

End of Year Report
July 1, 2010 – June 30, 2011

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 2010-2011, we succeeded in that goal once again. Highlights of the year include:

- Sherri Hope Culver continues to serve as President of the National Association for Media Literacy Education (NAMLE), with the national conference to be held in Philadelphia July 22 – 26, 2011.
- Renee Hobbs continues as co-editor of the *Journal of Media Literacy Education*, an online, open-access peer-reviewed journal.
- Renee Hobbs published *Digital and Media Literacy: A Plan of Action*, a policy paper commissioned by the Aspen Institute under the auspices of the John S. and James L. Knight Foundation. The paper was released at the Family Online Safety Conference in Washington D.C. on November 15, 2010.
- Hobbs was awarded the Computers in Reading Research Award from the International Reading Association (IRA) at its annual convention in Orlando, Florida on May 9, 2011.
- Our collaboration with the Russell Byers Charter School in Year 3 of *Powerful Voices for Kids* reached 85 children aged 5 – 13 and more than 70 teachers from Philadelphia and across the nation. 400+ RBCS children were indirectly served during the school year through a “small learning community” staff development program for teachers.
- \$100,000 support was received for Powerful Voices for Kids from the Wyncote Foundation to support Year 3
- \$10,000 support was received for Powerful Voices for Kids in Wayne, Radnor Township
- We offered several community outreach events to students, educators, and parents with partner K-12 schools in Philadelphia and region
- We hosted three international visiting scholars from Belgium, Israel and China, each of whom participated in the Media Education Lab activities

The Media Education Lab (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)

Paid Staff:

David Cooper Moore, Program Director, Powerful Voices for Kids (Film and Media Arts M.F.A. Program)

Emily Bailin, Pre-Doctoral Research Associate

Maggie Ricco, Research Assistant

Affiliated Faculty:

Professor Silke Grafe, University of Paderborn, Germany

John Landis, Technology Teacher, Russell Byers Charter School, Philadelphia PA

Sue Dahlstrom, Library/Media Specialist, Wayne Elementary School, Radnor, PA

Kristin Hokanson, Technology Teaching, Upper Merion High School, PA

Joyce Valenza, Library/Media Specialist, Springfield Township High School, PA

Spiro Bolos, Social Studies/Technology Teacher, New Trier High School, Winnetka IL

International Visiting Scholars:

Hans Martens, University of Antwerp, Belgium

Jonathan Friesem, Open University, Tel Aviv, Israel

Haixia He, Ningxia University, China

Research Assistant

Armando Morales (Fall, 2010)

Graduate Students:

Osei Alleyne (Broadcasting, Telecommunication and Mass Media M.A. Program)

Bradley Bergey (College of Education, Educational Psychology)

Maria Cipollone (Mass Media and Communication PhD. Program)

Denise Clay (Journalism M.A. Program)

Laura Deutch (Film and Media Arts M.A. Program)

Yvonne Fulmore (Mass Media and Communication PhD. Program)

Kelly Mendoza (Mass Media and Communication PhD. Program)

Stephanie Palmieri (Mass Media and Communication PhD. Program)

Tina Peterson (Mass Media and Communication PhD. Program)

Mike Plugh (Mass Media and Communication PhD. Program)
Michael RobbGrieco (Mass Media and Communication PhD. Program)
Laura Stephenson (Mass Media and Communication PhD. Program)

Undergraduate Volunteers:

Colette Boylan
Matt McNish
August Navarro
Stephanie Hudson
Benjamin Warren

III. Income: Grants, Gifts and Earned Income

We received a total of \$110,880 in new income sources during the 2010-2011 school year.

2011. Wyncote Foundation. Otto Haas Trust. Received \$100,000 to support the Powerful Voices for Kids program.

2011. Radnor Educational Foundation. Received \$10,000 for work performed at the Wayne Elementary School.

2011. Arts and Spirituality Center. Received \$880 for media education program.

Under private contract, Renee Hobbs received funding from PBS News Hour and Project Look Sharp.

We developed grant proposals for Temple University, the Barra Foundation, the McCormick Foundation, the Robert Wood Johnson Foundation and the Monell Foundation, but were unsuccessful in these grantwriting efforts.

IV. Policy Initiatives

Media literacy continues to grow as an issue of national interest. On November 15, 2010, Renee Hobbs released *Digital and Media Literacy: A Plan of Action*, a policy paper which outlines ten recommendations to bring digital and media literacy to all 300 million Americans. She met with the leadership of the American Library Association (ALA) and the BTOP Philadelphia “Freedom Rings” initiative to discuss the implications of the paper locally and nationally.

V. Multimedia Creative Work

PBS News Hour Student Reporting Labs

Renee Hobbs and Denise Clay developed a 12-lesson curriculum for *PBS News Hour Student Reporting Labs*. [News reporting and production curriculum.] PBS News Hour: Washington, D.C. Available: <http://studentreportinglabs.org>. They also completed a comprehensive evaluation of the program’s first pilot year, conducting teacher interviews, reviewing student videos, and writing a report about the strengths and limitations of the program with recommendations for Year 2.

VI. Research and Grant Funded Projects

Powerful Voices for Kids

With \$150,000 in support from the Wyncote Foundation, we implemented Powerful Voices for Kids during the month of July, 2010. We offered a **summer program** of instruction to 87 children aged 5 – 14. Many 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 70 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 about current events.

Powerful Voices for Kids OPEN DOORS PROGRAM

We offered a **professional development program** for 70 educators from Philadelphia and around the country on July 6 – 10, 2010. Kristin Hokanson, Kelly Mendoza, David Cooper Moore and John Landis participated as faculty members in the program. 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.

Small Learning Community, Powerful Voices for Kids, RBCS

David Cooper Moore, John Landis and Emily Bailin, under the supervision of Renee Hobbs, developed a 30-hour program of professional development for 12 teachers at the Russell Byers Charter School. The program ran monthly from November 2010 – May, 2011. The program was designed to support teachers' understanding of media literacy concepts and instructional practices and to strengthen teacher confidence in using digital technology for teaching and learning.

Powerful Voices for Kids, Wayne Elementary School

Emily Bailin and Maggie Ricco offered a program of in-school mentoring to support teachers' professional development in media literacy education at the Wayne Elementary School. Maria Cippollone led the research team to gather information about the media and technology use habits of 400 children in grades K – 5.

Teacher Motivation for Media Literacy: Cross-National Research

Renee Hobbs, Silke Grafe, Bradley Bergey and Maria Boos developed an instrument to examine teachers' motivations to use digital media and technology in the K-12 classroom. They will administer the survey to a sample of teachers in Germany and the United States in order to better understand what factors motivate teachers' interest in implementing media literacy in the classroom. Second-year PhD student from the College of Education Bradley Bergey joined the research team in association with an independent study under supervision of Renee Hobbs.

Project Look Sharp Environmental Education Initiative

We are developing a formal assessment of the environmental education initiative developed by Project Look Sharp at Ithaca College. Mike Plugh leads the research team for the Media Education Lab, under supervision of Renee Hobbs, developing interviewing techniques for high school science teachers to determine perceptions of program effectiveness.

VII. Public and Community Outreach Programs

National Association for Media Literacy Education Conference Planning

Sherri Hope Culver has been active in fundraising and management of this national conference. David Cooper Moore and Emily Bailin participate in regular meetings of the local organizing committee.

Copyright Clarity Comes to Virginia Beach

On August 11 - 12, 2010, Spiro Bolos brought Copyright Clarity to 90 K-12 technology educators in Virginia Beach, VA. Earlier this summer, Kristin Hokanson worked with school library media specialists in this same school district under the auspices of the Media Education Lab.

Visiting Scholar Program

We hosted three international scholars during the 2010-2011 academic year. Each stayed in Philadelphia for three weeks or more and offered a seminar to graduate students about their work. Hans Martens is an advanced doctoral student in Communication at the University of Antwerp and during his stay, he participated in data analysis for the Blair High School research project. Jonathan Friesem is a faculty member at Open University in Tel Aviv and he also participated in data analysis for the Blair High School research project. Haixia He is a faculty member at Ningxia University in western China where she teaches English language using film and media to promote learning.

Jubilee School, West Philadelphia

Maggie Ricco developed a Internet education initiative to support students in Grades 5 and 6 as they developed their "History of the 20th Century" website [<http://jubileeschool.wikispaces.com>]. Yvonne Fulmore served as a research assistant for the project, observing student learning in the classroom and interviewing children about their attitudes and experiences of the learning process. Students came to Temple University on April 26, 2011 to present their work to an audience of Temple undergraduate students enrolled in Renee Hobbs' Mass Media and Childrne course.

Phoenixville Middle School

We hosted 80 students, teachers and the principal of Phoenixville Middle School at a day-long event on May 13, 2011. Students received a media literacy lesson from a team of graduate and undergraduate students and toured Temple's Main Campus.

Media Literacy and Substance Abuse Prevention, 4th Annual Conference

Renee Hobbs offered two day-long conferences to 60 educators from across Pennsylvania at the Drug Free Pennsylvania's fourth annual media literacy conference, April 27, 2011 and May 10, 2011. Renee Hobbs joined with Dr. Brian Primack from the University of Pittsburgh Medical School 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.



Arts and Spirituality Center

Osei Allyne is teaching teens about media and

music in an afterschool program, under supervision of David Cooper Moore.

VIII. Consulting and Media Business Relationships

Media Education Lab Consulting. Emily Bailin consulted with White Williams scholars to launch a media literacy "movie night" initiative with public high school students in the Philadelphia area. Bailin and facilitator Tanequa Neale collaborated on three events and hope to continue the partnership between White Williams and the Media Education Lab into the fall. David Cooper Moore consulted with Matt Miller and Jacob Wells, graduate students in the University of the Arts industrial design program, to develop a curriculum for teaching "disassembly and reassembly" -- the creation of new art objects from everyday household items -- with a media literacy focus on reflective questioning and critical thinking. Miller and Wells ran their first program for 10-year-old students at the Fleisher Art Memorial this spring and compiled their research and field experience into a graduate thesis, "Build, Learn, Play."

Kidsnet Archive. Renee Hobbs was successful in securing the future of the complete archive of Kidsnet Inc., a national media education non-profit organization founded by Karen Jaffee in the 1980s. Now part of the Urban Archives collection at Temple University, a new generation of scholars can investigate the vitality of media education initiatives which were developed by a wide variety of television and cable networks during the 1970s through 2000.

Children's Media Industry Business Luncheon. Sherri Hope Culver initiated a student / children's media industry annual luncheon to connect students interested specifically in working in children's media with industry professionals. First luncheon held in May 2010. Breakfast meeting planned for May 2011.

Freedom Rings Partnership. Renee Hobbs met with Todd Wolfson of the Media Mobilizing Project and Urban Affairs Coalition's Arun Prabhakaran to develop a plan for a Knight Foundation grant proposal to support the BTOP-Philadelphia grant with technical assistance for digital and media literacy education.

In the spring of 2011, Renee Hobbs and Sherri Hope Culver met with Comcast to explore opportunities to support the Comcast broadband initiative.

IX. Lab-Sponsored Events and Presentations

Philadelphia Youth Media Collaborative

We hosted five events during the 2010 – 2011 year to promote collaboration and networking among stakeholders in the youth media and media education community. This resulted in the development of a proposal submitted to the Philadelphia Foundation, developed by Renee Hobbs, Kasey Thompson and Laura Deutsch.

Using Improv to Explore the Role of Mobile Devices in Our Lives

On February 11, 2011, we collaborated with Lisa Jo Epstein of Gas and Electric Arts to explore how to use theatrical improvisation as a means to promote reflection on the role of mobile devices in the context of contemporary relationships. As a result of this project, we drafted a proposal for submission to the Barra Foundation, which was declined.

"The Media Show" with Gus Andrews

Gus Andrews shared her experiences as the producer of the web show, "The Media Show" on February 21, 2011.

Youth Media and Global Reporting: Pulitzer Center for Crisis Reporting

Temple graduate Nathalie Applewhite, Education Director of the Pulitzer Center for Crisis Reporting, shared her experiences in developing their approach to youth media education on February 7, 2011.

X. Awards and Recognition

2011. Computers in Reading Research Award. Technology in Literacy Education, International Reading Association (IRA). Awarded to Renee Hobbs on May 9, 2011, Orlando FL.

2011. Sherri Hope Culver was appointed to the Blue Ribbon Commission of Girl Scouts to guide their Healthy Media initiative. April, 2011.

XI. Publications and Presentations

A list of publications and presentations completed in 2010-2011.

Sherri Hope Culver

Sherri served as Faculty Director for the School of Communication and Theater's Study Abroad program in London, August - December 2010. Preliminary collaborative meetings were held in London with:

Martin Wilson, Head of Media Literacy, BBC
Adrian Mills, Chief Advisor- BBC Children's + BBC Learning
Ben Evans, BBC Senior Children's Development Producer Multiplatform
Cary Bazalgette, Media Education Association UK, President
Jeanette Steemers, University of Westminster, Professor of Media and Communications, research emphasis on children's media and media management
Nick Hart, Turner Broadcasting
Chris Elser, Bloomberg News
Estelle Hughes, Three Line Media, children's media production company
Robin Blake, Head of Media Literacy, Ofcom
Tony Collingwood, Collingwood O'Hare Animation

Books

Media Career Guide, 8th edition, co-author. Bedford-St. Martin Publishers (2011)

Presentations

"Cultivating the NetGeneration of Youth as Global Citizens and Media Literate Leaders in a Digital Age", several media literacy workshops with educators in South Africa and partner educators in US. Educational Advisor for project overall. (November 2010, December 2010, January 2011)

"Media Literacy Basics" PBS Sprout staff workshop, April 2011.

"Sustainability and Public Media," Foundation for International Education, November 2010.

"What the Cool Kids are Watching" Presentation at the Northeast Media Literacy Conference, University of Connecticut, Storrs, CT, March 25, 2011.

Renee Hobbs

Special Academic Publications:

Hobbs, R. (2010). *Digital and Media Literacy: A Plan of Action*. Washington, D.C.: John S. and James L. Knight Foundation and Aspen Institute.

Peer-Reviewed, Refereed Articles:

Hobbs, R. (2011). L'education aux images, l'education aux medias et l'essor de la culture numerique (trans: Visual literacy, media literacy and the rise of digital culture). *Les Dossiers de l'Audiovisuel* (France). <http://www.ina-sup.com/node/1585>

Hobbs, R. (2010). Empowerment and protection: Complementary strategies for digital and media literacy education in the United States. *Formare*, 70. 1 – 17. Erickson Edizione: Rome, Italy. <http://formare.erickson.it/wordpress/en/2010/empowerment-e-protezione-strategie-complementari-per-la-digital-e-media-literacy-negli-stati-uniti/>

Chapters in Edited Books:

Hobbs, R. and RobbGrieco, M. (2010). Passive dupes, code breakers, or savvy users: Theorizing media literacy education in English language arts. In D. Lapp and D. Fisher (Eds.), *Handbook of research on teaching the English language arts*. Third edition. New York: Routledge (pp. 283 – 289).

Review Essays:

Hobbs, R. (2010). Math goes pop: Making the media and mathematics connection (Interview with Matthew Lane). *Journal of Media Literacy Education* 2(2), 169 – 178.

Authored Textbooks and Curricula:

Hobbs, R., Clay, D., Clapman, L. & Cheers, I. (2010). *PBS News Hour Student Reporting Labs*. [News reporting and production curriculum.] PBS News Hour: Washington, D.C. Available: <http://studentreportinglabs.org>

Professional Articles and Publications:

Hobbs, R. (2011). Empowering learners with digital and media literacy. *Knowledge Quest* 39(5), 13 – 17.

Hobbs, R. (2010). Voices on Anti-Semitism: A Podcast Series. U.S. Holocaust Memorial Museum. <http://www.ushmm.org/museum/exhibit/focus/antisemitism/voices/transcript/?content=20101202>

Hobbs, R. (2010). A conversation with Renee Hobbs. *Voices from the Middle*, National Council of Teachers of English. December, p. 17-18.

Hobbs, R. (2010). Computers don't make kids smart. *Philadelphia Daily News*, July 19.

PAPERS AND PRESENTATIONS:

International Presentations:

“Digital and Media Literacy: A Plan of Action.” Keynote address at “Shaping the Future,” 40th anniversary of Center for Technology Education, Tel Aviv, Israel, March 27, 2011.

Keynote Addresses:

“Digital and Media Literacy: A Plan of Action,” Presentation and paper at Family Online Safety Institute (FOSI) conference, Washington, DC. November 5, 2010.

“Digital and Media Literacy: A Plan of Action,” Northeast Media Literacy Conference, University of Connecticut, Storrs, March 25, 2011.

“The First Amendment Goes Online,” Garden State Scholastic Press Association, Rutgers University, October 25, 2010.

Scholarly Paper Presentations:

Unlocking the Power of Film for Education: Seeking a DMCA Exemption for Media Literacy Education. Panel presentation, Conference on College Composition and Communication. Atlanta, GA, April 9, 2011.

“Copyright and Fair Use for Digital Learning: Teaching Strategies that Work,” Paper presentation, Association of College and Research Libraries (ACRL), Philadelphia, March 30 – April 2, 2011.

“Trolling, Transgression and Cyberbullying in the Classroom and at Home,” Paper presentation at Digital Media and Learning (DML) Conference, Long Beach, CA, March 4, 2011.

“Remix and Fair Use in Education,” Paper presentation, Midwest Educational Technology Conference, St. Louis, MO. February 16, 2011.

“Powerful Voices for Kids: Media Literacy and Technology Integration in Urban Elementary Education,” Paper presentation, Midwest Educational Technology Conference, St. Louis, MO. February 16, 2011.

With Rawia Al-Humaidan. “Dismantling Middle East Stereotypes Through Media Literacy and Online Communication: An Elementary Education Case Study.” Paper presentation, Arab-US Association for Communication Educators (AUSACE) Conference, Kuwait, October 16, 2010.

“Online Relational Aggression among Girls and Boys Regarding Plus-size Models” with Kate Spiller. Paper presented at “Reimagining Girlhood: Communities, Identities, Self-Portrayals” conference, October 23, 2010, State University of New York College at Cortland.

“News Literacy: What Works and What Doesn’t,” Paper presentation the Association of Journalism and Mass Communication, Denver, CO, August 6, 2010.

Invited Presentations and Workshops:

“Copyright Clarity for School Library Media Specialists” Half-day workshop to the Pennsylvania School Library Association, Penn State University, State College, PA, April 28, 2011.

“The Media Straight Up,” Presenter for the day-long Fourth Annual Conference on Media Literacy and Substance Abuse Prevention, Philadelphia PA, April 26, 2011.

“Still Confused? A Conversation about Copyright, Fair Use and Remix Culture with Renee Hobbs and Joyce Valenza.” Webinar sponsored by LibraryLinkNJ, the New Jersey Library Cooperative. April 6, 2011.

“Webinar on Copyright and Fair Use for Technology Directors,” With Kristin Hokanson and Spiro Bolos. International Society for Technology Education (ISTE), April 5, 2011.

“Powerful Voices for Kids: A University-Community Partnership,” Presentation at the Temple University Forum on Metro Engagement, Philadelphia PA, February 22, 2011.

“Down with the Silos: How Digital and Media Literacy Embraces Interdisciplinary Connections between Campus and Community,” Presentation at the Northeast E-Learning Consortium, Villanova University PA, February 17, 2011.

“Student Publishing and Remixing: Keeping in Safe and Legal,” Panel presentation, Midwest Educational Technology Conference, St. Louis MO, February 16, 2011.

“Digital and Media Literacy Education,” Panel presentation, Educon 2.0. Science Leadership Academy, Philadelphia PA, January 30, 2011.

“Copyright Advocacy and the DMCA,” Sabbatical research presentation, School of Communications and Theater, Temple University, Philadelphia PA. November 30, 2010.

“Why Writing Teachers Need Media Literacy and Copyright Clarity,” National Writing Project (NWP) conference, Orlando FL, November 18, 2010.

Webinar: “Can My Students Use Images in their Writing?” National Council of Teachers of English webinar, November 10, 2010.

“Powerful Voices for Kids: Year 2 Research Agenda,” Brown Bag Lunch presentation, College of Education, Temple University, Philadelphia PA. November 4, 2010.

“New Literacies: A Contextual Perspective for News and Current Events,” News Literacy and Digital Citizenship Initiative Conference, Loyola University Chicago, October 22, 2010.

“Teaching About Stereotypes in the Media,” Day-long workshop in conjunction with the screening of Reel Injun, WHYY and ITVS, Philadelphia, PA. October 16, 2010.

“Media Literacy and Drug Prevention,” Day-long workshop to the City of Detroit Prevention Initiative, Detroit, MI, October 5, 2010.

Webinar: “Copyright Clarity: What Every English Teacher Needs to Know,” National Council of Teachers of English webinar, September 14, 2010.

“Copyright Clarity,” Day-long workshop, Philadelphia PA. Temple University Center City Campus, August 19, 2010.

“Advancing the Digital and Media Literacy Recommendations of the Knight Commission on the Information Needs of Communities in a Democracy,” Aspen Institute Forum on Communication and Society. Aspen, CO. August 17, 2010.

“Technology Education and Copyright,” Kornberg School of Dentistry, Temple University, Philadelphia PA. July 26, 2010.

XII. Graduate Student Publications

Moore, David Cooper & Hobbs, Renee (2011). Learning Advertising Literacy through Gaming. A review of Admongo.gov. *Journal of Children and Media* 5(2), 221- 224.

Moore, David Cooper (2011). Learning tunes: Promises and pitfalls of pop music in the classroom. *Library Media Connection*, January.

XIII. Graduate Student Presentations

David Cooper Moore and John Landis. “Powerful Voices for Kids: Integrating Media and Technology into an Expeditionary Learning Classroom.” Expeditionary Learning Conference. Portland, OR, March 13, 2011.

Emily Bailin and David Cooper Moore: “Media Literacy 101.” Xtreme Health Conference. Lancaster, PA, October 8, 2010.

Laura Deutch and David Cooper Moore: “Youth and Digital Empowerment.” Philadelphia NetSquared. Philadelphia, PA, October 5, 2010.