

National Media Literacy Week/Los Angeles

Schedule of Events
Los Angeles, California

November 2-6, 2015

Pre-Media Literacy Week Activities and Information

The Los Angeles Effort for Media Literacy Week has been coordinated through the Center for Media Literacy (CML), with thanks to:

Cyberwise for creating the Media Literacy Week Toolkit

<http://www.cyberwise.org/#!cyber-civics/c22oq>

NAMLE for hosting and promoting Media Literacy Week nationwide.

<http://namle.net/2015/10/18/inaugural-u-s-media-literacy-week-november-2nd-6th/>

SUNDAY, November 1

Pauline Center for Media Studies

Activity: Advanced Media Literacy Revisited

Brief Description: **THINK-How to Navigate our Media World.** This presentation empowers the audience to ask questions before and after reading, creating, playing, listening, and/or posting.

Online Safety—This presentation empowers the audience to be aware of Internet safety basics and to develop safe online behavior.

Time/Location: 2:00 PM – 5:00 PM 3908 Sepulveda Blvd/Culver City/CA/90230

Contact: 310-636-8385 pcms@paulinemedia.com

Open or Closed Event: Open

MONDAY, November 2

Korea Press Foundation/Center for Media Literacy

Activity: Media Literacy 101 Teacher Training

Brief Description: Korean K-12 teachers sponsored by the Korea Press Foundation will explore basic media literacy theory and pedagogy that applies to all subjects, and have the opportunity to design lessons using a media literacy approach to teaching and learning. Training will be done by CML's Tessa Jolls, recipient of the 2015 Global Media and Information Literacy Award, given in cooperation with UNESCO, United Nations Alliance of Civilizations and the Global Alliance for Partnerships on Media and Information Literacy (GAPMIL).

Time/Location: Serra Retreat Center

Contact: tjolls@medialit.com

Open or Closed Event: Closed

UCLA School of Education

Activity: Critical Media Literacy Class/Lecture Ed466

Brief Description: This course, taught by Dr. Jeff Share, prepares educators for teaching K12 students to explore their relationships with media, technology, and popular culture by critically questioning different types of representations and creating their own alternative media messages.

Time/Location: 5-8pm in Moore Hall room 3320

Contact: Jeff Share / jshare@ucla.edu

Open or Closed Event: Closed

Los Feliz Charter School for the Arts – 5th grade

Activity: The Artist's Toolbox

Time/Location: Art classes throughout the week

Brief Description: Students will use video media to create a digital "Artist's Toolbox." They will employ the language of video media to create short videos documenting artist's tools they have been learning and applying during their first school trimester -- such as collaboration, experimentation, constructive feedback, etc. These tools will then be made available via the school's Vimeo Channel for the rest of the school's students and teachers, as well as families, to access.

Contact: Evelyn Serrano / eserrano@losfelizarts.org

Open or Closed Event: Closed

MONDAY, November 2 continued

Museum of Tolerance

Activity: 5 Days, 5 Ways Daily Resource

Brief Description: For each day, a different question, idea, and resource will be shared via our website, facebook or twitter to engage visitors in ways to promote media literacy empowerment.

Contact: <http://museumoftolerance.com>

Open or Closed Event: Open via website

AnimAction Tweets

Activity: Daily Tweets: Native American Pow-Wow Sacred Use of Tobacco, Global Warming, Experimental Animation, Drinking & Driving, Organ & Tissue Donation Awareness.

Brief Description: Each day www.animaction.com will tweet out a different animation that students produced dealing with a particular subject. Working with AnimAction, K-12 school students research subjects in school and collaborate to present their solution to a problem using the magical medium of animation.

Contact: Clifford Cohen / cliffo@animaction.com

Open or Closed Event: Open [#animation](https://twitter.com/animaction)

Media Literacy Now

National Action for Media Literacy Week

Activity: Media Literacy Now is putting Media Literacy on the public policy agenda.

Brief Description: For Media Literacy Week, Media Literacy Now is launching an outreach campaign to state legislators across the country, to introduce them to the concept of, and urgent need for, media literacy education as a priority in schools. Policy change requires many voices to speak up. Please join in this effort.

With Washington at an impasse, much of the policy action in the U.S. is happening state by state. At the state level, you can truly make a difference with one letter, one phone call, one meeting. Send your letter this week! Urge legislators to move policy that elevates media literacy education as a priority.

Contact: Reach lawmakers across the country this week! Go to our Media Literacy Week page <http://medialiteracynow.org/media-literacy-week/>

Open or Closed Event: Open

TUESDAY, November 3

California State University, Northridge - iMedia Bubble

Activity: How media literate are you?

Time/Location: Tuesday: 10am-2pm CSUN Farmer's Market | Magnolia Walk and East University Drive. Thursday: 12:15pm CSUN Sierra Tower. Wed/Friday: around campus

Brief Description: Look for the "word bubble" traveling around campus – write a "Dear Media" note to let media know how you feel or share a media literacy tip, then snap a selfie with your iMedia Bubble and post it online.

Contact: #MediaLitWk @MediaLiteracyED #Proud2Bme @Proud2BmeUS

Open or Closed Event: Open

Annenberg Innovation Lab

Activity: "You Can't Google the Future"

Time/Location: 6:30pm-8pm USC Annenberg School for Communication and Journalism. West Lobby 3502 Watt Way, Los Angeles, CA 90089-0281

Brief Description: This event is a roundtable discussion between students, faculty, and industry professionals about how millennials consume media and how it will be essential to develop our media literacy skills in the evolving digital landscape. Discussion will focus on topics like collective intelligence, distributed cognition, emerging technologies, the demands of an evolving job market, and more.

Contact: Haley Madigan / hmadigan@usc.edu

Open or Closed Event: Open

California State University, Northridge, Journalism Department

Activity: Jared Geller, producing partner with Joseph Gordon-Levitt at HitRecord

Time/Location: 7pm (PST) Student Union CSUN

Brief Description: Jared Geller, with his producing partner Joseph Gordon-Levitt, has built HitRecord into a professional online production company of over 400,000 contributing artists worldwide. HitRecord has published books, released records, and shown their work at major festivals, including Sundance, TIFF and SXSW, and live shows at venues across North America and the UK. In 2015, their groundbreaking Emmy®-Award-winning series HITRECORD ON TV, which can be seen on Participant Media's television network Pivot, received a Media Literacy Award from the National Association for Media Literacy Education. The show is a re-imagining of the traditional variety show format that combines short films, music, animation, and other interactive material.

Contact: Dr. Bobbie Eisenstock, CSUN Host: beisenstock@gmail.com

Open or Closed Event: Open

TUESDAY, November 3 continued

Museum of Tolerance

Activity: 5 Days, 5 Ways Daily Resource

Brief Description: For each day, a different question, idea, and resource will be shared via our website, facebook or twitter to engage visitors in ways to promote media literacy empowerment.

Contact: <http://museumoftolerance.com>

Open or Closed Event: Open via website

AnimAction Tweets

Activity: Daily Tweets: Native American Pow-Wow Sacred Use of Tobacco, Global Warming, Experimental Animation, Drinking & Driving, Organ & Tissue Donation Awareness

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Contact: Clifford Cohen / cliffo@animaction.com

Open or Closed Event: Open [#animation](https://twitter.com/animaction)

Los Feliz Charter School for the Arts – 5th grade

Activity: The Artist's Toolbox

Time/Location: Art classes throughout the week

Brief Description: Students will use video media to create a digital "Artist's Toolbox." They will employ the language of video media to create short videos documenting artist's tools they have been learning and applying during their first school trimester -- such as collaboration, experimentation, constructive feedback, etc. These tools will then be made available via the school's Vimeo Channel for the rest of the students and teachers, as well as families, to access.

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Open or Closed Event: Closed

TUESDAY, November 3 continued

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Activity: Media Literacy 101 Teacher Training

Time/Location: Serra Retreat Center

Brief Description: Korean teachers sponsored by the Korea Press Foundation will explore basic media literacy theory and pedagogy that applies to all subjects, and have the opportunity to design lessons using a media literacy approach to teaching and learning. Training will be done by CML's Tessa Jolls, recipient of the 2015 Global Media and Information Literacy Award, given in cooperation with UNESCO, United Nations Alliance of Civilizations and the Global Alliance for Partnerships on Media and Information Literacy (GAPMIL).

Contact: tjolls@medialit.com

Open or Closed Event: Closed

USC Annenberg School for Communication/Alison Trope

Activity: Communication and Culture: Gender as Identity and Practice (undergrad. core)

Brief Description: These classes will explore gender representations in media, including those created by media industries as well as those created in the context of participatory culture. The class will consider messages produced and consumed around gender identity and difference, and further articulate ways conventional messaging can be challenged and changed. The students will use a variety of examples from The Critical Media Project as a point of departure for discussions.

<http://www.criticalmediaproject.org>

Time/Location: USC Annenberg School for Communications

<http://annenberg.usc.edu/faculty/communication/alison-trope>

Contact: trope@usc.edu

Open or Closed Event or Activity: Closed

TUESDAY, November 3 continued

USC Annenberg School for Communication/ Alison Trope & Kjerstin Thorson

Activity: Designing Media and Communication for Social Change (undergraduate elective)

Brief Description: In this class, students are working to create campaign strategies and content for two local nonprofits that are embarking on a new collaboration—[HOLA](#) and [GFS LA](#). This USC class works at the juncture of theory and practice, and during Media Literacy week students will be looking at the theoretical underpinnings and practices of historical and present day examples of public protest, street art, and transmedia campaigns and organizing. The students will engage in a media-making lab to consider how they want to harness the raw materials they've collected from their observation and visits to the nonprofits in order to create stories/messages for their final projects.

Time/Location: USC Annenberg School for Communications

<http://annenberg.usc.edu/faculty/communication/alison-trope>

Contact: trope@usc.edu

Open or Closed Event: Closed

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Contact: Reach lawmakers across the country this week! Go to our Media Literacy Week page <http://medialiteracynow.org/media-literacy-week/>

Open or Closed Event: Open

TUESDAY, November 3 continued

Westside Neighborhood School 6th & 7th Grades

Activity: MLW-themed advisory for middle school

Time/Location: morning advisory meeting

Brief Description: All 6th and 7th graders are having a morning advisory meeting on Tuesday, Wednesday, and Thursday focused on media literacy. On these three days, the advisory activities introduce the students to the concept of media literacy, ask them to reflect on their media consumption practices, and encourage students to analyze a TV clip using the 5 key media literacy questions.

Contact: cbarry@wnsk8.com

Open or Closed Event: Closed

WEDNESDAY, November 4

Center for Media Literacy, Museum of Tolerance (MOT), Variety, and Wallis Annenberg Center for the Performing Arts

Activity: Panel Discussion - *Thought Leaders Address Media Literacy in Los Angeles*

Time/Location: 2 pm Museum of Tolerance

Brief Description: A panel of thought leaders will address the state of media literacy in Los Angeles, moderated by *Variety* Journalist Brian Lowry, with Liebe Geft, Director, MOT; Mark Slavkin, Director of Education, Wallis Annenberg Center for the Performing Arts; and Tessa Jolls, President, Center for Media Literacy.

Contact: tjolls@medialit.com

Open or Closed Event: Closed but video will be available at www.medialit.com and www.museumoftolerance.com following event.

Variety, the USC Marshall School of Business, and PwC

Activity: Big Data Summit

Time/Location: 8am InterContinental Los Angeles Hotel - Century City, CA

Brief Description: THE BUSINESS VALUE OF BIG DATA

The USC Marshall School of Business is partnering with Variety and PwC to produce a two-day conference on Big Data with a focus on the entertainment sector. This event will highlight many of the key business opportunities, measurement frameworks, and technologies that are currently impacting the entire digital communications value chain. Over the two-day event, some of the most influential business leaders in the entertainment sector will speak. Event keynote presenters include Viacom President and CEO Philippe Dauman, GroupM Global Chairman Irwin Gotlieb, and horror filmmaker Eli Roth.

Contact: To register, visit Variety [website](http://bit.ly/1NIXyfe) (<http://bit.ly/1NIXyfe>) and use the code *Honcho*.

Open or Closed Event: Open

WEDNESDAY, November 4 continued

California State University Northridge - iMedia Bubble

Activity: How media literate are you?

Time/Location: Wed/Friday: around campus, Thursday: 12:15pm CSUN Sierra Tower.

Brief Description: Look for the “word bubble” traveling around campus – write a “Dear Media” note to let media know how you feel or share a media literacy tip, then snap a selfie with your iMedia Bubble and post it online.

Contact: #MediaLitWk @MediaLiteracyED #Proud2Bme @Proud2BmeUS

Open or Closed Event: Open

Japanese American National Museum

Activity: Blog on Media Literacy Topic

Time/Location: Online <http://blog.janm.org/>

Brief Description: The Japanese American National Museum will blog on the topic, “A Closer Look at the Civilian Exclusion Order”

Contact: Allyson Nakamoto / anakamoto@janm.org

Open or Closed: Open online <http://blog.janm.org/>

Los Feliz Charter School for the Arts – 5th grade

Activity: The Artist’s Toolbox

Time/Location: art classes throughout the week

Brief Description: Students will use video media to create a digital “Artist’s Toolbox.” They will employ the language of video media to create short videos documenting artist’s tools they have been learning and applying during their first school trimester such as collaboration, experimentation, constructive feedback, etc. These tools will then be made available via the school’s Vimeo Channel for the rest of the students and teachers, as well as families, to access.

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Contact: tjolls@medialit.com

Open or Closed Event: Closed

USC Annenberg School for Communication

The Critical Media Project

Activity: USC Undergraduate Service Learning Research Practicum at LAUDS's Communication and Technology School in South Los Angeles

Time/Location: Communication and Technology School

Brief Description: USC undergraduates contribute entries to The Critical Media Project (CMP) and use The CMP to teach media literacy to high school students in teacher Enrique Legaspi's Latin American studies classes at Communication and Technology School (CATS) in South LA. Mr. Legaspi's class uses the mapping technology, Esri, to examine identity and demographics. USC students are helping the high school students further grapple with issues of identity and diversity through media literacy. On November 4, the USC students will be presenting a lesson around the concept of intersectionality (considering how race and ethnicity intersect with gender and class). They will use examples from The Critical Media Project. For the final project, USC students will collaborate with the CATS students to create a multimedia piece that expresses and comments on how they fit in (or don't) to the broader Los Angeles landscape. <http://www.criticalmediaproject.org>

Contact: trope@usc.edu

Open or Closed Event: Closed

WEDNESDAY, November 4 continued

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Contact: cbarry@wnsk8.com

Open or Closed Event: Closed

THURSDAY, November 5

Variety, the USC Marshall School of Business, and PwC

Activity: Big Data Summit

Time/Location: 8am InterContinental Los Angeles Hotel - Century City, CA

Brief Description: THE BUSINESS VALUE OF BIG DATA

The USC Marshall School of Business is partnering with Variety and PwC to produce a two-day conference on Big Data with a focus on the entertainment sector. This event will highlight many of the key business opportunities, measurement frameworks, and technologies that are currently impacting the entire digital communications value chain. Over the two day event, some of the most influential business leaders in the entertainment sector will speak. Event keynote presenters include Viacom President and CEO Philippe Dauman, GroupM Global Chairman Irwin Gotlieb, and horror filmmaker Eli Roth.

Contact: To register, visit Variety [website](http://bit.ly/1NIXyfe) (<http://bit.ly/1NIXyfe>) and use the code *Honcho*.

Open or Closed Event: Open

California State University, Northridge (CSUN)

Activity: Southern California Acasola a capella performance

Time/Location: 12:15pm (PST) Sierra Tower CSUN

Brief Description: Acasola, California State University, Northridge's premiere a capella group, will celebrate the first U.S. National Media Literacy Week in its weekly campus performance.

Contact: <https://csunacasola.wordpress.com/>

Open or Closed Event: Open

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Activity: How media literate are you?

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Open or Closed Event: Open

THURSDAY, November 5 continued

Los Feliz Charter School for the Arts, Korea Press Foundation, Center for Media Literacy

Activity: School/Classroom tour with Korea Press Foundation Delegation of Educators

Time/Location: School Day, Los Feliz Charter School for the Arts

Brief Description: Art and Media educator Evelyn Serrano will provide KPF and CML with school tour and classroom visits to experience first-hand the teaching of media literacy.

Contact: Evelyn Serrano / eserrano@losfelizarts.org

Open or Closed Event: Closed

USC Annenberg School for Communication/ Alison Trope

Activity: Communication and Culture (undergraduate)—Gender as Identity and Practice

Time/Location: USC Annenberg School for Communications

Brief Description: These classes will explore gender representations in media, including those created by media industries as well as those created in the context of participatory culture. Students will consider messages produced and consumed around gender identity and difference, and further articulate ways conventional messaging can be challenged and changed. Students will use a variety of examples from The Critical Media Project as a point of departure for our discussions.

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Open or Closed Event: Closed

USC Annenberg School for Communication/ Alison Trope & Kjerstin Thorson

Activity: Designing Media and Communication for Social Change (undergraduate)

Brief Description: In this class, students are working to create campaign strategies and content for two local nonprofits that are embarking on a new collaboration—

[HOLA](#) and [GFS LA](#). This USC class works at the juncture of theory and practice, and during Media Literacy week students will be looking at the theoretical underpinnings and practices of historical and present day examples of public protest, street art, and transmedia campaigns and organizing. The students will engage in a media-making lab to consider how they want to harness the raw materials they've collected from their observation and visits to the nonprofits in order to create stories/messages for their final projects.

Time/Location: USC Annenberg School for Communications

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Open or Closed Event: Closed

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Time/Location: Westside Neighborhood School

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Contact: cbarry@wnsk8.com

Open or Closed Event: Closed

FRIDAY, November 6

UCLA/UCSD

Activity: Teaching the Past for Tomorrow 2-day Conference

Time/Location: 8:30am - 4:30pm on Friday and 9:00am - 4:00 pm on Saturday

UCLA Carnesale Commons

Contact: <http://chssp.ucdavis.edu/conference/conference>

Registration: \$345.00 <http://chssp.ucdavis.edu/conference/registration>

Open or Closed Event: Open

Center for Media Literacy

Activity: Ask Me Anything!

Time/Location: Check www.reddit.com/r/IAMA between 8 AM – 5 PM PST.

Brief Description: CML's Tessa Jolls will field your media literacy questions.

Contact: MedialitTessa (Reddit ID)

Open or Closed Event: Open to Reddit users. Join for free.

California State University Northridge - iMedia Bubble

Activity: How media literate are you?

Time/Location: Wed/Friday: around campus

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Open or Closed Event: Open

Academy of Motion Pictures Arts and Sciences

Activity: Frank W. Baker, a media literacy educator, will be in Los Angeles participating in the Academy of Motion Picture Arts and Sciences' latest visual literacy student assemblies with middle and high school students from LA Unified School District.

Contact: <http://www.oscars.org/education-grants/visual-literacy>

Open or Closed Event: Closed

FRIDAY, November 6 continued

Korea Press Foundation/Museum of Tolerance/Center for Media Literacy

Activity: Guided Tour of Museum of Tolerance followed by Discussion

Brief Description: KPF Delegation of Educators will tour Museum of Tolerance to explore media/propaganda aspects of Museum exhibits and discuss teaching strategies.

Time/Location: Morning Guided Tour

Contact: tjolls@medialit.com

Open or Closed Event: Closed

Korea Press Foundation/Japanese American Museum/Center for Media Literacy

Activity: Guided Tour of Japanese American Museum followed by Discussion

Brief Description: KPF Delegation of Educators will tour Japanese American Museum to explore media/propaganda aspects of Museum exhibits and discuss media literacy teaching strategies.

Time/Location: Afternoon Guided Tour

Contact: tjolls@medialit.com

Open or Closed Event: Closed

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Open or Closed Event: Open

Post-Media Literacy Week Events

THURSDAY, November 12

Dr. Brooklyn Levine is an adjunct lecturer in the USC School of Social Work

Activity: Dr. Levine will lead a lunchtime seminar on the impact of media illiteracy on mental health.

Time/Location: 11am USC School of Social Work

Brief Description: Levine has a small private therapy practice in Los Angeles, and is the Vice President of the California Chapter of Media Literacy Now. In working with people of all ages in her clinical practice and in academia she has grown acutely aware of the need for media literacy. This seminar aims to increase awareness of the importance of this issue and to initiate a dialogue on therapeutic interventions that may assist the populations served in being media literate.

Open or Closed Event: Closed but will be filmed. For access to the video, please contact Dr. Levine at brooklyl@usc.edu.