

# Media Literacy and Its Impact on Substance Abuse



**March 25–26, 2010**

**Crowne Plaza Hotel, Harrisburg, PA**

**[www.medialitpa.org](http://www.medialitpa.org)**

For Teachers, Professors, Counselors, Administrators,  
Future Educators and Prevention Specialists who  
want to become a leader in media literacy education.



## About the Media Literacy Conference

"It was well worth the travel to attend your conference. Any conference that has Renee Hobbs as a presenter is a serious and important event. The keynote speaker was inspiring. The conference was a wonderful combination of academics with the gritty realism of drug use. Bravo and I will be back."

—**JIM METROCK**  
President, Obligation, Inc.

"This conference is a *must* for anyone who works with youth in today's techno-world. The experience was enriching and stimulating, giving me the tools and skills I can now use in my work with young people finding their way in the world."

—**HELEN GYIMESI**  
Drug and Alcohol Prevention Educator, Education Resources, Memorial Hospital

"The 2009 Media Literacy Conference was a great conference—enlightening, engaging and timely!"

—**LESLIE KNIGHT, SSGT**  
Drug Demand Reduction Specialist, PA Army National Guard

"Regarding the Media Literacy Conference...I thought it was fantastic! Both Brian and Renee did such a great job. I am still reeling from what I learned. It made me angry with the tobacco companies as well as the liquor producers. I always looked upon drinking and smoking as a choice... but now I see it as taking advantage of targeted people for profit. The message and the critical skills with media need to be spread."

—**JANIE A. HECKER**  
Supervisor of Auxiliary Services, Colonial Intermediate Unit 20

## Young people today have more exposure to images of drug and alcohol use—and more avenues for obtaining drugs and alcohol for their own use—than ever before.

In an era of exploding media access to youth—fueled not only by traditional media but also by mobile communications, video games, music and the internet—empowering students to understand all forms of media literacy is paramount.

Drug Free Pennsylvania's third annual media literacy conference, **Media Literacy and Its Impact on Substance Abuse**, will feature three of the top authorities in the field of media literacy:

**Renee Hobbs, Ed.D.**  
Temple University  
Lead Presenter



**Brian Primack, M.D.**  
University of Pittsburgh  
Lead Presenter



**Jean Kilbourne, Ed.D.**  
Author and Speaker  
Keynote Luncheon Speaker



**Renee Hobbs, Ed.D.**, is the founder of the Temple University Media Education Lab and helps educators globally to address media literacy through research, curriculum development and advocacy. **Brian Primack, M.D.**, is internationally recognized for his research on the effect of mass media messages on adolescent health. **Jean Kilbourne, Ed.D.**, recognized worldwide for her critical studies of alcohol and tobacco advertising, will present *Deadly Persuasion: Advertising and Addiction* on March 25. Our March 26 Keynote Luncheon Speaker, **Craig LeCadre**, Senior Supervisory Special Agent with the PA Attorney General's Office, will present *Truth & Choices*, a program that shares a teen's true story of hard choices and near-death experiences due to drugs and alcohol.

The goal of the conference is to provide educators with an understanding of the core concepts of media literacy through interactive, hands-on applications such as dissecting advertisements, writing public service announcements (PSAs), and analyzing the ways companies market their products. These skills can then be implemented in the classroom or during after-school programs to teach children how to make healthy lifestyle decisions regarding substance abuse.

## Registration

The cost for the conference is \$100 per attendee. There is a full-time college student discount of \$75 per attendee. The fee covers meals and conference materials. **Registration ends March 19, 2010. To register for the conference, please use the attached registration form.**

The cost for a hotel room on March 24 and 25 is \$99 per night plus tax. Parking is available at the hotel for registered guests for \$9 per day. All other attendees should park across the street at the municipal garage. A limited supply of rooms is available at this discounted rate through March 12, 2010. Please indicate that you are attending Drug Free Pennsylvania's Media Literacy Conference. For reservations, contact:

Crowne Plaza Hotel, 23 S. 2nd St., Harrisburg, PA 17101  
(tel) 717.234.5021 (toll free) 877.227.6963 [www.crowneplaza.com](http://www.crowneplaza.com)

For more information, visit [www.medialitpa.org](http://www.medialitpa.org).

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## C O N F E R E N C E   S C H E D U L E

### THURSDAY, MARCH 25, 2010

|          |   |          |   |
|----------|---|----------|---|
| 7:30 am  | <b>Registration &amp; Breakfast</b>                                     | 11:45 am | <b>Lunch</b><br><i>Deadly Persuasion: Advertising &amp; Addiction</i><br>Dr. Jean Kilbourne |
| 8:30 am  | <b>Welcome &amp; Introductions</b><br>Chad Rohrbach & Jeanne Troy       | 1:00 pm  | <b>What is Media Literacy?</b><br>Dr. Renee Hobbs   |
| 8:45 am  | <b>Pre-Tests</b><br>Jeanne Troy   | 1:45 pm  | <b>The Pedagogy of Media Literacy</b><br>Dr. Renee Hobbs                                    |
| 9:00 am  | <b>New Ways to See</b><br>Dr. Brian Primack                             | 2:45 pm  | <b>Break</b>  |
| 9:30 am  | <b>Media, Technology &amp; 21st Century Learners</b><br>Dr. Renee Hobbs | 3:00 pm  | <b>AD IT UP Video</b><br>Dr. Brian Primack  |
| 10:15 am | <b>Break</b>  | 3:30 pm  | <b>Reflection on the Day</b><br>Dr. Renee Hobbs   |
| 10:30 am | <b>Tobacco Primer</b>   |          |   |

### FRIDAY, MARCH 26, 2010

|          |  |          |  |
|----------|--|----------|--|
| 7:30 am  | <b>Breakfast</b>   | 12:45 pm | <b>Substance Abuse Prevention with <i>AD IT UP</i></b><br>Dr. Brian Primack          |
| 8:30 am  | <b>Good Morning &amp; PSA Contest<br/>Winner Announcements</b><br>Chad Rohrbach, Jeanne Troy & PA National Guard | 1:45 pm  | <b>Break</b>   |
| 9:00 am  | <b>Alcohol Primer</b><br>Dr. Brian Primack   | 2:00 pm  | <b>Creating Media as a Way to Learn</b><br>Dr. Renee Hobbs                           |
| 10:15 am | <b>Break</b>   | 3:15 pm  | <b>Charting a Course &amp; Final Comments</b><br>Dr. Renee Hobbs & Dr. Brian Primack |
| 10:30 am | <b>Substance Abuse Prevention with<br/><i>The Media Straight Up!</i></b><br>Dr. Renee Hobbs                      | 3:30 pm  | <b>Post-Tests</b><br>Jeanne Troy   |
| 11:45 am | <b>Lunch</b><br><i>Truth &amp; Choices</i><br>Supervisory Special Agent Craig LeCadre                            | 3:45 pm  | <b>Adjourn</b>   |

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## R E G I S T R A T I O N F O R M

Name \_\_\_\_\_ Personal ID (for Act 48 Credit Hours) \_\_\_\_\_

School/Organization \_\_\_\_\_

Please Check Your Profession:     Middle/High School Teacher     Middle/High School Administrator  
 College Instructor     Full-time College Student     Counselor     Prevention Specialist     Other

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

Please send me an invoice for \_\_\_\_\_ individuals, using purchase order number \_\_\_\_\_ .

A check payable to Drug Free Pennsylvania in the amount of **\$100** is enclosed.

Please charge the amount of **\$100** to my  Visa     MasterCard     American Express     Discover

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ / \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

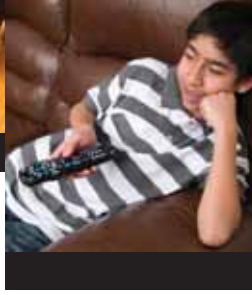
Authorized Signature \_\_\_\_\_

**To register for the conference please complete this form and mail it to:**  
Drug Free Pennsylvania  
300 N. Second Street, Suite 1215  
Harrisburg, PA 17101

Or, fax it to (717) 232-5400

Read the full schedule  
and download  
additional registration  
forms online at  
[www.medialitpa.org](http://www.medialitpa.org)

DRUG FREE  
PENNSYLVANIA'S  
3RD ANNUAL  
MEDIA LITERACY  
CONFERENCE



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## Substance Abuse

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**Please join Drug Free Pennsylvania and three of the top authorities in the field of media literacy to:**

- Learn core concepts of media literacy
- Understand how media affects behavior, health and substance abuse
- Participate in hands-on activities to understand principles of media literacy
- Discover how to connect media and your classroom while addressing Pennsylvania's academic standards
- Receive a FREE copy of the 3rd edition of the *The Media Straight Up! Critical Thinking Skills for Pennsylvania's Youth* curriculum guide
- Earn 14.5 Act 48 Credit Hours

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