

RECOMMENDED RESOURCES

Media Literacy Organizations/Projects

Alliance for a Media Literate America, National Media Education Conference, 722 S. Washington St., Denver, CO 80209, Phone: (888) 775-AMLA, E-mail: amla@ccicrossby.com, Web: <http://www.amedialiteramerica.org>. Focuses on critical inquiry, learning and skill-building rather than media bashing and blame. Includes conferences, e-mail newsletter, and web site.

Center for Media Education, 2120 L St., NW, Washington, DC 20037, Phone: (202) 331-7833, E-mail: cme@cme.org, Web: <http://www.cme.org>. National, nonprofit organization dedicated to creating a quality electronic media culture for children, their families and the community.

Center for Media Literacy, 4727 Wilshire Blvd., #403, Los Angeles, CA 90010, Phone: (800) 226-9494, E-mail: cml@medialit.org, Web: <http://www.medialit.org>. As the largest producer and distributor of media literacy resources in the U.S., the Center's web site features a comprehensive media literacy education catalog, workshop information, plus an online "reading room" of articles.

Media Awareness Network, 1500 Merivale Rd., 3rd Floor, Nepean, ON K2E 6Z5, Canada, Phone: (800) 896-3342, E-mail: info@media-awareness.ca, Web: <http://www.media-awareness.ca>. A Canadian web site featuring curriculum-related media and web literacy teaching materials for schools, and media awareness resources for community organizations, including information and activities for parents, teachers and children.

Media Literacy Clearinghouse, Web: <http://www.med.sc.edu:1081/>. Web site only, created by media educator Frank Baker, Phone: (800) 277-3245, E-mail: fbaker@sctev.org. This web site provides a rich source of links to online media literacy information and activities, and a now-completed study of media literacy skills and health-related risks among young adolescents.

Media Literacy Online Project, Web: <http://interact.uoregon.edu/MediaLit/HomePage>. Sponsored by the University of Oregon's College of

Education, a comprehensive media literacy resource collection for teachers and others concerned with the influence of media in the lives of children and youth.

Media Matters, E-mail: mediamatters@aap.org, Web: <http://www.aap.org/advocacy/mmcamp.htm>. A national public education campaign by the American Academy of Pediatrics (AAP). Includes guide, *Media Education in the Practice Setting*, AAP brochure *Understanding the Impact of Media on Children and Teens*, and a speaker's kit, *Media Matters: Critical Thinking and the Media*.

National Telemedia Council, 1922 University Ave., Madison, WI 53705, Phone: (608) 218-1182, E-mail: ntc@danenet.wicup.org, Web: <http://danenet.wicup.org/ntc>. A professional, non-profit organization for media literacy education through partnerships with educators, informed citizens, and media producers across the country. Promotes media literacy through workshops and *Telemidium: The Journal of Media Literacy*.

The Electronic Great Awakening, The Presbyterian Media Mission, 801 Union Pl., Pittsburgh, PA 15212, Phone: (412) 323-1400 x-310, E-mail: ega@pcusa.org, Web: <http://www.pcusa.org/ega/ega.html>. The official home of media literacy for the Presbyterian Church (U.S.A.).

The Pauline Center for Media Studies, Pauline Books & Media, Daughters of St. Paul, 50 Saint Paul's Ave., Boston, MA 02130-3491, Phone: (800) 836-9723, (617) 522-8911, E-mail: customerservice@pauline.org, Web: <http://www.daughtersofstpaul.com/mediastudies>. A Catholic organization for media studies.

Web Smart Kids, Web: <http://www.websmartkids.org>. A web site parent's guide for building children's media literacy skills for the Internet. Also features a download option for a presentation for teachers and parents.

Teacher/Classroom/School Resources

Assignment: Media Literacy, Educator Hotline: (888) 734-2328, E-mail: teacher@assignmentmedialit.org, Web: <http://www.assignmentmedialit.com>. Aligned with rigorous state curriculum frameworks, a comprehensive approach to embedding media literacy skills in language arts, social studies, health education and the fine and performing arts in elementary, middle and high school grades.

Between the Lines: Understanding the Media through a Series of Creative Projects, Tyndal Stone Media, 806 Victoria Ave., 2nd Floor, Regina, Saskatchewan, Canada S4N 0R6, Phone: (306) 584-7331, E-mail: sales@tyndal.com, Web: www.tyndal.com. Comprehensive media literacy tool for students (grades 8-12) to explore issues in media production as they create their own multimedia projects. Price: \$139.95.

Beyond Blame: Challenging Violence in the Media, Order from the Center for Media Literacy, 4727 Wilshire Blvd., Suite 403, Los Angeles, CA 90010, Phone: (800) 226-9494, E-mail: cml@medialit.org, Web: <http://www.medialit.org>. This educational program, developed by media literacy and violence prevention experts with funding from the Carnegie Corporation and other foundations and organizations, challenges violent messages learned from TV and other media. Includes five units: Introduction/Overview (outreach), Elementary School (grades 4-5), Middle School (grades 6-8), Teen/Adult, and Parent/Caregiver. Prices: any individual unit - \$59.95; starter pack (includes introduction and overview, plus any other individual unit) - \$99.95; community pack (all five units) - \$249.95.

Cable in the Classroom, 1800 N. Beauregard St., Suite 100, Alexandria, VA, Phone: (703) 845-1400; Web: <http://ciconline.org>. Provides schools across the U.S. with free cable service and more than 540 hours per month of commercial-free educational programming. Includes information on cable companies and networks, programming and resources, *Cable in the Classroom* magazine, and *Family Zone* media literacy resources.

Creating Critical Viewers National Academy of Television Arts and Sciences, 111 West 57th St., Suite 1020, New York, NY 10019; E-mail: hjessup@mediascope.org, Web: <http://www.emmyonline.org/national/media/default.asp>. An in-school curriculum for junior high and high school students.

PBS TeacherSource, Public Broadcasting Service, 1320 Braddock Pl., Alexandria, VA 22314, Phone: (703) 739-5000, E-mail: teachersource@pbs.org, Web: <http://www.pbs.org/teachersource>. PBS programming and resources especially for teachers, including Classroom Currents and 2,000+ lesson plans and activities for arts and literature, health and fitness, math, science and technology, and social studies.

Project Look Sharp, 1119 Williams Hall, Ithaca College, Ithaca, NY 14850-7390, Phone: (607) 274-3471, E-mail: looksharp@ithaca.edu, Web: <http://www.ithaca.edu/looksharp>. Curriculum-driven initiative works directly with teachers, providing strategies, advice, and materials for media literacy instruction at all grade levels and instructional areas.

Scanning Television: Videos for Media Literacy, Order from the Center for Media Literacy, 4727 Wilshire Blvd., #403, Los Angeles, CA 90010, Phone: (800) 226-9494, E-mail: cml@medialit.org, Web: <http://www.medialit.org>. Forty short video programs, print activities, plus a teacher's guide with classroom activities to stimulate students to become active media users.

teachworld.com, Channel One Network, Education Department, 600 Madison Ave., 6th Floor, New York, NY 10022, Phone: (888) CH1-NTWK, (212)508-6800, E-mail: pfolkemer@channelone.com, Web: <http://www.teachworld.com>. A unique news organization that teaches the news rather than just reporting it. Provides historical background material and a conceptual framework for all news stories, plus reactions to world events from teenagers from all over the globe.

TV Planet, Contact Gaylen Whited, GPN, Phone: (800) 228-4630, E-mail: gwhited@uninfo.unl.edu, Web: <http://www.rmpbs.org/tvplanet>. Produced by Rocky Mountain PBS as part of the Critical Viewing Skills project, funded by The Colorado Trust, a four-part television program that demonstrates media literacy concepts for kids in upper elementary and middle school grades. Videocassettes plus a teacher's guide.

Parent/Family Resources

National Institute on Media and the Family, 606 24th Ave. South, Suite 606, Minneapolis, MN 55454, Phone: (888) 672-5437 or (612) 672-5437, E-mail: information@mediafamily.org, Web: <http://mediaandthefamily.org>. Features *KidScorer*, a sophisticated rating system for movie, television, and video game ratings; media awareness programs; helpful hints for parents and families to evaluate their media use.

Parent's Guide to the TV Ratings and V-Chip, Pamphlet published by the Center for Media Education, The Henry J. Kaiser Family Foundation. To get a free copy, call (877) 2VCHIP-TV (877-282-4478).

For multiple copies, call (800) 656-4533 and ask for publication #1491. Or download from the Web: <http://www.vchipeducation.org>.

Taking Charge of Your TV, Cable in the Classroom, 1800 N. Beauregard St., Suite 100, Alexandria, VA 22311, Phone: (703) 845-1400, Web: <http://www.ciconline.org> (click on "Family Zone"). This partnership between the National PTA, Cable in the Classroom, and the cable television industry provides media literacy training and resources to families.

TV Parental Guidelines Monitoring Board, PO Box 14097, Washington, DC 20004, Phone: (202) 879-9364, E-mail: tvomb@usa.net, Web: <http://www.tvguidelines.org>. Receives comments from the public on the television ratings system and how TV shows are rated.

General/Community Resources

Adults and Children Together (ACT) Against Violence, Contact: Jacquelyn Gentry, PhD, APA Public Interest Directorate, 750 First St., NE, Washington, DC 20002-4242, Phone: (800) 374-2721, (202) 336-5500, E-mail: publicinterest@apa.org, Web: www.apa.org. Initiative by the American Psychological Association, in collaboration with the Advertising Council, Inc. and the National Association for the Education of Young Children (NAEYC), to address early childhood violence prevention through a media campaign and community education.

Children Now, 1212 Broadway, 5th Floor, Oakland, CA 94612, Phone: (510) 763-2444; E-mail: children@childrennow.org, Web: www.childrennow.org. Working to improve the quality of news and entertainment media both for children and about children's issues. Media industry conference, surveys of children, independent research on television and print media, research newsletter, press workshops, entertainment industry briefings and public policy development. Free monthly e-newsletters.

Federal Communications Commission V-Chip Task Force, Federal Communications Commission, 445 12th St. SW, Washington DC 20554, Phone: (888) 225-5322, E-mail: fccinfo@fcc.gov, Web: <http://www.fcc.gov/vchip>.

Media Awareness Network, Web: <http://www.media-awareness.ca/eng/>. Web site from Canada offers practical support for media education in the home, school and community.

In the Mix - Reality Television for Teens, 114 E. 32 St., #903, New York, NY 10016, Phone: (212) 684-3940, E-mail: InTheMix@pbs.org, Web: <http://www.pbs.org/inthemix>. National, award-winning TV series for teens and by teens airs every week on PBS.

Just Think Foundation, 39 Mesa St., Suite 106, San Francisco, CA 94129, Phone: (415) 561-2900, E-mail: think@justthink.org, Web: <http://www.justthink.org>. Teaches young people to be critical thinkers, comprehending the content of media, and creative producers, mastering the technical skills to produce media messages in various forms, from broadcast public service announcements to web sites.

KidsNet, 6856 Eastern Ave., NW, Suite 208, Washington, DC 20012, E-mail: kidsnet@kidsnet.org, Web: <http://www.kidsnet.org>. National, non-profit, computerized clearinghouse and information center devoted to children's television, radio, audio, video and multimedia. Monthly *KidsNet Media Guide*. Quarterly *KidsNet Media News*. Free Study Guides for various curriculum areas such as science, literature, history, social studies and health available on their web site.

Listen Up! Messages from America's Youth, 6 E. 32nd St., 8th Floor, New York, NY 10016, Phone: (212) 725-7000, E-mail: info@listenup.org, Web: <http://www.pbs.org/merrow/trt/index.html>. A network of youth media producers who are contributing messages for a public service campaign. Youth from diverse backgrounds research, write, produce, edit and distribute their own media.

Y-Press: A Children's News Network, The Children's Museum of Indianapolis, 3000 N. Meridian St., Indianapolis, IN 46208, Phone: (317) 334-4125, E-mail: ypress@in.net, Web: <http://www.ypress.org>. Begun as a Children's Express bureau in 1990, Y-Press became an independent new bureau in November 1999. This youth-driven organization gives children a voice in the world through journalism. Members produce stories with a youth perspective, allowing them to build communication skills.

Media Ratings/Analysis/Research

Abandoned in the Wasteland: Children, Television, and the First Amendment. Authors Newton N. Minow and Craig L. Lamay remind readers of broadcasters' legal obligation to serve the public interest,

including service to children, to balance the exercise of unrestricted freedom under the First Amendment. Published by Hill & Wang, Paperback (April 1996), Price: \$8.20 (at Amazon.com).

Center for a New American Dream, 6930 Carroll Ave., Suite 900, Takoma Park, MD 20912, Phone: (301) 891-ENUF (3683), E-mail: newdream@newdream.org, Web: <http://www.newdream.org>. People concerned about raising a generation of “hyper-consumers” can learn more about the effect of advertising and marketing on kids. *Tips for Parenting in a Commercial Culture* brochure available in HTML and PDF formats on their web site or in print for \$2/copy.

Consumer Reports Center for Children, Youth and Families, 101 Truman Ave., New York, NY 10703, E-mail: crcenter@zillions.org. To motivate and prepare kids to make informed, independent consumer decisions, activities of this nonprofit organization include publishing *Zillions*, a bimonthly magazine for kids, and *Zillions Teaching Guide*, the Consumer Reports Center Online web site, and research on commercialism and kids.

GetNetWise, Phone: (202) 638-4370, E-mail: suggestions@getnetwise.org, Web: <http://www.getnetwise.org>. Managed by the Internet Education Foundation, a user-friendly, family empowering, online resource that contains aggregated and syndicated content: *Internet Safety Guide*, *Tools for Families*, *How to Report Online Trouble*, and *Guide to Kids Content*.

KIDS FIRST!®, 112 West San Francisco St., Suite 305A, Santa Fe, NM 87501, Phone: (505) 989-8076, E-mail: kidsfirst@cqcm.org, Web: <http://www.cqcm.org/kidsfirst/start.html>. The Coalition for Quality Children’s Media’s initiative that evaluates and rates children’s media. Provides guidance for locating titles that have been adult-approved and kid-tested. Features *KidsFirst!*® News, a free, monthly newsletter by e-mail. **Nielsen Media Research**, 299 Park Ave., New York, New York 10171, Phone: (212) 708-7500; E-mail: info@nielsenmedia.com, Web: <http://www.nielsenmedia.com>. Leading provider in the U.S. and Canada on television ratings and other information (e.g., demographic data) about who is viewing what on television.

Media Advocacy/Research/Policy/Watchgroups, Organizations and Groups

The Annenberg Public Policy Center, 320 National Press Building, Washington, DC 20045, Phone: (202) 879-6700, Web: <http://www.appcpenn.org>. Examines the role of communications in public policy issues at the local, state and federal levels.


FAIR, 130 W. 25th St., New York, NY 10001, Phone: (212) 633-6700, E-mail: fair@fair.org, Web: www.fair.org. An anti-censorship, national media watch group advocating for greater diversity in the press, scrutinizing media practices that marginalize public interest, minority and dissenting viewpoints. Publishes *Extra!*, an award-winning magazine of media criticism. Produces *CounterSpin*, weekly radio program. Features Women’s Desk and Racism Watch Desk and Action Alerts for activists.

Gay & Lesbian Alliance Against Defamation (GLAAD), Phone: (800) GAY-MEDIA, E-mail: glaad@glaad.org, Web: <http://www.glaad.org>. Dedicated to promoting and ensuring fair, accurate and inclusive representation of individuals and events in all media as a means of eliminating homophobia and discrimination based on gender identity and sexual orientation.

HYPE, Phone: (770) 322-6653, E-mail: mediablacks@hotmail.com, Web: <http://pan.afrikan.net/hype>. Published by the Center on Blacks and the Media, a independent, nonprofit, research-based and change-oriented organization, HYPE is a web site that monitors the Black image in media.

MediaChannel, Globalvision New Media, 1600 Broadway, Suite 700, New York, NY 10019, Phone: (212) 246-0202, E-mail: editor@mediachannel.org (comments/suggestions), join@mediachannel.org (to join affiliates program), Web: <http://www.mediachannel.org>. Endorsed by Walter Cronkite, a media issues web site, featuring criticism, breaking news, and investigative reporting from hundreds of organizations worldwide. “As the media watch the world, we watch the media.”

Mediascope, 12711 Ventura Blvd., Suite 440, Studio City, CA 91604, Phone: (818) 508-2080, E-mail: facts@mediascope.org, Web: <http://www.mediascope.org>. National, nonprofit research and policy organization to promote issues of social relevance (media ratings, teen



sexuality, children's television, diversity, media violence, effects of video games, artists' rights and responsibilities, substance use) within the entertainment industry (film, television, Internet, video games, music and advertising).

NewsWatch, 2100 L St., NW, Suite 300, Washington, DC 20037, Phone: (202) 223-2942, E-mail: webmaster@newswatch.org, Web: www.newswatch.org. Know how reporting holds up against expert criticism and independent evidence. NewsWatch seeks to hold journalists to their profession's standards of fairness and accuracy.

Pew Center for Civic Journalism, 1101 Connecticut Ave., NW, Suite 420, Washington, DC, 20036, Phone: (202) 331-3200, E-mail: news@pccj.org. An incubator for civic journalism experiments that enable news organizations to create and refine better ways of reporting the news to re-engage people in public life.

The Pew Research Center for the People & the Press, 1150 18th St., NW, Suite 975, Washington, DC 20036, Phone: (202) 293-3126, E-mail: mailprc@aol.com, Web: <http://people-press.org>. An independent opinion research group that studies public attitudes toward the press, politics and public policy issues.

