

MEDIA LITERACY

Overseas Conversations Series (II)



Exhibition

Conference

Screenings

CHELSEA ART MUSEUM • New York City • June 1–11, 2005

June 1, 6:00 PM (exhibition opening)

June 8, 6:00 PM (conference opening)

www.chelseaartmuseum.org/events/2005/medialiteracy

A presentation of
Chelsea Art Museum, European Observatory of Children's Television
and **Duende Pictures**

In association with
Fordham University, Instituto Cervantes/New York and RFSWolf Entertainment

Program Coordinator: *Maria Byck*
Program Associate: *Randy Simon*

Project Directors:
Jordi Torrent (Duende Pictures, New York City)
Valentí Gómez i Oliver (OETI, Barcelona)

CHELSEA ART MUSEUM / Home of the Miotte Foundation
556 West 22nd Street / New York, NY 10011



JUNE 1-11 Art Exhibition

Chelsea Art Museum

June 1, 6 PM Opening ART EXHIBITION

CityKids

CityKids' mission is to engage and develop diverse young people to positively impact their lives, their communities and the world and accomplish that mission through programs that help young people ages 13 to 19 to use their voices for positive change.

Art Start

ArtStart is dedicated to providing quality arts education. Through innovative programs linking the arts and environment, reuse and recycling, ArtStart cultivates the imagination of children, families and communities.

Kids with Cameras

Kids with Cameras is a non-profit organization that teaches the art of photography to marginalized children in communities around the world. We use photography to capture the imaginations of children, to empower them, building confidence, self-esteem and hope.

AJA Project

The AJA Project began in the summer of 2000 as a documentary photography project for Karen refugee youth living in a refugee camp located on the border of Thailand and Burma. The program teaches refugee youth to record their lives and changing culture and provided arts and educational programming for underserved young people. AJA Project is an international non-profit organization that also runs programs in San Diego (California) and in Colombia.

LAMP

Literacy And Mathematics through Photography (Queens College, New York City) program was developed with John Bowne High School as a way to stimulate greater interest among Latino students in literacy and mathematics by exposing them to photography and film developing. Literacy skills are strengthened when students interview the subject they have chosen to photograph and then write about this experience. Students are confronted with math concepts when they use the camera, for example, in learning about f-stops.

More Art

More Art is a non-profit program developed to creating a link between artists and the community at large. By looking beyond traditional art venues, More Art fosters an appreciation of the many ways artists can make art accessible to all.

Agramunt's Public Schools (Lleida, Spain)

In early 2005, the 4th grade students from two schools in Agramunt (Lleida, Spain) were asked to draw about "children who fall victim of our violence as well as from natural disasters." Many drawings reflect the children's reaction to their media exposure to war and violence, as well as to their teacher's class presentation about underprivileged children from around the world.

June 8

Chelsea Art Museum

12PM Screening: IN THE MIX and MNN YOUTH CHANNEL

In the Mix (PBS Series)

Now in its tenth year, the PBS weekly series In the Mix talks to teens and young adults about their world and their issues...delivering information they need in a hip, fast-moving format they choose to watch. Research shows this series is an innovative and effective tool that helps educators promote critical thinking, discussion and positive choices. The series has won numerous national and international awards for excellence.

MEDIA LITERACY: GET THE NEWS? (30:00)

Many teens are more interested in the news now than they ever were before 9-11, but too many others are turning off the news due to information overload, cynicism and fears. This program explores how news coverage on TV, on the Internet and in print affects the way teens cope with their changed world. It also helps them understand how to select, compare and interpret what they see and read in the news. In their search for answers, In the Mix teen reporters interview FOX News' Bill O'Reilly; ABC's Peter Jennings; Barry Gross, chief copy editor of the New York Post; CNN's and MTV's young reporter, Serena Altschul; Janine Jackson, the program coordinator of FAIR (Fairness and Accuracy In Reporting). Winner of the CINE Golden Eagle Award.

Q&A

John Lagomarsino "In the Mix" Intern

MNN Youth Channel (Public Access Cable TV series)

Media made by youth, for youth MNN Youth Channel is a division of Manhattan Neighborhood Network (MNN) targeting youth under 25. It provides an alternative to mass media and offers equal access to all young people, regardless of ethnicity, gender, religion, sexual orientation, or social status. The Youth Channel strives to build confidence, establish role models, inform, educate, and entertain. It empowers youth to create change within their communities and the world. By fully integrating youth, ages 12-21, into the daily operations, weekly programming and overall governance of the organization, the Youth Channel offers young people opportunities to be peer trainers, outreach coordinators, directors, scriptwriters, producers, cinematographers, artists and leaders.

D.A.M.N. YC NEWS (10:00)

The monthly news is produced by Youth MIC (Media Impacting Communities). MIC's goal is to build a new generation of creative youth media-makers who will participate in media education, media management, grassroots communication, and cultural/community service.

YOUNG IMMIGRANTS: STRUGGLES TO FREEDOM AND EQUALITY (10:00)

Six young immigrants, recent graduates of Manhattan Comprehensive High School interned at Manhattan Neighborhood Network's Youth Channel during the summer of 2004. For two days a week they learned how to research, interview, document, film, direct, and edit a documentary. The focus of their documentary is a very personal one, which chronicles the everyday struggles of recent immigrants. These young people candidly talk about why they came to this country and discuss the ways in which they have adjusted.

SHELTER LIFE (10:00)

This video explores the truth about living in a shelter and stereotypes people have about the subject.

Q & A

Cynthia Carrion, MNN YC's Outreach Coordinator

Promise, Peer Educator and Editor "One Night Stand," "D.A.M.N. YC News,"

Christen Cofer, Youth Producer "D.A.M.N. YC News," "Vox Pops"

Habibah Ahamd, Youth Producer of "D.A.M.N. YC News"

2PM Screening: Urban Visionaries Festival Highlights

2005 Urban Visionaries Festival

UVYFF is New York City's only film festival produced, promoted and presented by youth. The mission of Urban Visionaries is to provide youth with a forum to raise and discuss social, economic, cultural and political issues through the exhibition of youth-produced media. Through UVYFF, youth challenge their peers to become active participants in their schools, their communities, and in the media. Urban Visionaries is a unique partnership model that promotes active participation by organizations in the youth media field and young media makers.

A Youth/Festival Coordinator serves as a liaison between participating organizations and facilitates the youth committee as it solicits, curates, and produces the screenings. Working inter-generationally, the 2005 partners are the Downtown Community Television Center, Manhattan Neighborhood Network Youth Channel, T.R.U.C.E., Global Action Project, Educational Video Center, Ghetto Film School, The Museum of Television & Radio, and Listen Up! Since 2001, Urban Visionaries has been hosted by the Museum of Television & Radio with completely booked screenings, a "video slam," and an awards reception. The festival now regularly features panel discussions, live performances, a visual art exhibit, and broadcasts on the MNN Youth Channel. This past year, Youth Committee members met weekly with the Youth/Festival coordinator over the course of several months to select videos and curate these screening themes: "Revelations," "Imitation of Life," and "Graffiti." The Best of Urban Visionaries 2005, which highlights the top films from the curated screening packages, is available for viewing at other festivals, theaters and venues coming near you!

URBAN VISIONARIES FESTIVAL HIGHLIGHTS:

BREAKTIME(15:00) LREI

MONEY PROBLEMS (9:00) Downtown Community TV, NY

PET STORE (00:51) Clarkstown High School

PROM NIGHT (16:00) Youth Channel - Manhattan Neighborhood Network

132nd AND 7th (5:30) Ghetto Film School, NY

STAGE CHANGE (15:00) REC Youth/NYC Parks

THE POWER WITHIN (5:30) Ghetto Film School, NY

THE RIGHT DOOR (8:00) Global Action Project, NY

BACK OFF! (15:00) Educational Video Center, NY

SONGS-IN-ACTION (5:15) Conscious Youth Media Crew, CA

6PM Conference Opening:

Performance by CITY KIDS



June 8, 7:30 PM

Round table: FASHION, ADVERTISEMENT, YOUTH VALUES (BE COOL!)

Contemporary youth spend almost twice as much time immersed in mass media as in the classroom. At the same time contemporary frenetic life does not seem to leave much time for significant and focused conversation at home. This pattern of social interaction is developing as the norm for contemporary life leading to less and less communication between parents and children while international corporations are reaching out to children and youth drowning them in a world of pure hype and consumption. Billions of dollars are spent on all types of mass media advertisement directed to children and teenagers. Are we really aware of how this affects our culture? Do we care? Is it "bad"? What can we do as educators and intellectuals?

Sue Castle is the creator of *In the Mix*, and the Executive Producer of this award winning, reality based pro-social series for young adults, now in its eleventh year on PBS that provides hip entertainment with educational content and reaches a wide audience of young people. Castle has an educational background in Psychology and Social Psychology, and is author of several best selling books on parenting, health and nutrition. She produces the *In the Mix* companion website www.inthemix.org; the popular website for teens www.its-my-life.org; corporate videos and educational videos on a wide variety of teen issues.

Che-Che Mazoka is Channel Thirteen's Director of National Partnerships and Community Events and responsible for creating strategic alliances with both formal and informal learning environments and national community based organizations. Partners included The American Library Association, Girls Inc., The Boys and Girls Clubs of America and The National Council of LaRaza. Since 1998 Mazoka has served as a part-time faculty member at The New School University where she teaches Media Literacy at the graduate level.

Guillermo Orozco holds a Doctorate in Education and is a Professor and Researcher at the Social Communications studies department, University of Guadalajara a UNESCO Lecturer of Social Communication at Autonomous University of Barcelona (2001) and at Javeriana University, Bogotá (1996) Orozco has published extensively about children's television viewing processes and has developed a pedagogical strategy for media education: "Playing with TV". His most recent books are *Television, Audiences and Education*, Norma, B Aires, 2001 and *Histories of TV in Latin America*, Barcelona, 2002.

Eva Pujadas is a 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.

Douglas Rushkoff is a Professor at the New York University, author of many books on media, values and culture, including "Media Virus," and producer of two Frontline (PBS) documentaries "The Merchants of Cool" and "The Persuaders."

June 9

Chelsea Art Museum

12PM Screening:

2004 O.E.T.I.'s INTERNATIONAL AWARDS and + ART

The European Observatory of Children's Television

The European Observatory of Children's Television has organized each year in Barcelona, Spain, the International Festival/Forum of Children's Television, presenting quality children's programming from around the world. www.oeti.org

WITH OUR OWN VOICE: CULTURE AS A RIGHT (8:00)

Alfredo is a Quechua boy from Bolivia, from the Layme community of North Potosi, who stood out in children's parliament by fighting to preserve his culture, language and clothing; in general he fought for the different identities of indigenous children of Bolivia. (UNICEF Prize. FITB 2004)

Director: Lilita De la Quintana - Producer: Producciones Nicobis, Bolivia, 2004

THE NIGHT'S SUN (40:00)

What is the world like? What is happiness? What is night? What are cars for? What is sadness?

European, African, Asian and Arab children between 5 and 12 answer the same questions while illustrating their explanation through images, drawings and photography. The objective is to show how all children of the world are capable of discussing concepts but their vision of the world depends on their cultural environment. The following chapters are presented: Home-Family- Cinema-Water. Director: Lala Gomà - Producer: Televisió de Catalunya Cataluña, 2004

LET'S PLAY...(13:00)

In each 13 minute episode, we accompany a group of children to discover two original street games that they play with a passion. We are immersed in the children's daily life and their environment, though the language, the daily atmosphere, the sounds, the music...

Director: Lecauchois François / Cassandre Hornez

Producer: Dietrich Rodolphe - France, 2003

SPANDAN/ RESONANCE (10:00)

Spandan is a movement initiated to encourage talent among special children through a special way of presenting an animation workshop.

Director: Meenakshi Vinay Rai - Producer: Meekashi Vinay Rai, India, 2003

+ ART – Special Screening

A short documentary about More Art's recent project "Art Creates Communities" at The Clinton School.

Q&A: Micaela Martegani (Founder-Director, + Art)

2PM Screening:
GLOBAL ACTION PROJECT, SENARIOS USA and ART START

Global Action Project

Since 1991, Global Action Project (G.A.P.) has been teaching youth how to be media artists and community leaders. Our mission is to empower youth to be active, informed citizens. Through our programs, youth have the opportunity to collaborate on producing videos, websites, and other multimedia projects and to engage in dialogue with communities about the critical issues we all face. G.A.P. after-school projects serve nearly 150 young people every year. As peer leaders, these youth reach another 4,500 youth, artists, and communities by showing their original work at film and video screenings, workshops, public forums and broadcasts. To date, G.A.P. youth producers have created over seventy videos and multimedia projects using photography, poetry, and web-based media on topics such as youth culture, war, discrimination, community health, juvenile justice, immigration, and sexual exploitation.

BOUGHT AND SOLD (15:00)

Is globalization and diversity helping us appreciate each other or exploiting our cultures? This video explores the issue of cultural exploitation and appropriation. Specifically, we examine youth subcultures (punk and hip hop), as well as Chinese culture, to examine how cultural symbols get represented and misrepresented in the media, fashion trends and people's imaginations. We look at everything from Chinese character tattoos to mohawks to white hip-hop heads. The purpose of the video is to shed some light on what our cultures means to us, how they have been misrepresented, and how we can respect distinct cultures within a multicultural society.

Youth Producers: Naomi Alchalal, Wendy Cheung, Ingrid Hernandez, Lakeasha Martin, Shakira Rogers, Lashonda Wilson

ONE FAMILY (10:00)

"One Family" tells the story of twelve youth from Sierra Leone, Bosnia, Burundi, and Serbia who have weathered both war and long journeys to America. After reaching their new home, they find themselves working and living as a group of young refugees in New York City. Weaving their voices into a shared story, they reflect their views on themselves and the whole world, joined as one family.

Youth Producers: Mama Keita, Loulou Bangura, Mohammed Kargbo, Ishmael Kamara, Serge Karacarimunda, Chris Karacarimunda, Aida Susic, Aida Muharemovic, Dino Muharemovic, Marijana Petrovic

Q&A

Diana Coryat, Co-Founder & President

Wendy Cheung, one of youth producer from Bought & Sold

Loulou Bangura, one of the youth producers from One Family

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.

A MEMOIR TO MY FORMER SELF (15:00)

"The only opinion you should care about is your own."

A teenage girl strives for perfection and struggles with bulimia. A surprise encounter makes her realize the road to health requires not just a physical change, but an attitude one as well. Deals with friendship, pressure, self-esteem and self-awareness.

Written by an aspiring Cuban American filmmaker, 17 years old, Miami, FL

Directed by Jamie Babbit (But I'm A Cheerleader)

ALL FALLS DOWN (12:00)

"I didn't want him to feel like I wasted his time."

It's a regular guy meets girl story until alcohol enters the scene. Decisions are made that challenge the couples' better judgment. Deals with communication, friendship, self-esteem and alcohol use.

Written by a high school sophomore, 15 years old, Brooklyn NY

Directed by David Koepp (Writer: Spider-Man; Director: Secret Window)

Q&A: Maura Minsky (Scenarios USA Co-founder)

Art Start

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.

AN ANTI-VIOLENCE P.S.A. (2:00)

Q&A: Hector Arias (Director, Art Start Media Project)

June 9 – 4 PM

Special Event at Instituto Cervantes/NYC
(211 East 49th Street at 2nd Ave.)

The Madrid Declaration

"Literacy for mankind, yet to be achieved on a worldwide scale, was one of the major successes of the past. Media literacy is now the great challenge that must be overcome.

We cannot allow the digital breach established among various societies to distance us from each other, cut us off and become one of the features of the present-day society of information and communication.

The future of the knowledge society lies in permanent education and media literacy for everyone on this planet. Instead of looking upon this learning with fear and suspicion, citizens should consider it as something imaginative, stimulating and essential for total personal development."

Screening:

BODY AND MIND: PROMETHEUS AND DURGA'S FUTURE

This is a documentary that examines the dichotomy between body and mind in a globalized world and the differences between Eastern and Western traditions. Perhaps the key lies in communication, in how human beings communicate in the 21st century. How do we communicate with and relate to our planet, to the species that inhabit it and to our machines? Experts in semiotics, psychology, the arts, Gestalt therapy, music and theater share their experiences with us as we let reason guide us in understanding the importance of the senses, subconscious emotions and reason as communication elements in the expressive, experiential "whole" that makes up the human being. That "whole", where reason plays a minor role, must be taken into account when educating, learning and relating to others.

Several kinds of therapy and verbal and non-verbal techniques based on communication and the senses are looked at to help understand these concepts and re-evaluate the role of the body, conceived as a duality in western culture. Experiences based on viewing the body as a "whole" are also used to solve problems such as social re-incorporation of society's outcasts, or the culture shock resulting from immigration or population displacement caused by war. Also examined is how the presence of the human body has grown in social discourse thanks to television and the audiovisual industry in general.

Concept: Francesc Llobet, Anna Alsina

Director: Francesc Llobet

Script: Anna Alsina

Production team: Rosa Bosch, Linus Puchal, Ana Macias, Toni Quer

With collaboration from the Carme Aymerich School of Expression and Psychomotricity, Barcelona Municipal Institute of Education

Produced by: OETI and Televisió de Catalunya, TVC, 2005

Panel:
COMMUNICATION'S PEDAGOGICAL CULTURES

Regina de Assis, President of MULTIRIO and Chairperson of the 4th World Summit on Media for Children and Youth, 2004 Rio de Janeiro. Dr. de Assis is a Professor (on leave of absence) at the Estadual University of Rio de Janeiro, Brazil. Other credits include, Secretary of Education for the city of Rio de Janeiro between 1993 and 1996.

Valenti Gomez i Oliver is founder of the European Observatory of Children's Television (OETI). In addition, Mr. Gomez Oliver is a writer and poet whose many essays and books have been published throughout Europe and translated into several languages. Before founding OETI, he was a Professor of Spanish Literature at the University of Rome III (Italy)

Guillermo Orozco holds a Doctorate of Education is a Professor and Researcher at the Social Communications studies department, university of Guadalajara. He is also an UNESCO Lecturer of Social Communication at Autonomous University of Barcelona (2001) and at Javeriana University, Bogotá (1996). Orozco has published extensively about children's television viewing processes and has developed a pedagogical strategy for media education: "Playing with TV". His most recent books are *Television, Audiences and Education*, Norma, B Aries, 2001 and *Histories of TV in Latin America*, Barcelona, 2002.

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June 9

Chelsea Art Museum

7PM Round table:

MEDIA ECOLOGY: MEDIA LITERACY (AND VICE VERSA)

Today most people agree that media plays a significant role in the education and emotional development of children and youth. As a result, the concept of Media Literacy has been gaining space in the landscape of Western educational politics and reform. Parallel to this advancement in media studies and pedagogy, professors and educators in colleges and universities have developed the concept of Media Ecology into a specific field of investigation. Are those two concepts the same? Are they different? How can each field of study inform the other?

Thom Gencarelli is an Associate Professor and Deputy Chair in the Department of Broadcasting at Montclair State University in New Jersey, and on the faculty of the graduate program in Media Studies at the New School University. He writes about media education/media literacy, and about popular culture--especially popular music. He received his Ph.D. from the Media Ecology program at New York University.

Antonio Lopez's goal as an educator, journalist, media producer and speaker is to bridge mental, cultural, physical and spiritual worlds. As the designer of a groundbreaking culturally specific media and health CDROM, "Merchants of Culture," Lopez is an expert on media, culture, Native American and Latino issues. Lopez holds an MA in Media Studies from the New School University.

Lance Strate is an Associate Professor of Communication and Media Studies at Fordham University, and President of the Media Ecology Association. He is the co-editor of *Communication and Cyberspace*, now in its second edition, and *The Legacy of McLuhan*. He also edits the journal *Explorations in Media Ecology*.

Kathleen Tyner is an Assistant Professor in the Department of Radio, Television and Film at The University of Texas-Austin. She is author and editor of four books and numerous articles related to the educational uses of media, including Literacy in a *Digital World: Teaching and Learning in the Age of Information* (Erlbaum). Tyner is also co-writer of the award-winning *Scanning Television II*.

June 10

Chelsea Art Museum

12PM Screening:

DUENDE PICTURES, MEDIA THAT MATTERS and AJA PROJECT

Duende Pictures

Duende Pictures and its associates have implemented Media Literacy Workshops to New York City public schools since 1989. During these workshops students are guided in the analysis of mass media (TV in particular) and the impact that media has in their lives. The development of the students' critical thinking skills is complemented with instructional workshops where the students learn script writing along with camera and video editing techniques. Following the themes and subjects of the curriculum of their particular school grade (in social studies, language arts, bilingual education, arts program, violence prevention, etc.), the students write and produce their own television program. The student-produced videos are broadcast on a bi-weekly series on WNYE-Channel 25. www.duendepictures.com

Selected Student-produced videos from:

High School World of Cultures (The Bronx)

M.S. 166 (The Bronx)

I.S. 90 (Manhattan)

P.S. 132 (Manhattan)

P.S./I.S. 187 (Manhattan)

Q&A:

Jordi Torrent (Director, Duende Pictures) and students from H.S.W.C.

Media that Matters Film Festival Media Rights

MediaRights is a nonprofit organization that connects high-impact films to campaigns for social change, fostering partnerships between independent filmmakers, nonprofits, educators and youth. Entering its fifth year, MediaRights' Media That Matters Film Festival is a yearlong program of web streaming, national broadcasts, DVD distribution and community screenings around the country-all focused on action and outreach. Learn more at www.mediathatmattersfest.org

BATTLEGROUND MINNESOTA Youth Documentary (8:00)

Directed by Gabriel Cheifetz, Produced by Phillips Community Television
Hip-hop activist Shakademic proves that if Walter Mondale can learn how to scratch, young voters can get schooled in election politics.

Winner of the Fifth Annual Media That Matters Film Festival Jury Award sponsored by Netflix

HAPPY ENDING Youth Documentary (8:00)

Directed by Chris Irrizarry, Produced by HBO Young Filmmakers Lab
Drugs have taken Chris's mom out of his life but not out of his heart. In this personal travelogue, he goes to Philadelphia in search of a happy ending.
Winner of the Fifth Annual Media That Matters Film Festival Family & Society Award

Q&A

Wendy Cohen, Outreach Coordinator, MediaRights and Arts Engine, Inc.
Anayansi Diaz-Cortes, Program Associate, MediaRights and Arts Engine, Inc.

AJA Project

The AJA Project began in the summer of 2000 as a documentary photography project for Karen refugee youth living in a refugee camp located on the border of Thailand and Burma. The program taught refugee youth to record their lives and changing culture and provided arts and educational programming for underserved young people.

AJA is an acronym for the phrase, “**A**utosuficiencia **J**untada con **A**poyo,” which in Spanish means, “supporting self-sufficiency.” The AJA Project has proven to be an appropriate name as the organization is committed to providing long-term, community-based programming. In July 2002, The AJA Project launched programs outside of Bogotá, Colombia and in San Diego, California.

The program in San Diego, California, Journey, exists to alleviate the sense of despair, loss, and alienation refugee youth often experience in acculturating to life in America, as well as to help their classmates, communities and the broader public understand and appreciate the difficulties of the refugee experience. Each semester, 45 refugee youth ages 10-16 and originally from Afghanistan, Iraq, Colombia, Somalia and Sudan receive visual media training, enabling them to use photography as a tool to tell the stories of their lives, families and communities. www.ajaproject.org

YOUTH-PRODUCED VIDEO FROM AJA PROJECT, SAN DIEGO (10:00)

Q&A: Shinpei Takeda (Co-founder, AJA Project)



June 10, 2PM

Screening:

**DOWNTOWN COMMUNITY TELEVISION, ORSON THE KID FILM SCHOOL,
and CATALAN MIDDLE AND HIGH SCHOOLS**

DCTV

Downtown Community Television believes that expanding public access to the electronic media arts invigorates our nation's democracy. Founded in 1972, DCTV has fostered a diverse and inclusive media arts community for over 30 years. DCTV pursues its educational mission by introducing members of the community to the basics of electronic media through hundreds of free or low-cost production courses and access to broadcast-quality production equipment.

DCTV has established a community-based foothold in a field dominated by large corporations and serves individuals who could not otherwise afford a media arts education. DCTV's broadcast studio allows artists to broadcast work live over cable television and the Internet to millions of households. DCTV's Cybercar, a mobile production vehicle with a giant video wall mounted on the side of the vehicle, allows the organization to take its services on the road, reaching people across the nation and broadcasting around the world.

DCTV productions, reaching over 100 million viewers each year, have received 12 national Emmy Awards, 3 duPont-Columbia Awards, and every other major award in the television field. DCTV complements its own artistic achievements by working to extend the tools of television and electronic media production to a broader, more diverse set of artists. Toward this end, over the past 32 years DCTV has taught over 50,000 students, most of them members of low-income and minority communities, the essentials of television production. DCTV offers over 150 free or low-cost video and electronic media training workshops to 2,000 students a year. DCTV's members rely on DCTV's facilities to produce new and innovative work that truly reflects the points of view of all constituents in our society.

Como Agua: Like Water (4:00)

Experimental movie about the cycle of life. It was created in the three-weeks summer program in collaboration with the Lift Project, which involved 24 students from various other youth media centers.

By: Maritza Felipe, Tanya Benn and Alondra Felipe.

Cries of Teenage Soul (10:00)

Young Girls disclose the reason why they feel depression and how they are handling their struggles.

Q&A

Melissa Lohman (Instructor, DCTV Youth Project) and youth producers.

ORSON THE KID FILM SCHOOL (Madrid):

Ojos prohibidos 7:00 (2001)

Índigo 5:00 (2002)

Bajo un árbol 10:00 (2002)

12/9 Octava 8:00 (2003)

Catalan Middle and High Schools:

INFORMATIVO 3:00 (2004) IES Biada, Mataró

INFORMATIVO 4:00 (2004) Escuela Nostra Senyora del Carme, Ripoll

SPOT 00:15 (2004) Col·legi Sant Miquel dels Sants, Vic

SPOT 00:20 Escuela Pia Sant Antoni, Barcelona

POST MORTEM 9:00 (2005) Centro Educativo Ramar 2, Sabadell



June 10 – 4 PM

Special event at Fordham University
Lowenstein Hall, Pope Auditorium
113 West 60th Street – at Columbus Circle

THE MADRID DECLARATION

What media do we want for our children?

Screening:

WET DREAMS AND FALSE IMAGES (11:00)

Documentary Short by Jesse Epstein

Dee-Dee, a Brooklyn barber, covers his wall with magazine cutouts of women. He wishes real women could look more like the ones on his "wall of beauty." But, when Dee-Dee is introduced to the art of media manipulation, he may never look at beauty the same way again. Wet Dreams and False Images is an award-winning documentary film that uses humor to raise serious concerns about the marketplace of commercial illusion and unrealizable standards of physical perfection. Educational Distribution: New Day Films, www.Newdayfilms.org

Awards:

Jury Award, Short Subject--2004 Sundance Online Film Festival
Grand Prize, Kodak Film Award--Chicks with Flicks Film Festival
Audience Award--The Chlotrudis Short Film Festival
Best Use of Technology--The Urban Literary Film Festival
Nominated for a 2004 Student Academy Award



June 10, 4 PM

Panel:

MEDIA AND BODY REPRESENTATION (The myth of the eternal youth)

Teenagers absorb, internalize, and try to emulate the image of the perfect body (mostly female, but also male) splashed all over magazines, billboards and music videos. Older men and women spend more and more time and money in all kinds of plastic surgery and body modifications. At the same time body-related television programs are ubiquitous in our screens. What are we saying? Who is listening? And what do they hear?

Lance Strate is Associate Professor of Communication and Media Studies at Fordham University, and President of the Media Ecology Association. He is the co-editor of *Communication and Cyberspace*, now in its second edition, and *The Legacy of McLuhan*. He also edits the journal *Explorations in Media Ecology*.

Guillermo Orozco holds a Doctorate of Education is a Professor and Researcher at the Social Communications Studies department, university of Guadalajara. He is also an UNESCO Lecturer of Social Communication at Autonomous University of Barcelona (2001) and at Javeriana University, Bogotá (1996). Orozco has published extensively about children's television viewing processes and has developed a pedagogical strategy for media education: "Playing with TV". His most recent books are *Television, Audiences and Education*, Norma, B Aires, 2001 and *Histories of TV in Latin America*, Barcelona, 2002.

Eva Pujadas is a 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.

Jordi Torrent is a New York City based independent film producer and director whose feature films and documentaries are in distribution and have participated at festivals such as London, Rotterdam, Montreal, Sundance and New York. Mr. Torrent has conducted media literacy instruction workshops to NYC public schools (students K-12, parents, and educators) since 1989.

June 10, 7PM

Chelsea Art Museum

Round table: **MEDIA LITERACY (WHAT'S UP?)**

For well over two decades educators around the world have advocated for the inclusion of Media Literacy instruction in school. The intention of this panel is to discuss from an international perspective the state of Media Education in contemporary education. Has it found its place in the educational system? Which countries have the most successful models and how can we learn from their example?

Robert Albrecht is Associate Professor in Media Studies at New Jersey City University, his main area of research explores relationships of the arts to everyday life and includes work in Chile, Brazil as well as in the U.S. He is the author of *Mediating the Muse* (Hampton Press, 2004), which examines the roll of technology in restructuring our experience and conceptualization of music. Albrecht has also worked for over 20 years with the Educational Arts Team, a Jersey City organization that uses art, music and drama as a means to enhance creativity, cooperation and critical thinking.

Regina de Assis, President of MULTIRIO and Chairperson of the 4th World Summit on Media for Children and Youth, 2004 Rio de Janeiro. Dr. de Assis is a Professor (on leave of absence) at the Estadual University of Rio de Janeiro, Brazil. Other credits include, Secretary of Education for the city of Rio de Janeiro between 1993 and 1996.

Diana Coryat is President and Co-Founder of Global Action Project (G.A.P.) and a documentary filmmaker, media educator, television producer and youth development consultant. Her work has focused on collaborating with youth, women, and diverse communities to analyze and produce social media. In 1991, she co-founded G.A.P. Coryat has designed and facilitated media projects in New York City, Croatia, Cuba, Guatemala and Northern Ireland. She is co-author of G.A.P.'s *Youth Media Handbook*, a guide to creating youth media programs that bring together arts and social justice (slated for publication in 2005).

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

Kathleen Tyner is an Assistant Professor in the Department of Radio, Television and Film at The University of Texas-Austin. She is author and editor of four books and numerous articles related to the educational uses of media, including Literacy in a *Digital World: Teaching and Learning in the Age of Information* (Erlbaum). Tyner is also co-writer of the award-winning *Scanning Television II*.