

**Media Education Lab**  
**Temple University School of Communications and Theater**  
**End of Year Report**  
**July 1, 2009 – June 30, 2010**

**I. Overview**

Each year, the Media Education Lab aims to fulfill its mission to improve the practice of media literacy education through research and community service. In the school year of 2009-2010, we succeeded in that goal once again. Highlights of the year include:

- Renee Hobbs and Sherri Hope Culver met with FCC Commissioner Mignon Clyburn in Washington DC to discuss the two Notices of Inquiry they formally submitted on Protecting and Empowering Children in a Digital Age and Net Neutrality
- Sherri Hope Culver was elected to a second term as the president of National Association for Media Literacy Education (NAMLE), the national membership organization for media literacy
- Renee Hobbs continued as co-editor of the *Journal of Media Literacy Education*, an online, open-access peer-reviewed journal
- Our collaboration with the Russell Byers Charter School in Year 1 of Powerful Voices for Kids reached 77 children aged 5 – 13 and 24 teachers from Philadelphia and across the nation during the summer and 400+ children during the school year with a program of digital and media literacy education, research and assessment
- \$150,000 support received for Powerful Voices for Kids from the Wyncote Foundation to support Year 2
- We offered several community outreach events to students, educators, and parents at several partner K-12 schools in Philadelphia and region
- We hosted two international visiting scholars from Turkey and Germany, each of whom participated in the Media Education Lab activities and offered public seminars about their work.

The Media Education Lab ([www.mediaeducationlab.com](http://www.mediaeducationlab.com)) brings together a team of faculty, students and staff. The mission of the Media Education Lab is to improve media literacy education through scholarship, community service and media business partnerships. Our work is strategically aligned around three areas:

1. Provide community outreach, public programs, and educational services targeted to the needs of youth and local school and after-school educators
2. Develop and implement a multidisciplinary research agenda examining the impact of media and technology, with a focus on media literacy education
3. Encourage the integration of media literacy principles in content developed for television, film, online, gaming and other media.

This report outlines the members of the team, our income sources, and our major accomplishments in these areas:

- Policy Initiatives
- Multimedia Curriculum Development
- Grant Funded Projects
- Public and Community Outreach
- Research and Scholarship
- Media Business Relationships
- Awards and Recognition
- Publications and Presentations

## **II. Members of the Media Education Lab Team**

### Faculty

Renee Hobbs, Founder (Department of Broadcasting, Telecommunication and Mass Media)

Sherri Hope Culver, Director (Department of Broadcasting, Telecommunication and Mass Media)

### Staff:

Kate Spiller, Research Assistant

John Landis, Office Manager

### Affiliated Faculty:

Kristin Hokanson, Upper Merion High School

Joyce Valenza, Springfield Township High School

### International Visiting Scholars:

Ibrahim Bilici, Erciyes University, Turkey

Dr. Silke Grafe, Lecturer, University of Paderborn, Germany

### Graduate Students:

Aggie Ebrahimi (Film and Media Arts MFA Program)

Nuala Cabral (Broadcasting, Telecommunication and Mass Media MA Program)

Kelly Mendoza (Mass Media and Communication PhD. Program)

David Moore (Film and Media Arts MFA Program)

Michael RobbGrieco (Mass Media and Communication PhD. Program)

Tina Peterson (Mass Media and Communication PhD. Program)

Jiwon Yoon (Mass Media and Communication PhD. Program)

Tanya Jackson (Broadcasting, Telecommunication and Mass Media MA Program)

### Active Volunteers Among Recent SCT Graduates:

Nicole Warncke

LaShon Fryer

Henry Cohn-Geltner

Please note: The environment of the Media Education Lab, with multiple projects and opportunities for collaboration, relies on the support of both graduate and undergraduate students for many of the projects and activities described below.

### **III. Income: Grants, Gifts and Earned Income**

We received a total of \$150,000 in new income sources during the 2009-2010 school year.

2010. Wyncote Foundation. Otto Haas Trust. Received \$150,000 to support the Powerful Voices for Kids program.

Under private consulting projects, Renee Hobbs received funding from Common Sense Media and WGBH Frontline.

### **IV. Policy Initiatives**

Media literacy continues to grow as an issue of national interest and we responded to two major opportunities to lay out the issues in a formal response to inquiry from the Federal Communications Commission (FCC), who requested comment on issues relevant to the media literacy community. Renee Hobbs, Sherri Hope Culver and Kelly Mendoza responded to “Empowering Parents and Protecting Children in an Evolving Media Landscape,” a notice of inquiry. We noticed that their language tended to use the term media literacy in a confusing and blurry way and composed a 15-page brief on media literacy education as a means to address both protection and empowerment.

With support from the from the Glushko-Samuels Intellectual Property Law Clinic at American University's Washington College of Law, we also responded with a comment about the six proposed rules advanced to support nondiscrimination and transparency for the Internet. These rules are necessary for students and educators to take full advantage of innovative educational practices of media literacy for a digital age. Media literacy educators and the larger digital education community needs access to a wide variety of online content, which broadband service providers are currently able to block or filter. We need to transmit and access content such as videos, speeches and photos, which require large amounts of bandwidth. The only way to protect educational interests online is to prohibit content-based discrimination. Both our comments are online at the FCC website.

Our active response to the FCC merited a discussion with Mignon Clyburn, the first female African-American FCC commissioner, who met with us on March 2, 2010.

## V. Multimedia Creative Work

### **Common Sense Media Digital Citizenship Curriculum**

Working with Common Sense Media on a new Digital Citizenship curriculum, Kelly Mendoza and Renee Hobbs outlined six units of instruction for middle-school students and developed one unit, “Connected Culture.” The unit includes three sections: 1) Communication Online, 2) Cyberethics, and 3) Online Communities. In Communication Online, students are introduced to the impact of digital communication in everyday life, the codes and conventions of online communication, and reflect on different people’s attitudes about communicating with others online. In Cyberethics, students learn about cyberbullying, evaluate various points of view of those involved, reflect on responsibility and ethics, and identify solutions to cyberbullying. In Online Communities, students grapple with intentional or unintentional effects of online communication with others, identify characteristics of helpful or hurtful online communities, and reflect on their important role in helping build positive online communities. The program will roll out nationally in August 2010 and will be received by 7,000 schools across the nation. Educators can access the curriculum for free. Available:

<http://www.common sense media.org/digital-citizenship/6-8>

### **Digital Workshops for Digital Nation**

Renee Hobbs created an online multimedia curriculum as a companion to the WGBH Frontline program, “Digital Nation,” which aired nationally on more than 200 PBS affiliates in February, 2010. Three Temple University graduate students also contributed to the project: Jiwon Yoon, Henry Cohn-Geltner, and Kelly Mendoza. The program includes polls, quizzes and interactive features designed to increase people’s understanding of the complex dimensions of contemporary life in a digital age. Units focus on: Digital Parenting; 21<sup>st</sup> Century Schools; Attention, Multitasking and Addiction; and Learning in Virtual Worlds. Available:

<http://www.pbs.org/wgbh/pages/frontline/digitalnation/resources/>

## VI. Grant Funded Projects

### **Powerful Voices for Kids**

With \$50,000 in support from the Verizon Foundation, we implemented Powerful Voices for Kids during the month of July, 2009. We offered a **summer program** of instruction to 77 children aged 5 – 12 for 20 days, for a total of 80 hours of instructional time per student. Graduate, undergraduate and recent SCT graduates participated in the program as instructors, developing curriculum and implementing hands-on media production work with children. Children made over 140 videos which were uploaded to YouTube, created simple videogame interactives, and created simple websites using wiki software. They analyzed news, visited a local TV station, learned about advertising, and debates current events, including the death of Michael Jackson, the domestic violence case involving Chris Brown and Rhianna, and the Valley Pool incident regarding African-American children at a local private swim club. During the academic school year 2009-2010, a member of the Media Education Lab, John Landis, worked three days per week at RBCS offering **in-school mentoring and support** to educators who initiated more than a dozen

media production projects aligned with their curriculum as a result of participation in the Summer Institute.

### **Powerful Voices for Kids Summer Institute for Educators**

We offered a **professional development program** for 24 educators from Philadelphia and around the country on July 5 – 9, 2009. We received support from the National Writing Project to bring 9 teachers from their network to participate in the program. The program offered 32 hours of instructional time on the theory and pedagogy of media literacy education, with opportunities for teachers to observe classroom practice during the Powerful Voices for Kids program. We also implemented a **research agenda**, developing vignettes of student learning, examining the development of children’s understanding of authorship and genre using a Q-sort methodology, and assessing student and teacher satisfaction with the program.

## **VII. Public and Community Outreach Programs**

### **Visiting Scholar Program**

We hosted two international scholars during the 2009-2010 academic year. Each stayed in Philadelphia for three weeks or more and offered a seminar to graduate students about their work. Ibrahim Bilici is a PhD student at the University of Erciyes in Turkey who is writing his dissertation about media literacy education in the United States. Dr. Silke Grafe is a lecturer in education at the University of Paderborn in Germany, where she has completed a book on media literacy education in the United States.

### **Media Smart Seminar: “Getting Media Literate About Network Promotion” Kent Rees, Senior Vice-President Marketing, Independent Film Channel (IFC) November 19, 2009**

This presentation took attendees behind the scenes for an insider’s look at the development of the branding and marketing campaigns for this national cable network. Kent also discussed the evolution and implementation of IFC's Make Media Matter project, an interactive forum for fostering a deeper understanding of the vital role media plays in our lives, society and world. The project brought together journalists, media executives and university expertise to create a place to challenge, prepare, inspire and empower audiences to consume and create media in more meaningful ways.

### **The Power of Youth Voice: A Forum in Philadelphia**

The Media Education Lab played an important organizational role in developing a special event on November 18, 2009, in a public forum supported by MacArthur and organized by the Woodrow Wilson National Fellowship Foundation and the National Writing Project. Experts shared their research and experiences using digital media during a recent forum in Philadelphia. Experts shared their research and experiences using digital media outside the classroom during a recent forum in Philadelphia.



Panelists included Renee Hobbs, Founder, Media Education Lab, Temple University; Nichole Pinkard, Founder, Digital Youth Network and DePaul University professor; Elyse Eidman-Aadahl, Director, National Programs, National Writing Project; and moderator Connie Yowell, MacArthur’s Director of Education.

### **Russell Byers Charter School “Family Videogame Nights”**

We offered two family evening workshops at the Russell Byers Charter School on May 6 and May 20, 2010. This program, “Family Videogame Night,” included parents and children playing and talking about videogames. The program provided an opportunity to develop parent-child communication skills about the media and technology use habits of children in the school.

### **The Arts Academy at Benjamin Rush High School**

We hosted 20 students and teachers at a day-long event on Friday, April 30. Students received a media literacy lesson from Renee Hobbs, toured Temple’s Main Campus, and visited the studios of WRTI. Graduate students Nuala Cabral, Tanya Jackson played a vital role in the success of this initiative.

### **Phoenixville Middle School**

We hosted 80 students, teachers and the principal of Phoenixville Middle School at a day-long event on May 24, 2010. Students received a media literacy lesson from a team of graduate and undergraduate students, toured Temple’s Main Campus, and visited the studios of WRTI.

### **State College School District, State College PA**

Renee Hobbs offered a full-day workshop on copyright and fair use to the technology and library media staff of the school district on April 1, 2010. The program is fully documented at the Media Education Lab website, including Powerpoint slides, handouts and video materials.

### **Media Literacy and Substance Abuse Prevention, 3rd Annual Conference.**

Renee Hobbs offered a two-day conference to 60 educators from across Pennsylvania from states including New Hampshire, New York and Michigan attended the Drug Free Pennsylvania’s third annual media literacy conference, March 25 -26, 2010.

Renee Hobbs joined with Dr. Brian Primack from the University of Pittsburgh Medical School and Dr. Jean Kilbourne to provide educators and other professionals with an understanding of the core concepts of media literacy to help teach kids how to make healthy lifestyle decisions regarding substance abuse. Participants received *The Media Straight Up! Critical Thinking Skills for Pennsylvania’s Youth* curriculum guide, developed by Renee Hobbs.





## **VIII. Media Business Relationships**

Renee Hobbs and Kelly Mendoza were invited to the National Cable Telecommunication Association on November 13, 2009 to help the cable television industry develop a strategy for leadership in media literacy education. Sherri Hope Culver began work with public television stations RSU Public Media (Oklahoma) and Mountain Lake PBS (New York) on strategic planning. Through research, professional staff development and facilitated discussion, Sherri is working with their staff to draft a three-year strategic plan to guide their on-air and online content.

## **IX. Awards and Recognition**

Mendoza, Kelly. (2009). Outstanding Volunteer Award. National Association for Media Literacy Education. Presented at the NAMLE conference August 1-4, 2009, Detroit, MI.

Yoon, J. (2010). Top Student Paper, International Communication Association (ICA), "Media Literacy as a Constructive Intervention in Development Communication."

## **X. Publications and Presentations**

*A list of publications and presentations completed in 2009-2010.*

### **FACULTY PUBLICATIONS**

#### **Books**

Hobbs, Renee (2010). *Copyright Clarity: How Fair Use Supports Digital Learning* (Corwin/Sage).

#### **Chapters in Edited Books**

Hobbs, R. (2008). Debates and challenges facing new literacies in the 21<sup>st</sup> century. In Sonia Livingstone and Kristin Drotner (Eds.), *International Handbook of Children, Media and Culture*. London: Sage (pp. 431 – 447).

#### **Peer-Reviewed Journals**

Hobbs, R., Jaszi, P. and Aufderheide, P. (2009). How media literacy educators reclaimed copyright and fair use. *International Journal of Learning and Media* 1(3): 33 – 48.

Hobbs, R. & Jensen, A. (2009). The past, present and future of media literacy education. *Journal of Media Literacy Education* 1(1), 1 -11.

## **FACULTY PRESENTATIONS:**

### **Sherry Hope Culver**

#### **International Events**

Lecture: “Media Literacy in the USA”, World Summit on Media for Children, Karlstad, Sweden, June 15, 2009.

Panel presentation: “National Media Literacy Organizations: What are the National Social Outcomes of Media Literacy and How to organize for this? World Summit on Media for Children, Karlstad, Sweden, June 15, 2009.

Panel Presentation: “Implementation and evaluation of Media Literacy in the classroom,” World Summit on Media for Children, Karlstad, Sweden, June 15, 2009

#### **Keynote Address**

“President’s Address”, National Association for Media Literacy Education conference, August 2, 2009.

#### **Panel Presentations**

“Informing Communities: Sustaining Democracy in the Digital Age,” Knight Commission Report. Philadelphia, PA. October 2, 2009.

“Ideation and Creation for Children’s Preschool Media,” Fred Rogers Conference on Creative Curiosity, New Media, and Learning. St. Vincent’s College, PA. March 22-23, 2010.

“Media Gallery,” International Society for Technology in Education Conference, November 20, 2009



## Renee Hobbs

### **International Presentations**

“Media, Citizenship and Human Rights,” Second European Congress of Media Education, Bellaria, Italy, October 21 – 24, 2009.

“Keynote Address: Empowerment and Protection: Two Sides of a Coin,” World Summit on Children, Media and Youth, Karlstad, Sweden, June 14, 2010.

“Communication and Digital Culture: Teaching About/With Fair Use,” Popular Culture/American Culture Association conference, St. Louis, MO, April 2, 2010.

### **Scholarly Paper Presentations**

“In and Out of the Box: Elementary Rural, Urban and Minority Children’s Engagement with Digital Media for Learning about the World,” Digital Media and Learning Conference, La Jolla, CA, February 19, 2010.

“Fair Use: Perspectives on Copyright and Fair Use for Digital Learning,” Digital Media and Learning Conference, La Jolla, CA, February 19, 2010.

“Erasing Copyright Confusion,” National Council of Teachers of English (NCTE) conference, Philadelphia PA. November 22, 2009.

“Copyright Clarity for Multimedia Composition,” presentation at the National Writing Project Annual Meeting, Philadelphia PA, November 18, 2009.

### **Keynote Address**

Keynote Address: “Yes, You Can! Use the Power of Fair Use for Media Literacy Education,” Media Literacy Week, St. Louis, MO, October 9, 2009.

### **Day-Long Workshops**

“Introduction to Digital Citizenship,” Day-long workshop for K-12 educators, State College School District, State College, PA. April 1, 2010.

“Media Literacy and Technology Integration,” Day-long workshop with faculty of the Montgomery School, Chester Springs, PA, November 3, 2009.

“Conquering Copyright Confusion,” half-day workshop presented at the Pennsylvania Communication Association, Latrobe, PA, October 13, 2009.

### **Invited Lectures and Speeches**

“Copyright and Fair Use: What Every Library Media Specialist Needs to Know,” Pennsylvania School Library Association, State College, PA, April 15, 2010.

“Renee Hobbs on Copyright, Fair Use and Digital Learning,” Paley Library, Temple University, April 13, 2010.

“Copyright Clarity: How Fair Use Supports Digital Learning,” Florida International University conference, Miami, FL. April 9, 2010.

### **Panel Presentations**

Panel Member, “The Power of Youth Voice: What Kids Learn When They Create Digital Media,” Public forum sponsored by the Woodrow Wilson Foundation, the National Writing Project and the MacArthur Foundation, Philadelphia PA, November 18, 2009.

Panel member, “Challenges of Successful Entrepreneurship in an Internet Age,” Global Creative Economy Convergence Summit, Philadelphia, PA. October 6, 2009

## **GRADUATE STUDENT PUBLICATIONS AND PRESENTATIONS:**

### **Graduate Student Publications**

Mendoza, K. (2009). Surveying Parental Mediation: Connections, Challenges, and Questions for Media Literacy. *Journal of Media Literacy Education*, 1.1, 28-41.

Mendoza, K. (2009). Media literacy is elementary: Teaching youth to critically read and create media. (Book Review). *Journal of Media Literacy Education*, 1.2: 150-152.

Yoon, J. (in press). Media Literacy Education for Students from Diverse Cultural Backgrounds in South Korea: Case Studies from North American and European Countries. In J. Ahn (Ed.) *Practicing Media Education for Multicultural Students*. Seoul, South Korea: KCC.

Yoon, J. (2009). The Power of Voice: North Koreans Negotiating Identity and Social Integration via Mediated Storytelling. In T. Tufte & F. Enghel (Eds.), *Yearbook 2009: Youth Engaging With the World: Media, Communication and Social Change*. Goteborg, Sweden: NORDICOM.

### **Graduate Student Presentations**

Mendoza, K. (2009). "Protecting or empowering children online: Exploring different media literacy approaches with parents." National Association for Media Literacy Education Conference. Detroit, MI, August 1-4.

Peterson, Tina. (2010). "The potential of media literacy education for dietary health promotion." Annual meeting of the Eastern Communication Association, Baltimore, MD, April 22, 2010.

Yoon, J. (2010) "Media Literacy Education in Asia: New Developments." Presented at the 2010 International Communication Association Pre-Conference, Singapore. June 22-26, 2010.

Yoon, J. (2009) "The Media Education Lab: The Intersection of Scholarship and Community Service." Presented at the 2009 National Association for Media Literacy Education, Detroit, MI. August 1-4, 2009.

Yoon, J. (2009) "The Development of Media Literacy Curricula for K-12 Students in South Korea." Presented at the 2009 National Association for Media Literacy Education, Detroit, MI. August 1-4, 2009.

Yoon, J. (2009) "Media Literacy as a Tool to Promote Global Understanding." Presented at the 2009 National Association for Media Literacy Education, Detroit, MI. August 1-4, 2009.

Yoon J. (2009) "The Practices and Effects of Media Literacy Education in South Korea: Case Studies in Three Distinct Education Settings" Presented at the 2009 National Association for Media Literacy Education, Detroit, MI. August 1-4, 2009.

Yoon, J. (2010). "Media Literacy as a Constructive Intervention in Development Communication." Presented at the 2010 International Communication Association Conference, Singapore. June 22-26, 2010

Hobbs, R. , Cabral, N., Ebrahimi, A., Yoon, J., & AlHumaidan, R. (2010) "Combating Middle East Stereotypes Through Media Literacy Education in Elementary School." Presented at the 2010 International Communication Association Conference, Singapore. June 22-26, 2010