



MEDIA LITERACY: Overseas Conversations Series (I)

June 9-11, 2004

A three-day conference on Media Literacy

New York coordinator:

Jordi Torrent (Media Literacy Consultant, NYC Department of Education, Chelsea Art Museum)

Barcelona coordinator:

Valenti Gomez Oliver (European Observatory Children Television, OETI, Rome University III)

Program Goals: to promote intercultural communication about the role of youth media and media literacy for children and youth; to share experiences in program development and explore possibilities for cross-cultural collaboration; to use intercultural dialogue as a tool for supporting the work of reflective practitioners around the world; to raise visibility of media literacy as an educational resource both in and outside of the classroom.

Program

Wednesday, June 9

10 AM - Screening: Videos produced by NYC children

Mr. Ash Lost His Stapler (1:44 min.)

Community School 211 (Bronx, NY) in collaboration with and The Media Spot
As an introduction to storyboarding , 8th graders planned a simple scene with storyboards and shot the scene based on the storyboards in the same class period. The scene was edited switching back and forth to the storyboards to show their relationship to live action.

Un Homenaje De Puerto Rico (11:27 min.)

Community School 211 (Bronx, NY) in collaboration with and The Media Spot
For their Puerto Rican Pride assembly, 8th graders using Photoshop edited images of themselves into photos featuring Puerto Rico cultural and historical scenes. These photos accompanied student shot video interviews in which characters told original stories linking them to the situation in the photos. The final product provides an educational sampling of Puerto Rican culture.

Public Service Announcements (5 min.)

The Chapin School (Manhattan, NY)
With a basic outline, clear structure and simple guidelines, the students are able to produce interesting videos, learn a good deal about the process, develop their organizational, technical and analytical skills, all while learning to work cooperatively in a team. Students made public serviced announcements, and though some questioned the restrictions of the format, once they got into it, they were quite inventive and produced excellent work.

The Homeless Dog (8 min.)

P.S. 48 (Manhattan, NY) in collaboration with Duende Pictures
A class of 3rd grade students respond to news of city-wide budget cuts which will affect the city run animal shelters by producing an animation video about a homeless dog's misadventures.

Children's Rights (2 min.)

P.S. 198 (Manhattan, NY) in collaboration with Duende Pictures
As part of the Social Studies curriculum "rights and responsibilities" unit, 4th grade students wrote and produced a public service announcement addressing the United Nations Declaration of the Rights of the Child.

What Makes A Community? (8:50 min.)

PS/IS 187 (Manhattan, NY)

What makes a community? Who makes videos? Can anything make social studies interesting? Combining all three seems to work: a group of second graders use collage animation to develop descriptions of three different communities: rural, suburban, and urban. They then transform themselves into interviewers and interviewees to explain how they made the video and how they feel about it.

The Morris-Jumel Mansion (15 min.)

IS 528 (Manhattan, NY) in collaboration with Learning by Design:NY and Duende Pictures

A group of 6th and 7th graders study an historical building in their neighborhood and produce a video about it. This video is now used by the Educational Department of the Morris-Jumel Mansion to teach young visitors about the history of the building.

Wednesday, June 9

1 PM – Screening: Videos produced by Educational Video Center

Each year fifty NYC high school students learn to shoot and edit documentaries in Educational Video Center’s intensive, semester-long High School Documentary Workshops. Students develop skills in media analysis and digital video production and earn school credit for their work as they explore, through multimedia, the issues that most deeply impact their lives and communities.

This screening will feature two new works from EVC.

1- This semester’s the EVC’s Basic Documentary Workshop is exploring the realm of gender issues. They are looking at the questions: How this society become such “a man’s world”? What are the effects of this patriarchal system, especially when it relates to young women and men, violence, and media? And How can we bring about gender equality?

2- Fifty years after the U.S. Supreme Court’s landmark Brown v Board of Education decision, America is still struggling to provide equal access and opportunity for all students. The producers from EVC’s Advanced Documentary Workshop examine the current conditions and challenges of youth organizing around school reform.

Wednesday, June 9

3 PM – Screening: Videos produced by Scenarios USA

Scenarios USA is a program to help teenagers make healthier and safer choices around issues that shape their lives, such as HIV/AIDS, unwanted pregnancy, relationships, sexual orientation, decision-making and communication. Youth, ages 12-22, address these issues by writing stories for the Scenarios “What’s the Real Deal?” contest. The winners get to make their stories into short films with Hollywood filmmakers and crew in their hometown.

Lipstick (10 min.)

Director: Michael Apted

Screenwriters: Emily Alvarez, Dan Barnard, Roxanna Garcia, Simone Lance, and Sophia Tavernakis, Peer Educators from Planned Parenthood of Orange and San Bernardino Counties.

This is a story about a group of teenage best friends, the courage of one girl to express who she is, and the struggle of the others to accept and understand the difference.

From an Objective Point of View (10 min.)

Directors: Jim McKay & Hannah Weyer

Screenwriter: Janet Aponté

This is the story of two best friends who make a pact not to have sex without consulting the other. With their agreement on the verge of being broken, the result is an honest look at teenage desire.

Just Like You Imagined? (15 min.)

Director: David Frankel

Screenwriter: Verena Faden

A glimpse into the lives of six young people dealing with dating, relationships and HIV.

Wednesday, June 9

6 PM – Panel: Integrating Media Literacy in the Classroom (and at Home)

Panelist:

Renee Hobbs is the Director of the Media Education Lab at Temple University School of Communications and Theater (Philadelphia), where she also co-directs the Ph.D. program in Mass Media and Communications Research. Her research examines the impact of media literacy on academic skills development.

Felix Angulo Rasco is professor of Education in the Faculty of Education at Cadiz University (Spain). Dr. Angulo is the Director of the Laboratory for the Analysis of Education Change and is very active participating in education policies in Spain and Europe.

Duane Neil is the Head of the Art Department at The Chapin School (New York City), he is actively involved in media education and has given presentations and workshops at national conferences, including the National Media Education Conference and the National Art Education Conference.

Moderator:

Jordi Torrent is a New York based independent filmmaker whose feature films and documentaries are in distribution and have participated at festivals such as Sundance, London, Montreal and Rotterdam. Since 1989 Mr. Torrent is a Media Consultant for Community School District 6 (Region 10, New York City Department of Education) where he implements media literacy instruction to elementary and middle school students, teachers and parents.



Thursday, June 10

10 AM - Screening: Do It Your Damn Self !! 2003 Youth Media Festival

The Do It Your Damn Self!! annual festival was created in 1996 by youth from Cambridge (Boston, MA) who felt they were being misrepresented and under-represented in the media. They knew they couldn't wait around for the media to get it right, so they did it their damn selves, starting the first festival of its kind in the country. The DIYDS!! Festival is the only nation-wide, teen-selected festival in the U.S. This was the 2003 selection.

Brick City Killer Trailer (1:20 min.) Parody

By Elizabeth Beckius, Zee Farroque, Norma Kehdi, AJ McClary, Shannon White, Jared Clark, Jeremiah Braeback – Gresham, OR – MCTV

A creative parody of a Hollywood horror film.

PEE. SA (:30 min.) PSA

By Christopher Adams, William Ajayi, Emily Blanchard, Mike Boen, Lloyd Brooks, Laura Chernin, Laura Coscarelli, Erica Davis, Erione Dyson, John Gustafson, Brian Marper, India James-Gaskins, ASmanda Knight, Dmitry Mikkin, Johanthan Stange, Erica Waites. – Shaker Heights, OH – Shaker Prevention Coalition.
Smoking= Bad.

Letters to Patrick (3:30 min.) Narrative/Video Poem

By Sean Kavanaugh, Lana Okamura, Lisa Needham – Lynn, MA – Raw Art Works.
A story of young love told through two gummy bears.

Strictly Family: Changing the Definition (10:58) Documentary

By Jasmine Chauca, Terrance Fisher, Michelle Watson – New York, NY – Downtown Community TV
Three teens, three very different families.

First Love (2:51 min.) Narrative

By Luis Santini – Bronx, NY – The Ghetto Film School
A story about a teenage boy who is faced with the ultimate decision: his basketball or his girlfriend.

Reaching Out (:30 min.) PSA

Hollywood, CA – AnimAction & LAPD Impact Program
A PSA examining the impact of racism.

Share Our World (14:02 min.) Documentary

By Ramalah Yusufzai – New York, NY – Downtown Community Television
Muslim girls are not all the same.

First Stone (11:50 min.) Narrative

By Abraham Velasquez – Bronx, NY – The Ghetto School
A story about rape, suicide and family dynamics.

Absent Fathers (2 min.) Documentary

By Rafael Hernandez, Isaac Ortiz – Espanola, NM – Espanola Valley High School
About father's absence in two young men's lives.

Colors (:30 min.) PSA

Hollywood, CA – AnimAction & LAPD Impact Program
Colors and gang violence senselessness.

Vicki Who? (4:05 min.) Documentary

By Vicky Zagdan-Gross, Steven James, Susan Jervis- Lynn, MA – Raw Art Works
Vicki explores her pass and thinks about her future.

Don't Turn Your Back, ListenB (:30 min.) PSA

By Jamie Madrid, Shauna Fresquez, Rachel Berryhill – Espanola, MN – Espanola Valley High School
A young girl seeks help from a friend.

La Pulga (8 min.) Documentary

By Denise Najera, Evanston, IL – Evanston Township High School
About the artistry of tagging.

Don't Pick it Up (:30 min.) Animation/PSA

By Nate Then – Poughkeepsie, NY – Children's Media Project
Humorous Anti-tobacco PSA

Mario Sounds (6:03 min.) Narrative

By Grant Kellerman, Derek O'Leary – Seekonk, MA – Hardcore Drama

Derek stays up all night playing Super Mario...

Thomas' Love Song for AshleyS (:30 min.) Music Video

By Thomas Vigil, Isaac Ortoz – Espanola, NM – Espanola Valley High School

A spoof to country music videos.

Finding My Heart in Vieques (15:11 min.) Documentary

By Jon Roman – New York, NY – Downtown Community Television

A teen Puerto Rican New Yorker participates in a peaceful fight against US bombing exercises in Vieques.

Thursday, June 10

1 PM - Screening: Videos produced by children and teenagers, Spain

1- Dias Digitales TV (15 min.)

A collaboration of Gandhiji Cultural (Girona, Spain), K3 and Human Rights Film Festival Spain.

Videos produced by teenagers at risk. Teens chose themes, write, produce and post-produce the videos as a way to express their opinions. Dias Digitales won the 2003 Spain UNICEF Prize.

2- Panasonic and the Department of Education of the Generalitat of Catalonia Project

A joint program bringing new technologies and media production to Catalonia's public schools. These are the 10 finalist of the 2003-2004 school year.

El Repte (11min.) IES Frederic Marti Carreras (Palafrugell)

A Dream (4:10 min.) IES Bernat Metge (Barcelona)

Blau contra Negre (6:30 min.) IES Manuel Sales i Ferre (Ulldecona)

L'Esperit Olimpic (6:50 min.) IES Castellar (Castellar del Valles)

The Stars Dream (10 min.) IES Pla de l'Estany (Banyoles)

Gent Olimpica (10:25 min.) IES MaNUEAL DE Montsuar (Lleida)

Olimpia viu a la nostra Escola (9:45 min.) Institutio Montserrat

Amics Olympics (6:45 min.) CEIP d'Alfes (Lleida)

The Golden Path (5 min.) IES Gabriel Ferrater (Reus)

Universal Dream (7 min.) Centre d'Educacio Especial Can Rigol (El Prat de Llobregat)

3- Barcelona Forum 2004

The Department of Education of the Barcelona Forum 2004 has invited schools around Catalonia to participate by producing simple, low tech, short videos addressing the main themes of the Forum: Cultural Diversity, Sustainable Development and Conditions for Global Peace. These are four selected works from the dozens of schools that participated.

Per un futur millor (5 min.) 3rd grade ESO students from the School Santa Caterina de Siena

Suenos para un mundo mejor (6 min.) 1st grade ESO students, IES LL. Domenech i Montan

El mur (7 min.) 1st grade ESO students, IES Montgri

Without Title 4th grade ESO students, Escola Grevol



Thursday, June 10

3 PM - Screening: Videos produced by the Art Start program

Art Start's purpose is to value and nurture the voices, hearts and minds of underserved children and teenagers, and help them transform their lives through the creative process. The teens of the Media Works Project are struggling in "last chance" high schools, are living on the street or have recently been released from prison. The program, launched in 1994, taps into their familiarity with popular culture to engage their interest and make education relevant to their lives.

This year they have been working with Journalist Adam Matthews to develop a magazine that expresses their views. The magazine is schedule to be pressed this summer. They have also worked on a show called "Da Cypha", which uses popular culture like movies and music videos to raise discussion amongst a group teenagers who are taped. The show is youth produced, from scratch to finish. Young people are also encouraged and guided to do independent work, music videos, shorts, or anything that interest them.

Hector Arias, Art Start Media Works Project Director, will introduce the program.

DaCypha Mysogony (27 minutes)

Youth Independent Projects (30 minutes)

Live Performances (10 minutes)



Thursday, June 10

6 PM – Panel: Media Literacy: Why now (more than ever)?

Panelists:

Robert Kubey is the Director of the Center for Media Studies and Professor of Journalism and Media Studies at Rutgers University (New Brunswick, NJ). Dr. Kubey has written articles for main publications as well as published numerous books on media literacy topics, the latest one, “Creating Television: Conversations with the People Behind 50 Years of American TV,” focuses on the creative decision making process in the American television industry.

Chyng Feng Sun is a Faculty member of Media Studies of the School of Continuing Education at New York University. Dr. Sun is a widely published author of articles relating to media, identity and stereotypes. Her 2001 video “Mickey Mouse Monopoly: Disney, Childhood and Corporate Power” is a bestseller of the distributor Media Education Foundation.

Carlos Pareja is an educator, activist and video maker, currently he is an educator at the Museum of Television and Radio. He has also produced numerous programs for the Paper Tiger Television collective, including: “Hollywood Victory,” “Biorhythms,” and “Subverting Media.” He is member of the organizing committee of the Urban Visionaries Youth Film Festival.

Eva Pujadas is Professor and Associate Director of the Department of Journalism and Communications of the University Pompeu Fabra (Barcelona). Dr. Pujadas has published many articles on issues relating to quality television and Ethics of Communication. In 2002 Dr. Pujadas received the Award for Communication Research from the Catalan Audiovisual Council.

Moderator:

Valenti Gomez Olive is the founder of the European Observatory of Children’s TV (OETI). In addition, Mr. Gomez Olive is a writer and poet whose many essays and books have been published through out Europe and translated to several languages. Before funding OETI, he was a Professor of Spanish Literature at the University of Rome III (Italy).



Friday, June 11

10 AM – Screening: Selection from OETI’s International Program

Since 1997 the European Observatory of Children’s TV (OETI) has organized each year in Barcelona the International Festival/Forum of Children’s Television, presenting quality children’s programming from around the world. This is a small selection from works participating in the festival in recent years.

Little Voices (19 min.) UK and Colombia, 2003

Director: Eduardo Carrillo

A program produced with displaced Colombian children voicing their experiences and the country’s political violence.

Snout (4:35 in.) Germany, 2003

Director: Tilmann Vogt

Sniff and Snatch are siblings, living together in one room. As Sniff is getting up moe morning, he realizes that his nose is missing. Where is it?

Las Luces del Gol (23:25 min.) Colombia, 1999

Director: Juan G. Arredondo

A poetry video for the children of Colombia.

The Holidays of Burkina Faso's Children (30 min.) Spain, 1996

Directors: Lala Goma and Manel Mayol

Children from Burkina Faso participated very enthusiastically in the production of this program. They taught as many things, but above all their inventive capacity to find amusement within their very limited and sparse means, as well as the support they contribute to their relatives' tasks.

The Green Light (15 min.) Spain, 1998

Director: Luis Lopez Doy

An intimate portrait of Juan Pablo, an eleven years old blind boy from Asturias. Juan Pablo talks about his dream of becoming a veterinary while taking care of the family's cattle.



Friday, June 11

1 PM – Screening: Selection from OETI's UNICEF Prizes

Each year OETI, in collaboration with UNICEF-Spain, awards a Special Prize to a work selected from Barcelona's International Festival/Forum of Children's Television. These are the winners of the last four years.

The Sky in Her Eyes (11min.) 2001, South Africa

Directors: Ouita Smit & Madoda Ncayiyana

2003 UNICEF Prize

This moving short film is about a little girl who has just lost her mother due to AIDS and

fights to cope with her sorrow, confusion and loneliness.

The Children of the Lorries (40 min.) 2001, Spain

Director: Ricard Belis

2002 UNICEF Prize

Dozens of Moroccan children have found a precarious and dangerous refuge in the streets of Barcelona while waiting for their “European dream” to come through.

Lalia (14 min.) 1999, Spain

Director: Silvia Munt

2001 UNICEF Prize

Lalia, a little girl living in a refugee camp in Algeria, tells us about her lost country, the Sahara, and the shattered dreams of her community.

My Country over There (14 min.) 2000, Spain

Directors: Maria Rosa Obiols, Montse Vallmitjana and Jaume Vilalta

2000 UNICEF Prize

Nine-year old Ourmou tells us about her country of origin, Burkina Faso, and her personal bi-cultural struggle (African and new Catalan) as she tries to adapt to her new country. Her narration introduces us to issues of racism (in Barcelona and in her native country) as well as economy (Burkina Faso’s scarce water resources).



Friday, June 11

3 PM – Screening: Media Literacy Specials from TV3-Catalonia

Three recent productions from TVC (Catalonia’s regional public television in Spain) addressing media literacy issues. The first two programs were produced mixing segments from existing television programs on children’s television and short original interviews with media specialists. The aim is to create a juxtaposition of ideas while inviting the audience to reflect upon television’s influence in our culture, children and youth in particular.

Form, Educate, Entertain (18min., 2002)

Director: Francesc Llobet

The program is structured around six topics: 1- Introduction; 2- A global world-the other childhood; 3- TV's influence; 4- Violence; 5- Teaching to watch TV; 6- Children should learn to produce TV.

Communication and Values: Thinking about TV (28 min., 2004)

Director: Francesc Llobet

The program is structured around five topics: 1- Nothing is real before being seen on TV; 2- Stocked by the TV; 3- TV and Reality; 4- Thinking about TV; 5- Media Literacy.

The Sun of the Night – “Cinema” (15 min., 2004)

Director: Lala Goma

Using words integrated in their culture children from around the world are asked to define them.

A series of 30 episodes; this one is about the word “cinema.”

6 PM – Panel: Media Literacy: Art and/or Social Studies?

Panelists:

Ivana Espinet is co-director of the Documentary Workshop at the Educational Video Center. She has taught continuing education courses for elementary and secondary school teachers on Media Education in the Classroom as well as planned and directed journalism workshops for children. She is currently an Ed. D candidate at the Education and Communication program of Teachers College-Columbia University.

Carrie McLaren is the publisher of Stay Free!, a magazine focused on American media and culture. Her articles have appeared in the Village Voice, Newsday, Mother Jones, SPIN Magazine, Feed, and the Utne Reader, among other publications. Her media literacy curriculum for high school students is available at stayfreemagazine.org.

Agustin Garcia Matilla is Professor of the Department of Communication and Journalism at the University Carlos III (Madrid). Previously, for over twenty years, Dr. Garcia Matilla was Professor of Theory and Technique of Audio-Visual Information at the University Complutense of Madrid. Dr. Garcia Matilla has authored or co-authored over a dozen books on communication and information. In 1987, as a Director of Spain's National University of Distance Education, Dr. Garcia Matilla established the first higher education Media Literacy curriculum in Spain.

Moderator: Robin Andersen is Professor at the Department of Communication and Media Studies, and Director of Peace and Justice Studies in Fordham University (New York). Dr. Andersen is a widely published author on issues related to Media Politics and Commercialism.

For more information, please contact Jordi Torrent
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