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## **Conference Focuses on Media Literacy**

*Information for educators, youth workers and others on living & teaching in a media age*

Today's media saturated world demands that students of all ages be able to use a variety of media effectively as well as wisely. Media literacy, the ability to access, analyze, critically evaluate and produce communication in a variety of forms, is the focus of a conference, ***Living and Teaching in a Media Age***, on Tuesday, March 27, 2007 from 8 a.m. until 3:30 p.m. at the Hilton Garden Inn, Route 17K in Newburgh. In addition to gaining an understanding into the issues surrounding media literacy, participants will hear about the effects of media on children, youth and adults; learn techniques and tools for deconstructing media messages; and engage in experiential activities that can turn knowledge into action. Classroom educators, Health and Family and Consumer Science teachers, Nutrition Educators, Human Service and Health professionals and others who work with children, youth and family will want to attend. Early bird registration is \$55.00 (includes lunch) until March 1<sup>st</sup>, and \$65.00 per person after.

The keynote address, ***Literacy in the Age of YouTube and MySpace*** will be given by Cyndy Scheibe, PhD, an Associate Professor of Psychology at Ithaca College. Dr. Scheibe is a nationally known speaker on issues of media literacy and the effects of television on children. She holds a doctoral degree in developmental psychology and a masters degree in communications from Cornell University. While at Cornell, she and John Condry started the Center for Research on the Effects of Television. Dr. Scheibe is the Executive Director and founder of Project Look Sharp which provides materials, training and support for the effective integration of media literacy with critical thinking into classroom curricula at all educational levels.

***Living & Teaching in a Media Age*** is sponsored by Cornell University Cooperative Extension of Dutchess, Orange & Ulster Counties; Hudson Valley Student Support Services; Maternal-Infant Services network of Orange, Sullivan & Ulster Counties and the Alcoholism and Drug Abuse Council of Orange County. To get more registration information please contact Gail Grove, Cornell Cooperative Extension Dutchess County at 845-677-8223, Ext. 116 or via email: geg7@cornell.edu.

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