



## **Action Coalition For Media Education(ACME) Conference, Boston, April 7, 2011**

### *Media Education for Health, Democracy and Reform*

#### **Request for Abstracts and Conference Description**

This conference will consist of five tracks, or five mini-conferences, presented the day before the National Conference for Media Reform. The ACME conference will be held at the Boston Park Plaza Hotel in April 2011, and even at this early date, it has attracted nationally known media experts, including Jean Kilbourne and Susan Linn. The culmination of the day will be an evening gathering, a block away at the Arlington Street Unitarian Church, in which noted author, scholar and reformer Bob McChesney will present solutions to our most pressing media challenges.

ACME is a national media education 501(c)(3) organization which promotes unbiased and independent media education, especially that which is not influenced by corporate support. This will be ACME's fifth national conference. Others have been held in New Mexico, California, Vermont and Minnesota.

This conference will have five tracks: Media Education: Content and Methods, Media, Culture and Democracy: Criticism and Solutions, Health, Youth, and Technology in Media Education. Each track will consist of five 75-minute sessions. These will be interactive, media-driven, cutting-edge, entertaining and motivational, and they can take the form of presentations or small panels. In general, we envision a day devoted to generating new skills of observation, analysis, teaching, and creating solutions. We encourage people to submit proposals for sessions covering a range of issues, from skill building for media educators and the corporate domination of democracy to retailer abuse of children and activist solutions for media-related problems.

- 1. Media Education: Content and Methods.** Five sessions of progressively more advanced strategies and methodologies used in media education, including tips about everything from core concepts to advanced techniques.
- 2. Media, Culture and Democracy: Criticism and Solutions.** Two kinds of sessions: 1. Noteworthy and motivational criticism of the media's failure in our culture and government,

with an emphasis on new and informative critiques. 2. New and relevant uses of media education to stimulate interest in creating activist solutions.

3. **Health.** Solutions and results from unique programs using media education in health promotion and wellness. State-of-the-art examples using media education as an intervention, including programs that have been effective and evaluated.
4. **Youth.** Making the case that media education must attract and motivate young people and utilize their knowledge and energy if it is to be successful. Creative leading-edge examples of programs, classes or curricula that demonstrate youth gaining valuable skills and knowledge. Sessions can be presented by youth, teachers or youth and adults working together.
5. **Technology in Media Education.** How to use the latest technology, Internet tools, Web 2.0, research software, presentation and social media tools, as well as how to evaluate information from modern sources. Examples that utilize and explain technology as part of innovative media education are welcome.

### **Request for Submissions**

The Action Coalition for Media Education (ACME) invites abstracts and session proposals presenting the results of innovative teaching, scientific research, program evaluations, policy analyses, and lessons learned from community-based youth programs and school-based interventions related to media education for the 5th Annual ACME Conference to be held on April 7, 2011, in Boston, Massachusetts, the day preceding the National Media Reform Conference organized by Free Press (see <http://www.freepress.net/conference> for more information).

The theme of the 2011 ACME conference is *Media Education for Health, Democracy and Reform*.

Abstracts may be submitted for individual or panel sessions. The following general topics are some possible areas of interest for the 2011 program, but are by no means exhaustive.

#### **Teaching**

- Basic and Advanced ME techniques
- Using ME in presentations and lessons
- Media production in the classroom

- Case studies
- Pedagogy and ME

### **Democracy**

- Corporate control and ME
- Targeting children
- Independent media and ME
- Economics and/or financial education using media
- Civics and ME
- Activism and ME
- Case studies of successful programs

### **Health**

- Innovative and/or science-based ME interventions
- Proven solutions in health promotion using ME
- Solutions supported by peer-reviewed articles
- What works in ME focusing on health outcomes
- Using ME as an intervention in health promotion

### **Youth**

- Programs with youth that have succeeded in creating valuable knowledge and multiple skills
- Youth and new media
- New horizons in youth-oriented media education
- Ground-breaking, innovative case studies

### **Using technology in media education**

- Audio and video in presentations
- New tools: Internet, hardware and software
- Web 2.0 for knowledge and research
- Social media and media education
- Recognizing Internet biases
- Using technology as an aid to media education

## **Submission Requirements**

- Submissions must be done electronically at <http://www.surveymonkey.com/s/QPVBQ7P>;
- Abstracts should be no more than 250 words;
- Submissions must include at least three learning objectives;
- No sessions will be accepted that describe programs funded by the corporations that contribute to the issue (example, tobacco control with media education funded by Phillip Morris, or women's body image funded by Dove);
- No sessions that promote a company will be accepted (for example, a consultant's packaged curriculum implemented in a school district that paid for the program and consultant);
- Youth sessions should be innovative, creative and leading-edge, with a record of successfully augmenting educational or media skills of the youth involved; and

- Materials and a résumé of the lead speaker will need to be submitted in advance of the conference to comply with continuing education unit certifications.

**Deadline** for submissions is November 14, 2010, at 11:59 p.m. (Pacific Standard Time).

- For questions about submissions or about the ACME Annual Conference, please contact Bob McCannon at [mccannon@flash.net](mailto:mccannon@flash.net) or Sara Voorhees at [movimama@swcp.com](mailto:movimama@swcp.com).