promote media literacy. He wrote, “It is important to appreciate how teaching your children about the media itself will benefit them in multiple facets of life.” His article has been submitted to Triangle Mommies’ national database and could be published in a newsletter in many cities across the country.

Media Literacy Brochures and Books

Rhonda Curry

Title: Book Club Donations

Audience: Pediatric Clinic

Location: Port Angeles, Washington

Status: Books have been donated

Rhonda and her book club donated books to a pediatric clinic. The books contained book plates printed with media literacy tips. Rhonda and her book club agreed to donate children’s books to the pediatric clinic with media literacy tips in the front of the book. She wrote, “This way, mothers and fathers who may not understand media literacy will have easy access to some basic media literacy facts.” Rhonda estimated that if fifty parents a day see two messages about media literacy, she will have informed 12,000 parents in one year.

Bobby Beeman

Title: Understanding the Influence of Media

Audience: Families at First Step Family Center

Location: Port Angeles, Washington

Status: Brochures continue to be available at centers and libraries

Bobby created a Media Influence Brochure for families at the First Step Family Center in Port Angeles, WA, and he is looking into other organizations who may be interested. He wrote, “The purpose of the brochure is not to provide all-inclusive informative as much as it is to serve as a wake-up call to parents as to the influence media has on their children.” He distributed his brochure not only to First Step, but also other organizations and library branches.

Media Literacy Presentations to Groups and Meetings

Martha Johnson

Title: Media Literacy: Increasing Awareness in Northern Kentucky

Audience: Residents of Northern Kentucky and The Raintree Ladies’ Book Club

Location: Melbourne, Kentucky

Status: Completed Forum in late January

Martha’s outreach project included two components: inviting residents of Northern Kentucky to a forum on media literacy at a public library and holding a media literacy discussion with members of her local book club. She explained, “The Northern Kentucky Forum session is planned for January 29, 2009, at the Boone County Public

Library, which has meeting room capacity for 350 people.” She recruited 12 local citizens to serve on a Media Literacy Advisory Committee, which has decided to focus the topic of the 2008 presidential campaign and its use of old and new media. She wrote, “We will seat a four-person panel of political and media experts and discussion will be led by a moderator. Using the five key questions for deconstruction as a guide, the panel will investigate the ideas that media construct messages, that all media contain ideology and value messages, and that media are business and commercial interests.” The audience will provide immediate feedback through “clicker” technology, as well as participate with questions and comments. The event will be publicized through blogs and email lists, a news release, and follow up. In addition, Martha conducted a media literacy session with the members of her local Raintree Ladies’ Book Club. She found that the session with the book club allowed her to better prepare for the upcoming forum.

Sandy Robinson

Title: Media Literacy—Why Should I Care?

Audience: Speakeasy Toastmasters Club #291

Location: Great Falls, Montana

Status: Completed

Sandy presented a speech to her local Speakeasy Toastmasters Club #291 whose mission is to “provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster confidence and self growth.” She wrote, “I presented a 10 minute speech and Power Point presentation to my club about media literacy and its importance for leadership on December 2, 2008. My focus was to take our course material and condense it down to a workable speech discussing what media literacy IS, what it IS NOT, some statistics from some of our class discussions, some ideas for them as to how to get further involved with media literacy if they are interested, and why media literacy is important to Toastmasters as leaders in their families, their places of work, and their communities.” After receiving good feedback from her audience, Sandy concluded that her audience’s media consciousness was raised by the presentation and information she provided.

L. Michelle Kuwasaki

Title: PEO Meeting, Girl Scout project, and education

Audience: Members of PEO, Girl Scouts, and students

Location: Kent, Washington

Status: Working with Girl Scouts to create media literacy badge, working with school district to create media literacy curriculum

Michelle undertook various projects that she continues to develop. The first was a presentation at a PEO meeting held in December. She created a presentation that included an opening activity, PowerPoint presentation, and discussion on media literacy. She taught a member of PEO to give the presentation, which provoked discussion about the media. Currently, Michelle continues to work on her pending projects of creating a possible media literacy badge for girl scouts and helping her school district include media literacy in their curriculum.

Michael Van Zummeren

Title: Greater NY Public Affairs Officer Consortium

Audience: Members of the Greater NY Public Affairs Officer Consortium

Location: Rochester, New York

Status: Completed

Michael delivered a presentation on media literacy to the members of the Greater NY Public Affairs Officer Consortium for his project. His presentation was interactive and informative, and it sparked detailed discussion and debate. Participants in the presentation took away many important lessons in media literacy.

Jason Catlett

Title: Community Outreach to the YMCA
Audience: Parents at the YMCA
Location: Monterey, California
Status: Preparing to present to parents at YMCA

Jason organized a discussion and presentation to parents through his local YMCA, and in his process of organization, he also gave a presentation to his colleagues on an “Effective Use of Technology in the Classroom.” In the training session with his colleagues, he integrated lessons about technology and media. He planned to hold a similar presentation and discussion at the YMCA.

Nicky Kroupa

Title: Viewing *Monk* in Alternative Ways
Audience: Friends and acquaintances
Location: Washington
Status: Completed

Nicole performed a survey with the purpose of determining if a group of people would answer differently on the survey after given a media literacy plan. Ten people participated in a night of viewing an hour-long *Monk* Christmas special. She explained, “All ten people were to watch the program but five of the participants were to be given a media literacy lesson before the program began.” She found that most participants commented that media did not influence them, and became defensive when given examples of how media might affect them.

Media Literacy for Schools and Students

Kristy Smith

Title: Media Literacy and What it Means to Me
Audience: Students at The READ Center
Location: Richmond, Virginia
Status: Working with the READ Center to provide more information and connect them with the Just Think organization

Kristy volunteered with the Junior League of Richmond, an organization of women designed to train women for leadership roles, to help a local non-profit adult literacy program in Richmond. The READ (Reading and Education for Adult Development) Center is for low-level reading adults to help meet their individual literacy goals and communication skills. Kristy presented a media literacy presentation that concentrated on advertising, with the goal of educating on how the READ students were affected by television and advertising. The students responded well to her presentation, and she wrote, “That evening, I received an email from her stating that the adults were interested in having another presentation on media but wanted to learn more about the

news and the information it provides.” Therefore, Kristy is currently working with the READ Center to provide further information and media literacy curriculum.

Emily Hedges

Title: Newseum Education Center Lessons
Audience: Middle school and high school students
Location: Washington, D.C.
Status: Completed

Emily created a lesson plan for middle school and high school age students for the Newseum Education Center, where any teacher can bring a class and request a supplement to its curriculum. She created a media literacy course that met the standards of the Newseum, and she sent out pre-visit activities to get the students starting to think about the topics they would learn. During the visit, students attend a class on media literacy, and after the visit, she sends a post-visit activity to keep them thinking on the topic. After this lesson plan was achieved at the Newseum, Emily received positive feedback from the educators.

Shannon Leinen

Title: Outreach at York College
Audience: Students at York College
Location: York, Nebraska
Status: Completed

Shannon directed her outreach toward the campus of York College. She created her own version of a Media Usage Survey to give to students, and developed a way to survey a good representation of the student body. She distributed the survey in classes at the college, tabulated the results, and presented her information in two of the classes in which she had collected data. Her presentation provoked good discussion in the classroom. She wrote, “The students were very receptive of the points that I had made and were full of questions about things that they should be aware of and analyze in themselves.”

Kim Noel-Gill

Title: Media Literacy Awareness Day
Audience: Wilkes Community College
Location: West Jefferson, North Carolina
Status: Completed

Kim worked with 10 members of her American Women Studies class to produce *Media Literacy Awareness Day on the Ashe campus of Wilkes Community College*. She wrote, “Our goal was to define, understand and promote Media Literacy Awareness... the event was well-attended and hugely successful.” At the event, she gave a presentation and was amazed to find that even in a rural community, her students were greatly influenced and affected by the media.

Jay Rickerts

Title: Media Literacy for 6th Graders—Is what you see really what you get?
Audience: 6th graders in a North Carolina public school
Location: Greensboro, North Carolina
Status: Completed

Jay Rickerts created a presentation and held a discussion with about 90 sixth-graders broken up into three classes at Northwest Guilford Middle School in Greensboro, North Carolina. He spoke to the kids about being aware of the media, where it comes from, and what messages it sends to them. Jay wrote, "Some kids admitted they had never thought twice about the fact that someone has to *write* the news or the commercials they see... Others were far more savvy about what they saw."

Vicki Hertz

Title: Launching the Media Literacy Lesson
Audience: 7th Grade Students
Location: Spokane, Washington
Status: Completed

Vicki created a lesson plan in media literacy for 7th grade students through Essential Academic Learning Requirements (EALR) for Washington State. She taught the lesson in four classes, and designed the lesson plan so that it could be further implemented by teachers without her. She commented, "Overall, I believe the literacy lessons were well received by the students, inviting engaging discussion about the influence advertising and programming can have on their behavior, their thinking, and their relationships."

Catherine Lavelle

Title: Presentation to High School Students
Audience: High school students at Academy of Finance
Location: Seattle, Washington
Status: Completed

Catherine spoke with about 15 high school juniors and seniors from two local high schools through the Academy of Finance (AOF). The students got the day off school to participate in programs and break-out sessions. She created a lesson plan focused on marketing and advertising to teach and discuss with the students.

Lara Fluharty

Title: Television Literacy
Audience: Teenage students
Location: Sitka, Alaska
Status: Completed

Lara created a lesson plan for students with the goal of helping them analyze the portrayals of teens in television, stereotypes, and influence of media. Her lesson included analysis of specific television shows and class interaction and discussion. She taught a series of lessons to a class and was able to see their development and learning. At the end of her project, the student performed skits on how media affects them and what they learned from her media literacy outreach.

Media Literacy House Parties

Mickey Evey

Title: Media Literacy Party
Audience: Friends and acquaintances in Spokane
Location: Spokane, Washington
Status: Completed

Michael organized a Media Literacy Party as outreach to people in his community. He said, "I invited a diverse group of people to come to my house, watch a short film produced by the Media Education foundation, and participate in a discussion about the film, it's message, and other issues related to media literacy." At the party he showed a film and succeeded in provoking fruitful discussion and feedback about media literacy.

Erica Byfield

Title: Media Reform House Party
Audience: A group of women in St. Louis
Location: St. Louis, Missouri
Status: Completed

Erica hosted a Media Reform House Party for her project, in which she invited a group of friends to her house to learn about and discuss media literacy. She presented a presentation on media literacy and its importance, and the information provoked a good discussion with the women. The group agreed upon the importance of the information, and hoped to spread it to their friends and family.

Cheryl Patrick

Title: Media Literacy Presentation
Audience: Group of Christian single women
Location: Ft. Bragg, North Carolina
Status: Completed

Cheryl designed a presentation on media literacy for a group of Christian single women with children and some grandchildren. Her presentation included an interactive survey and discussion, as well as information especially pertinent to women and children in the media. She wrote, "My main goal, however, was not make major changes in their lifestyles but rather to create an awareness of how it can and does affect their lives." The women were very receptive and interested.

Heidi Peterson

Title: Media Literacy Presentation
Audience: Friends and acquaintances
Location: Seattle, Washington
Status: Completed

Heidi created a media literacy presentation for a group of women in her kickboxing class. She addressed many issues in media literacy, and she received a good response and discussion from the women.