

MEDIA: Overseas Conversations (IV)

May 31 - June 2, 2007 / New York City

Organized by

European Observatory of Children's Television
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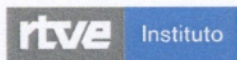
The Museum of Television & Radio and
Fordham University's Department of Communication and Media

With the support of

Listen Up!; The Chelsea Art Museum and
The Center for Media Studies at Rutgers University

This conference is made possible with the support of

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-----PROGRAM OVERVIEW-----

THURSDAY, MAY 31

Museum of Television & Radio (25 West 52nd Street)

10:00AM - 11:00AM

Screening - UNICEF Awards – Curator: OETI

4:00PM – 5:00PM

Screening – Curator: Listen Up!

6:00PM – 7:30PM Panel Discussion

“International Perspectives on Government Policies and Youth Media”

FRIDAY, JUNE 1

Fordham University/Lincoln Center Campus (113 West 60th Street @ Columbus Ave)

Noon – 1:30PM Panel Discussion

“New Technologies and Early Childhood Language Development”

4:00PM – 5:30PM Panel Discussion

“Comics and Graphic Novels in Contemporary Youth Culture”

6:00PM – 7:30PM Panel Discussion

“New Media and Social Networking”

SATURDAY, JUNE 2

Fordham University/Lincoln Center Campus (113 West 60th Street @ Columbus Ave)

10:00AM -11:00 AM

Screening – Reel Teens Festival

Noon – 1:00PM

Screening – The Machinima Phenomenon

3:00PM – 4:30 PM Panel Discussion

“Media Literacy as a Core Educational Element across Pedagogical Systems

5:00PM – 6:00PM – Closing Remarks by Douglas Rushkoff

Program Associate: **Rosana Ferraz**; Program Guide Editor: **Terry Solowey**

Illustration: **Guillem Cifré**; Outreach/Press Coordinator: **Pat Tobin**

Project Directors:

Jordi Torrent and Valentí Gómez i Oliver

THURSDAY, MAY 31
The Museum of Television & Radio

10:00AM – 11:00AM SCREENING

UNICEF Awards – Curator: OETI

The Barcelona International Television Festival (FITB) annually awards the prestigious UNICEF Prize (from the United Nations Fund). This prize goes to audiovisual productions devoted to children and youth that highlight ethical values and the defense of human rights according to the Convention of the Rights of the Children. The Jury is presided over by UNICEF/Catalonia. www.oeti.org

The Children of Nepal (32 min., 2002)

UNICEF Award FITB 2002

Country: Spain

Director: Joan Soler Foyer, Javier Berrocal

Producer: Centre d'Estudis Cinematogràfics de Catalunya (CECC)

The Daleki School was founded in Katmandu by the Catalan Vicki Sherpa and created for children of families without resources like Narbu or Sanjev who dream of a better future. Stories of children are portrayed: Vicky, a boy on the street, passes the time with his friends, looking for coins to survive and dreams on the cold floor of the temple that serves as his house. Dependra dreams about being like Tony, the man that brought them off the street, away from marijuana, to live in a house full of princesses. The permanent smile of these children is the only perennial thing in Nepal, where unfortunately dreams are so fragile.

Unexpected Blow: Jolieke (15 min., 2004)

UNICEF Award FITB 2005

Country: The Netherlands

Director: Suzanne Raes

Producer: Lemming Film

Jolieke is 12. She hasn't had it easy so far. Her father died 8 years ago, and she also has a chronic immune system disease. This means she has to go to the hospital every two weeks for treatment, which often makes her tired. Her little sister has the same illness and together they share their pains and frustrations. Jolieke and her sister show us that sometimes sadness and bad luck are just a part of life and shouldn't be determining factors of life.

Your Own Voice: Right to Culture (8 min., 2004)

UNICEF Award FITB 2004

Country: Bolivia

Director: Lilliana de la Quintanta

Producer: Nicobis Productions

Alfredo is a Quechua boy from Bolivia, from the Layme community of North Potosi, who stood out in the children's parliament by fighting to preserve his culture, language and clothing. He fought for the different identities of indigenous children of Bolivia.

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

UNICEF Award FITB 2003

Country: South Africa

Director: Ouita Smit and Madoda Ncayiyana

Producer: For the Future - Vuleka Productions

This moving short shows a small girl who has just lost her mother due to AIDS and fights to cope with her sorrow and confusion. When a boy puts a picture that she drew of her mother onto his kite, this act of friendship and the shared joy of flying the kite together, makes the girl smile again.



THURSDAY, MAY 31
The Museum of Television & Radio

4:00PM – 5:00PM SCREENING

Curator: **Sharese Bullock, Listen Up!**

Listen Up! is a youth media network that connects young video producers and their allies to resources, support and projects in order to develop the field and achieve an authentic youth voice in the mass media. www.listenup.org

Beyond Global: (Self) Portraitures in Youth Media

Sahar: Before the Sun (6 min., 2005)

Light House, Charlottesville, VA, USA

Featuring: Sahar Adish

Youth Filmmakers: Joe Babarsky, Sahar Adish, Luke Tilghman, Sanja Jovanovic

Adult Mentor: Shannon Worrell

After the Taliban took control of Kabul in 1996, Sahar Adish fled Afghanistan with her family to find safety in the United States. Sahar, at age 18, speaks powerfully to the courage and aspirations of her parents, her family's struggle for intellectual freedom and educational rights.

Alienated : Undocumented Immigrant Youth (8 min., 2005)

A Youth Organizers Television (YO-TV) Documentary, New York, USA

Educational Video Center/YO-TV Producers

YO-TV Directors: Adam Gutierrez, Lindsay Fauntleroy, Kyle Lorde, Steven Kranston

Music Composition: Cesar Lazcano, Kyle Lorde, Rebecca Norton, Alina Ortiz

In *Alienated*, we meet Licia, a determined young woman from St. Vincent who commutes from Brooklyn to New Jersey to work as a nanny for \$4 an hour.

Meanwhile, anti-immigrant groups rally around lobbying efforts that seek to impose ever harsher policies and to "protect our borders." Through interviews with individuals on both sides of the immigration debate, *Alienated* examines what it means to be young, able and "illegal" in America.

Skin (1:34 min., 2005)

TRUCE (The Renaissance University for Community Education), New York, USA

Youth Producers: Kaderjra Holmes, Tyrone Broughton

Skin' is an experimental video piece that explores the issues of discrimination, racial identity and self-esteem. It follows two young African Americans who attempt to change the color of their skin and are haunted by the effects of their decision. Ultimately, they come to rediscover themselves, and the rich natural beauty of their own skin.

A Divided City (6 min., 2005)

Sawtona "Our Voice" Amman, Jordan and Phillips Community TV, Minneapolis, USA

Featuring: Ghayda Nawrus. Youth Filmmakers: Ghayda Nawrus, Aya Al Tal

Adult Mentors: Mustafa Tell, John Gwinn

Ghayda Nawrus is one of almost one billion Muslims worldwide who adheres to her faith, traditions and family. But Ghayda, who lives in Amman, Jordan, attends a Christian school and is also a product of satellite television and the Internet. This bright, soft-spoken 16 year old looks candidly at the issues causing her and her family the greatest fear: the challenges and complexity of a modern society embedded in traditional culture.

Out of Control Room (4:15 min., 2005)

Produced by Reel Girls, Washington, USA

Nicole Levy, Allison Rinard, Lena Takamori

A teenage girls finds herself feeling trapped in a world of double-standards and contradictions, guided only by her own conscience in the form of a video control room.

Rapping at Fear (7 min., 2005)

Polimorfo, Bogotá, Colombia

Camera: Mayuri Bolívar, Willy Villabón, Viviana Rivas, Andrés Tabares

Audio: Gina Yagüe, Andrea Reinoso, Carolina Yagüe

Animation: Carolina Yagüe, Manuel Reinoso. Editing: Manuel Reinoso, Juan Cortés

Script: Luisa Bustos, Marcela Palacios. Adult Mentors: Libia Tattay, Sayuri Matsuyama, Pablo Tattay, John de los Rios, Rodrigo Escobar

Whether in the Colombian countryside before the rebels forced his family to leave, or the city slum where his family now lives, Andrés Tabares has always had a way with words. In Andres' barrio where "social cleansing" groups wage war, this 13 year-old writes and performs rap to speak out against violence . . . and people are listening. He now hosts his own Saturday morning variety show on Colombian national television.

Cultivate (3:03 min., 2005)

Perpich Center for Arts Education, Golden Valley, MN, USA

Youth producer: Yoko Okomura

An experimental video poem with the thematic over tone of re-birth and duality.

We Don't Want No War (6 min., 2005)

Featuring: Mohammed Sidibay

Youth Filmmakers: Edwin Daniel, Schwarbu Emile Kamara, Jane Peters, Rashid Peters, Mohamed Sidibay.

Adult Mentors: Andrew Greene (Sierra Leone), Austin Haeberle (USA)

10 year-old Mohamed Sidibay is a bright, hard working 4th grader who likes to play soccer, work on computers and go to school. Yet, only two years earlier he was commanding rebel troops in the "bush" in Western Africa. This sensitive, thoughtful young man articulates in simple terms the devastation of war and growing up as child soldier in Sierra Leone.

THURSDAY, MAY 31
The Museum of Television & Radio

6:00PM - 7:30PM PANEL DISCUSSION

International Perspectives on Government Policies and Youth Media

This panel will explore how government policies impact youth media around the world. Issues such as whether media regulations succeed in providing better access and enhanced content will be addressed.

Victoria Camps is a counselor of the Audiovisual Commission of Catalonia, Spain since 2002 and a member of the Commission of Information of Catalonia since its founding. She currently is a professor of political and moral philosophy at the Autonomous University of Barcelona. She holds a PhD in Philosophy from the University of Barcelona and has published numerous books. www.cac.cat

Jean-Francois Furnemont has been the director of the Audio-Visual High Commission in Belgium since 2000. Previously he was administrator of RTBF – Belgium Public Service Broadcasting System from 1999-2000. He has a Journalism degree from the University of Brussels, Belgium and a Masters in International Relations from the University of Liege, Belgium. His published works include political biographies of Jean Gol, Francois Perin and Guy Spitaels.

Julieta Langa is a senior lecturer at the Faculty of Arts and Social Sciences and head of the Linguistics Section, at Eduardo Mondlane University, Mozambique. She is also the president of the CSCS - High Council for Social Communication, Mozambique; acting chair of the African Communication Regulatory Authorities Network – ACRAN/RIARC as well as a member of the executive committee of the “Broadcasting Regulation and Cultural Diversity – BRCD”. She holds an M.A. in Linguistics at the Faculty of Arts from Eduardo Mondlane University.

Gloria Tristani is a former FCC commissioner (1997-2001) USA. She served for several years on the New Mexico State Corporation Commission and has been president of the Benton Foundation. Among her professional accomplishments, while heading the United Church of Christ’s Office of Communication, she brought national attention to Univision’s failure to meet children’s educational television programming requirements. Currently she is the counsel at the Washington, DC - based law firm of Spiegel & McDiarmid. She is a frequent speaker on media issues, particularly on the media’s effect on children. www.spiegelmc.com.

Moderator: Matteo Zacchetti has worked at the European Commission since 1995. He is responsible for the Media Literacy initiative and the Media Programme Pilot Projects within the DG Information Society and Media. He spent most of his professional life in the media or dealing with media related issues both in the private sector (Super Channel Ltd.) and at the European Commission where he has been working for more than 10 years on different policy aspects of audio-visual media. He holds a degree in Economics from the University of Genoa http://ec.europa.eu/avpolicy/media_literacy/index_en.htm

FRIDAY, JUNE 1
Fordham University/Lincoln Center Campus

NOON – 1:30PM PANEL DISCUSSION
New Technologies and Early Childhood Language Development

This panel will discuss current and emerging screen media (including ipods, cell phones, video cameras and digital storytelling) as tools in contemporary early childhood learning environments. What are the benefits and how are they used to support young children's language learning in developmentally appropriate ways?

Robert Albrecht teaches theory and history courses in the Media Arts Department at New Jersey City University. He holds a PhD from the Department of Communications and Culture at NYU. He has published numerous articles on the relationship of media and culture in both Latin America and the United States. Albrecht's book, *Mediating the Muse: A Communications Approach to Music, Media and Cultural Change* (2005), was awarded the Dorothy Lee Prize for its contribution to "scholarship in the ecology of culture." He is also the recipient of an Organization of American States Fellowship for study in Brazil as well as the Carlos Vigil Prize. He has served as Arts Editor to *ETC.* and currently serves on the editorial board of several communications journals.

Renee Cherow-O'Leary is currently a professor of English Education at Teachers College, Columbia University in the Department of Humanities. Prior to this, she was a professor of Media Studies at Rutgers University. She was director of research for the magazine Group at Children's Television Workshop and national coordinator of the media literacy curriculum "Creating Critical Viewers" developed by the National Academy of Television Arts and Sciences. She is co-chair of the 2007 Alliance for a Media-Literate America's first Research Summit. She holds a PhD in Culture and Communications from NYU.

Martin Levinson is vice president of the New York Society for General Semantics, and the Institute for General Semantics. He is currently doing educational consulting, teaching and counseling work. He is the author of books and numerous articles on general semantics formulations. He holds a PhD. His latest books include *Sensible Thinking for Turbulent Times* (2006) and *Practical Fairy Tales for Everyday Living* (2007). www.nysgs.org

Katherine Liepe-Levinson, founder of Muse Educational Resources, Inc. USA, has worked in the fields of education, prevention, and the performing arts for over two decades. She holds a PhD. Her workshops including stress and anger management, cultural diversity training and bully-prevention, explore topical issues through traditional therapeutic models and the techniques of the professional actor.

Moderator: Margaret Cassidy is an associate professor in Communications at Adelphi University. Her specializations include media history, K-12 media literacy, and current debates/controversies in media studies. She has written *Bookends: The Changing Media Environment of American Classrooms* and is currently researching and writing *Digital Dilemmas: Ethics and Educational Technology* contracted with Zephyr Press. She holds a PhD from New York University.

FRIDAY, JUNE 1
Fordham University/Lincoln Center Campus

4:00PM-5:30PM PANEL

Comics and Graphic Novels in Contemporary Youth Culture

In the age of the digital media revolution, the popularity of comics has endured and graphic novels have become quite a rage, within contemporary youth culture. Panelists will share their experiences as creators, critics, educators and organizers of international comic book festivals.

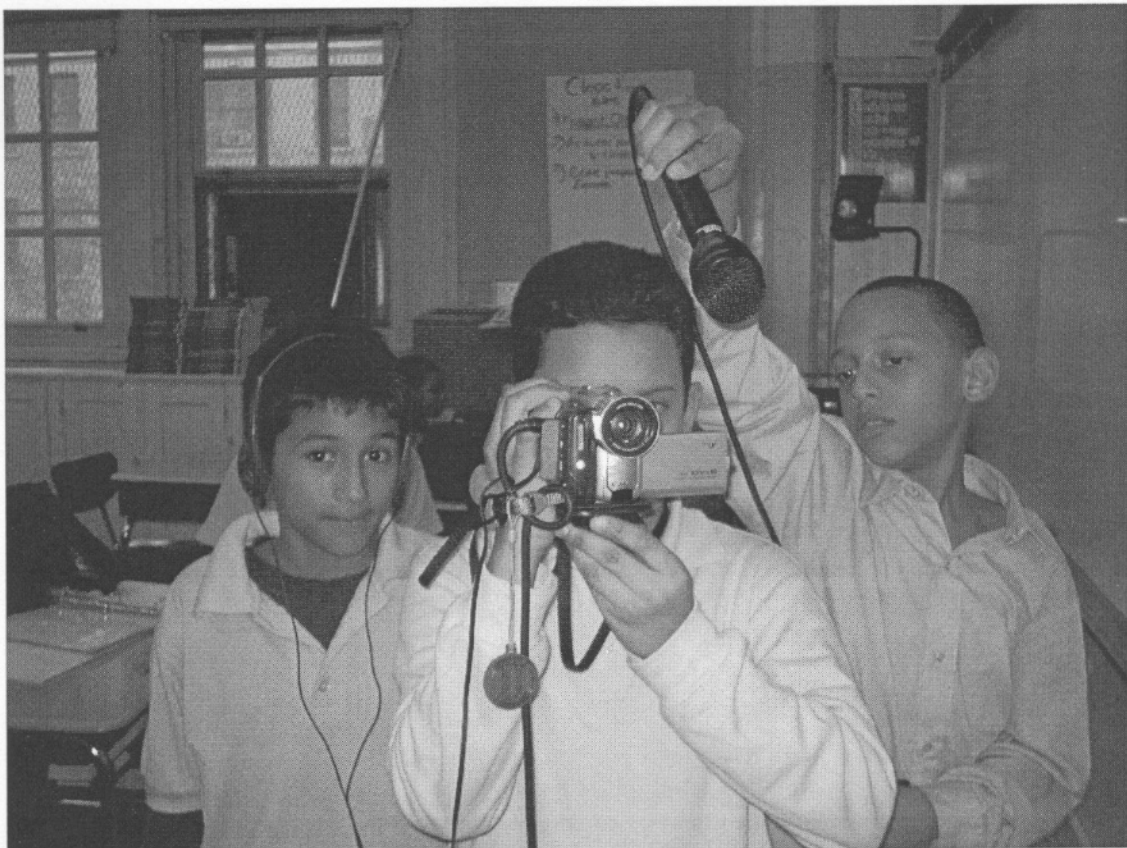
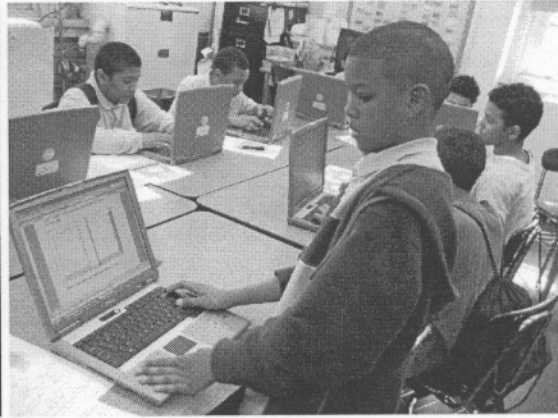
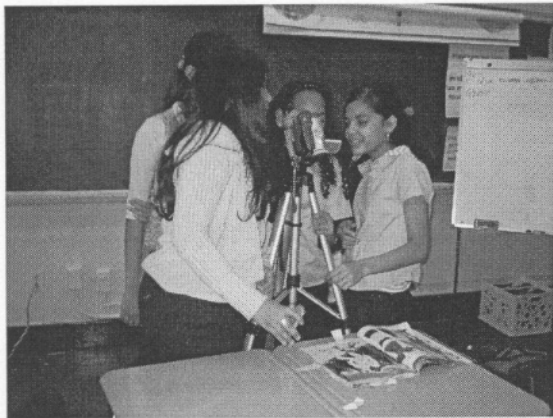
Michael Bitz is the founding director of The Comic Book Project www.comicbookproject.org at Teachers College/Columbia University. An internationally recognized innovator in education, he has worked to establish creativity at the core of academic learning, and he has done so for some of the most vulnerable children in the United States and elsewhere.

Gerard Jones First is the author of several books about "junk entertainment" and its relationship to American culture: "Men of Tomorrow: Geeks, Gangsters and the Birth of the Comic Book," "Killing Monsters: Why Children Need Fantasy, Superheroes and Make-Believe Violence," "Honey I'm Home: Sitcoms Selling the American Dream," "The Beaver Papers: The Story of the Lost Season," and others. He was also a prolific comic book writer in the 1980s and 1990s, working on major properties for DC and Marvel Comics (Green Lantern, Batman, Spider-Man) and creating several acclaimed independent comics. He has also developed storytelling workshops for children and consulted with schools and entertainment companies on the developmental role of children's media. He is a member of the San Francisco Writers Grotto and the father of a 14-year-old boy. www.gerardjones.com

Benoit Mouchart is an author, exhibitions curator and since 2003, artistic director of cultural programming of Angoulême International Comics Festival, in France. He has a Masters of Literature from Sorbonne University in Paris. He is the author of several books including research on Jacques Van Melkebeke and in collaboration with Francois Riviere, a biography of Edgar P. Jacobs, creator of "Blake and Mortimer". He has been a critic of *Bang* and *9e*, and contributed to the comic strip of the French magazines *Geo*, *Telerama*, *Science and Life*, and *Beaux-Arts* magazine. www.bdangouleme.com

Masami Toku is an associate professor of art education at California State University, Chico. She is the general director of the project *Power of Girls' Comics* and of the international touring exhibition of *Girls' Power! Shōjo Manga!* Her research interest is the cross-cultural study of children's artistic and aesthetic developments in their pictorial world and how visual popular culture influences children's visual literacy. Her recent collaborative research project is a cross-cultural study of the relationship between art and children's comprehensive ability in Japan and the United States. She holds a PhD. She is the editor of the online Journal, *Cultural Diversity in Art and Education* www.csuchico.edu/~mtoku.webae and *Visual Cultural Research in Art and Education* www.csuchico.edu/~mtoku/vc

Moderator – Lance Strate is a professor of Communication and Media Studies and director of the Graduate Program in Public Communication at Fordham University. He is a founding member and also the president of the Media Ecology Association and editor of *Explorations in Media Ecology*. He holds a PhD from New York University. He is the author of several books including *Echoes and Reflections: On Media Ecology as a Field of Study* and co-editor of several anthologies including *The Legacy of McLuhan and Communication and Cyberspace*. <http://lancestrate.blogspot.com>
www.media-ecology.org



FRIDAY, JUNE 1
Fordham University/Lincoln Center Campus
113 West 60th Street @ Columbus Avenue

6:00PM – 7:30PM PANEL DISCUSSION
New Media and Social Networking

Panelists will converse on contemporary modes of communication including blogs, vlogs, text-messaging, emails, games and sharing multimedia messages through new media platforms. A range of websites, from My Space to Linked-In to Second Life to YouTube, as an integral part of current social exchange and popular culture, will be discussed.

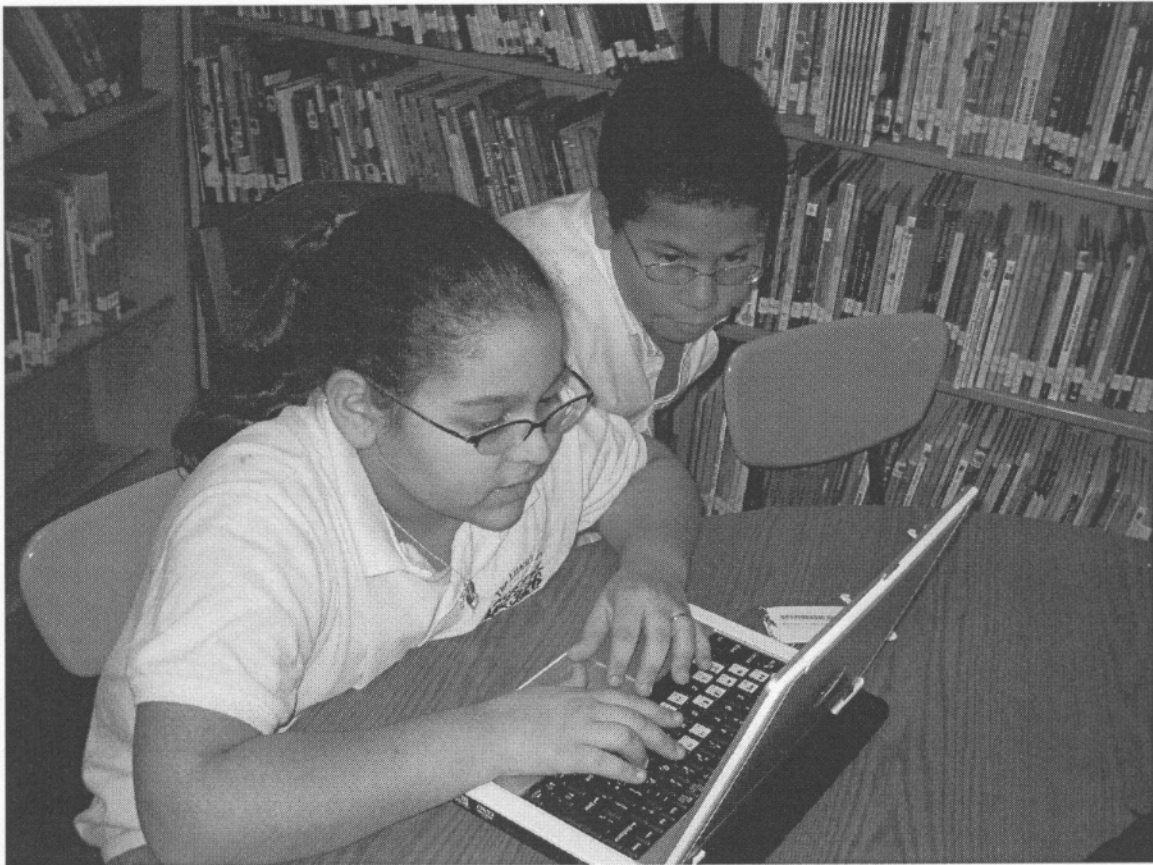
Robert W. Kubey is professor of Journalism and Media Studies, and director of the Center for Media Studies at Rutgers University. His publications have focused on the psychological experience of media and the state of media literacy education in the United States and worldwide. He has been an Annenberg Scholar at the University of Pennsylvania and a National Institute of Mental Health Research Fellow. He holds a PhD from the Committee on Human Development, Department of Behavioral Sciences at the University of Chicago. He has published over 50 journal articles and book chapters as well as his latest book: *Creating Television: Conversations with the People behind 50 Years of American TV* www.mediastudies.rutgers.edu www.creatingtv.rutgers.edu

Robert Logan is professor emeritus of Physics at the University of Toronto. He is also a senior fellow at the following institutes: The Institute for Biocomplexity and Informatics at the University of Calgary and the Best Institute for Strategic Creativity at the Ontario College of Art and Design. He obtained his B.S. and his PhD from M.I.T. He was active at McLuhan's Center for Culture and Technology from 1974 to 1980 where he collaborated and published with Marshall McLuhan. He was a policy advisor to Prime Minister Pierre Elliott Trudeau and numerous cabinet ministers. A selection of his writings can be found at www.physics.utoronto.ca/~logan.

Vitor Reia-Baptista is a professor at the University of Algarve, Portugal with a PhD in Communication and Education - Media Pedagogy; and the Coordinator of CICCUM - the Research Center for Communication Sciences, where he is coordinating several research projects about media literacy, intercultural communication and new environments of media exposure. He is a member of the steering group of the European Charter for Media Literacy www.euromedialiteracy.eu He was also the Coordinator of the Portuguese research teams within several international projects such as Educaunet www.educaunet.org - a European program to develop critical awareness of internet risks through media education; Glocal Youth www.glocalyouth.net/eng/index.htm - an intercultural project about media products for young people; Mediappro www.mediappro.org - a research project about youngsters' appropriations of internet and new technologies, especially mobile phones, video games and multimedia supports.

Bu Wei is a professor and the director of the Research Center for Media and Children at the Institute of Journalism and Communication in the Chinese Academy of Social Sciences, Beijing, China. Her main research fields include media and children; feminist media studies; empowering vulnerable (marginal) groups through communication; and social sciences methodology in communication research. Bu Wei has a Bachelor of Arts, Department of Chinese Literature and Languages, Beijing Normal University, and a Master of Law from Journalism School, People's University. She is the initiator and coordinator for the website Combating-Domestic Violence Network of China Law Society. www.stopdv.org.cn

Moderator: Mark Glaser, is the editor of PBS Mediashift, a blog looking at the way technology and the internet are changing media. Glaser is a longtime journalist and columnist, writing in the past about hip-hop music, videogames, eco-travel and tech gadgets. He lives in San Francisco. www.pbs.org/mediashift



SATURDAY, JUNE 2
Fordham University/Lincoln Center Campus

10:00AM-11:00AM: SCREENING –
Curator: The Reel Teens Festival

The Reel Teens Festival is an annual three day event held in early June that celebrates the creative genius of young people by screening films and videos made by teenagers from across the United States and around the world. Prizes are awarded in 9 categories, Fiction, Short Fiction (under 10 minutes), Documentary, Short Documentary (under 10 minutes), Animation, Claymation, Visual Arts, Music Video, and PSA (Public Service Announcements). An open dialogue with the young filmmakers are held during each screening. This year the finalists will be chosen from over 600 entries received. The winners are announced at the festival. www.reelteens.org

I Look Good

Mitchell White, Jordan Estes -Ages 17
A parody of a European pop song.
Music Video
New Orleans, Louisiana

The Tear

Jack Durnin - Age 19
What happens to a stray bullet or missed shot?
Animation
Grafton, New York

No Cinderella Story

Michael Keenan- Age 17
Study of sex among teens on Staten Island.
Short Documentary
Staten Island, New York

Wonderful World

Aaron Hall -Age18
A look at the world through a Louis Armstrong song.
Visual Arts
Olive Bridge, New York

Green Thumb

Peter Pa - Age 17
A teen examines his relationship with his mother.
Short Documentary
Lynn, Massachusetts

Helmet

Marty Cain - Age 15
A PSA for skateboarders.
PSA
Marlboro, Vermont

Runaway Ball

Dan Cayea - Age 17
The adventures of a wayward ball.
Visual Arts
Boiceville, New York

Reciprocity

Ian Dalesky, Patrick Dawn - Ages 17
How far can an act of kindness go?
Short Fiction
Bend, Oregon

The Spirit Within Us

La Shae Brooks - Age 11
A celebration of nature and life on the Boise Forte Reservation.
Visual Arts
Nett Lake Village, Minnesota

Anti-Smoking

Jennifer Peters - Age 17
PSA
Golden Valley, Minnesota

A Day in the Life of a Russian in the US of A

Alex Yeremenko - Age 18
The typical every day occurrences of a Russian teen in America.
Short Fiction
Columbus, Ohio

Listen To Yourself

Michael Pantzer - Age 17
When you know you shouldn't do something listen to yourself.
PSA
Loudonville, New York

Face

Kari Jo Skogquest - Age 17
A multimedia stop-motion animation reflecting journeys of the self.
Animation
Golden Valley, Minnesota

Prom Night

Henry Street Settlement - Ages 16 -18

A gay teen seeks acceptance from his friends as prom night approaches.

Fiction

New York, New York

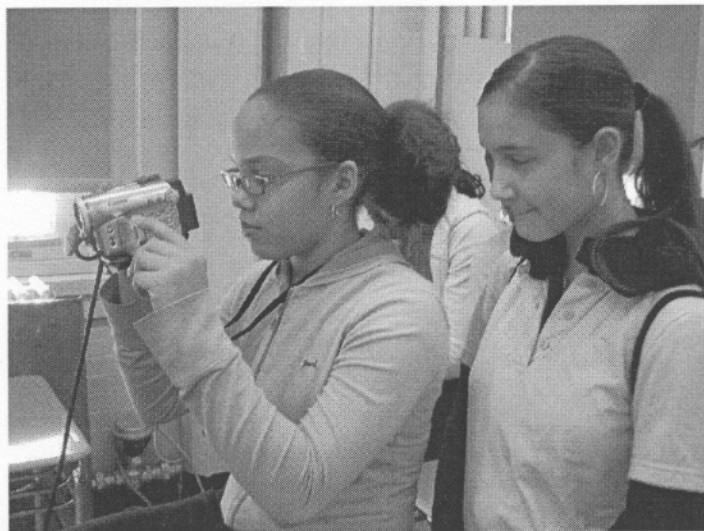
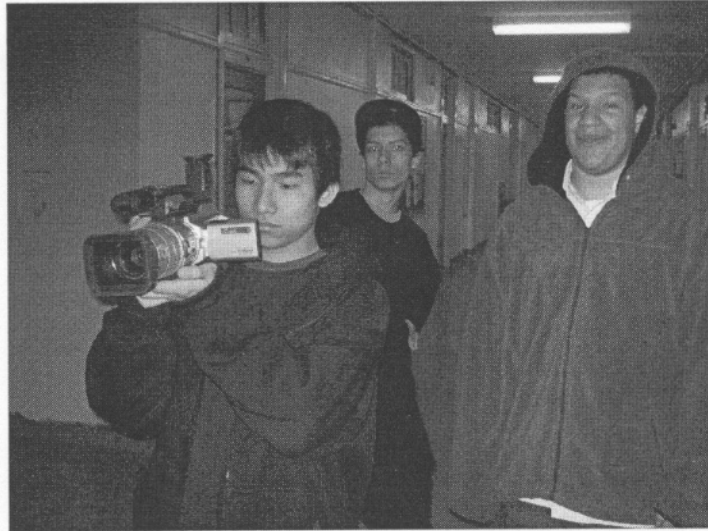
Inertia

Erica Eng - Age 17

Breaking the hum drum boredom of a dull class.

Visual Arts

Oakland, California



SATURDAY, JUNE 2
Fordham University/Lincoln Center Campus

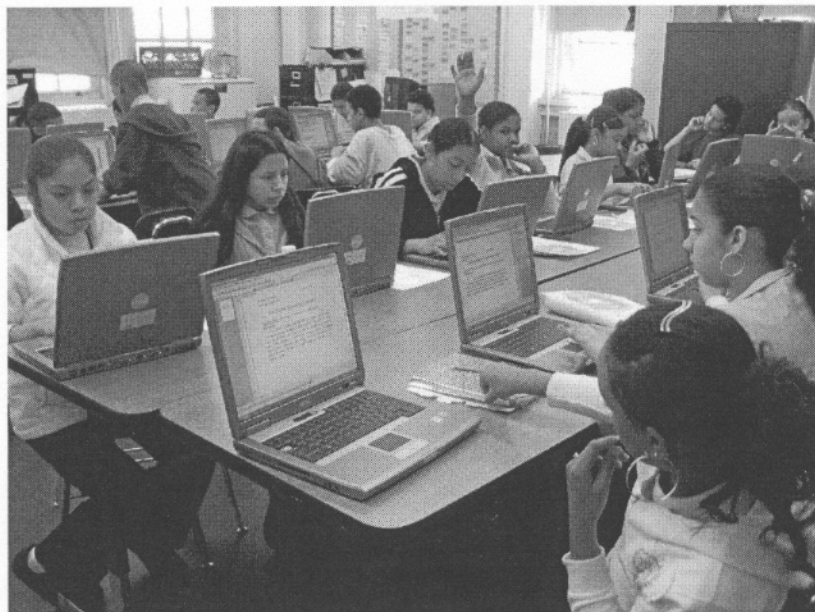
NOON - 1:00PM SCREENING – Curators: Carl Goodman - deputy director of Digital Media at The Museum of the Moving Image and **Lars Fuchs** – Academy of Machinima Arts and Sciences.

The Machinima Phenomenon is a new form of film making that uses computer games technology to shoot films in the virtual reality of a game engine. Rather than picking up expensive camera equipment, or spending months tweaking more expensive 3D packages, Machinima creators act out their movies within a computer game.

www.machinima.com

Carl Goodman is deputy director of Digital Media at The Museum of the Moving Image, **www.movingimage.us** where he oversees the museum's use and study of digital media and technology. He has served as the Museum's Curator of Digital Media, organizing exhibitions including Digital Media, a gallery of software-based art, Digital Play, presenting historical arcade and contemporary home video games, and co-produced Behind the Screen, in the museum's core exhibition. Goodman serves on the Board of Directors of Creative Time and Harvestworks Digital Media Arts Center.

A selection of recent short video works made within video game environments and online virtual worlds will be shown.



SATURDAY, JUNE 2
Fordham University/Lincoln Center Campus

3:00-4:30PM – PANEL DISCUSSION

Media Literacy as a Core Educational Element across Pedagogical Systems

The role of media literacy as a central component in education will be examined and discussed from an international perspective. How do teachers promote effective media literacy education and critical thinking skills within their school system?

Feny de los Angeles Bautista is co-founder and now executive director of two non-governmental organizations committed to children: Community of Learners Foundation (COLF) and the Philippine Children's Television Foundation, Inc. (PCTVF). She was executive director of the Philippine Children's Television. PCTVF produced the multi-awarded program for young children, BATIBOT, Radyo Batibot, PINPIN and a pioneering TV magazine for parents entitled PG (Parent's Guide). She started her work in children's television as research and curriculum director of the Philippine Sesame Street Project. She also served as the first chairperson of the National Council for Children's Television of the Philippines. She holds an MS degree in Educational Leadership from Bank Street College of Education in New York and a degree in Family Life and Child Development from the University of the Philippines. www.colf.bayandsl.ph

Patricia Edgar is best known as the founding director of the Australian Children's Television Foundation (ACTF) and was the chair of the Children's Program Committee of the Australian Broadcasting Tribunal where she was instrumental in the establishment of program standards for children's television. In March 1995, she conceived and hosted the first World Summit on Television and Children. The Summit, held in Melbourne, began a worldwide movement under the auspices of The World Summit on Media for Children Foundation which she chairs. Summits have been held in London (1998), Thessalonica, Greece (2001), Rio de Janeiro, Brazil (2004), and South Africa (March 2007). A Sixth Summit is to take place in Sweden in 2010. She was awarded the Australian College of Education Medal in 1998 and an Achiever Award in 2001 from the Committee for Melbourne in recognition of her outstanding contribution to education through the medium of television. In 2002 she was presented with the AFI Longford Life Achievement Award, the highest accolade the Australian Film Institute can bestow on an individual. She is the author of eight books and numerous articles and reports and holds a PhD from La Trobe University in Melbourne, Australia. www.5wsmc.com

Victor Fuenmayor, is a professor of the Doctoral Program at the Department of Humanities, Zulia University, Maracaibo, Venezuela. He received a PhD in Spanish Literature at Sorbonne University, Paris and a second PhD in Semiology at the University of Paris VII. He also studied with Ronald Barthes at the Ecole Pratique des Hautes Etudes, Paris. His distinguished career includes in-depth practices and investigation in music, dance and movement. He has published extensively on semiotics, communication, literature and art, as well as several novels and poetry books. He received the poetry award at the IX Biennial Jose Antonia Ramos Sucre. He has participated on several Latin American and Caribbean arts and education UNESCO projects.

Renee Hobbs directs the Media Education Lab at Temple University and is a co-founder of the Alliance for a Media Literate America (AMLA). She co-directed the PhD program in Mass Media and Communication at Temple University in 2004-2005 and currently hosts the Media Smart Seminars, a free professional development program for Philadelphia educators, media professionals and community leaders. She has published articles in scholarly and professional publications and has created videotapes, teacher guides, lesson plans and curriculum materials about integrating media literacy into K-12 instruction. Her video on media literacy *Tuning in to Media*, received a *Parent's Choice Award* and her curriculum on analyzing the documentary genre, *KNOW TV*, received the golden Cable *ACE Award* in 1994. Ms. Hobbs received an Ed.D from the Harvard Graduate School of Education. <http://mypopstudio.com>, <http://renehobbs.org>, <http://mediasmartphilly.com>

Moderator: Thom Gencarelli, was formerly associate professor and deputy chair of the Department of Broadcasting at Montclair State University in New Jersey. This June he will become chair of the Department of Communication at Manhattan College in Riverdale, New York. Thom is vice president of the Media Ecology Association, and a past president of both the New York State Communication Association and the New Jersey Communication Association. His research includes work in popular cultural criticism with a particular emphasis on popular music, and in media literacy/media education, wherein he has sought to fuse media literacy efforts with media studies via the particular branch of media studies known as media ecology. He is currently working on a book about language acquisition and Jean Piaget's theory of cognitive development. www.manhattan.edu
<http://coverage.montclair.edu/home.php?username=gencarellit>



SATURDAY, JUNE 2
Fordham University/Lincoln Center Campus

5-6:00PM – Closing Remarks

Douglas Rushkoff, New York University – Winner of the first Neil Postman award for Career Achievement in Public Intellectual Activity, Douglas Rushkoff is an author, teacher, and documentarian who focuses on the ways people, cultures, and institutions create, share, and influence each other's values. He sees "media" as the landscape where this interaction takes place, and "literacy" as the ability to participate consciously in it.

His ten best-selling books on new media and popular culture have been translated to over thirty languages. They include *Cyberia*, *Media Virus*, *Playing the Future*, *Nothing Sacred: The Truth about Judaism*, and *Coercion*, winner of the Marshall McLuhan Award for best media book. Rushkoff also wrote the acclaimed novels *Ecstasy Club* and *Exit Strategy* and graphic novel, *Club Zero-G*. He has just finished a book for Harper Business, applying renaissance principles to today's complex economic landscape, *Get Back in the Box: Innovation from the Inside Out*. He's now writing a monthly comic book for Vertigo called *Testament*.

He has written and hosted two award-winning Frontline documentaries – *The Merchants of Cool* looked at the influence of corporations on youth culture, and *The Persuaders*, about the cluttered landscape of marketing, and new efforts to overcome consumer resistance.

Rushkoff writes a monthly column for science magazine, *Discover* and another for the music and culture magazine, *Arthur*. His commentaries have aired on CBS Sunday Morning and NPR's All Things Considered, and have appeared in publications from the New York Times to Time magazine. He wrote the first syndicated column on cyberculture for the New York Times and Guardian of London, as well as a column on wireless for The Feature. Rushkoff founded the Narrative Lab at NYU's Interactive Telecommunications Program, and lectures about media, art, society, and change at conferences and universities around the world.

He is Advisor to the United Nations Commission on World Culture, on the Board of Directors of the Media Ecology Association, The Center for Cognitive Liberty and Ethics, and as founding member of Technorealism. He has been awarded Senior Fellowships by the Markle Foundation, the Center for Global Communications, and the International University of Japan. He is finishing a dissertation on biases of media for Utrecht University

Rushkoff graduated magna cum laude from Princeton University, received an MFA in Directing from California Institute of the Arts, a post-graduate fellowship (MFA) from The American Film Institute, and a Director's Grant from the Academy of Motion Picture Arts and Sciences www.rushkoff.com