

CONFERENCE SCHEDULE

THURSDAY, APRIL 2, 2009

7:30 AM	REGISTRATION	12:30 PM	LUNCH
8:30 AM	WELCOME, INTRODUCTION & PRE-TESTS Chad Rohrbach, Renee Hobbs & Brian Primack		ADVOCACY & YOU - HOW TO INFLUENCE LEGISLATORS FOR YOUR CAUSE Deborah Beck, M.S.W.
9:00 AM	NEW WAYS TO SEE Brian Primack	1:30 PM	THE PEDAGOGY OF MEDIA LITERACY Renee Hobbs
9:30 AM	MEDIA, TECHNOLOGY & 21ST CENTURY LEARNERS Renee Hobbs	2:15 PM	BREAK
10:15 AM	BREAK	2:30 PM	CONNECTING TO OUR COMMUNITIES ROTATION 1 (Choose from options below)
10:30 AM	TOBACCO PRIMER Brian Primack	3:30 PM	CONNECTING TO OUR COMMUNITIES ROTATION 2 (Choose from options below)
11:30 AM	WHAT IS MEDIA LITERACY? Renee Hobbs	4:30 PM	REFLECTION ON THE DAY Renee Hobbs, Brian Primack & Chad Rohrbach

ROTATION CHOICES:

- MEDIA LITERACY EDUCATORS PANEL**, Len Ference (Mechanicsburg Area Middle School), Colleen Siebener (Mechanicsburg Area Middle School) & Kevin Corcoran (Phoenixville Area Middle School)- Participants will have the opportunity to speak with educators currently utilizing Media Literacy in their classrooms. A sample Media Literacy lesson will be taught during this session.
- MEDIA LITERACY FROM THE OTHER SIDE: A PUBLIC RELATIONS PRACTITIONER SHARES WITH EDUCATORS**, Doug Wendt (Wendt Partners)- The business of crafting controlled messages and targeting a specific audience is changing due to public skepticism (especially among young people). Hear firsthand from a public relations professional about these changes within the public relations industry and how educators can harness these ideas to educate students.
- EQUIPPING YOU FOR BATTLE: PRACTICAL TIPS FOR CONNECTING WITH TODAY'S KIDS IN THEIR MEDIA SATURATED WORLD**, George Palombo & Doug Bureman (American Center for Character & Cultural Education)- This presentation will give you information and tools to help you better understand and manage the impact of today's media-driven youth culture in both your home and professional life.

FRIDAY, APRIL 3, 2009

8:30 AM	GOOD MORNING & PSA CONTEST WINNER ANNOUNCEMENTS Chad Rohrbach & Jeanne Troy	12:30 PM	SUBSTANCE ABUSE PREVENTION WITH <i>AD IT UP</i> Brian Primack
9:00 AM	ALCOHOL PRIMER Brian Primack	1:45 PM	BREAK
10:00 AM	SUBSTANCE ABUSE PREVENTION WITH <i>THE MEDIA STRAIGHT UP!</i> Renee Hobbs	2:00 PM	CREATING MEDIA AS A WAY TO LEARN Renee Hobbs
11:30 AM	LUNCH	3:15 PM	CHARTING A COURSE, FINAL COMMENTS & POST-TESTS Renee Hobbs & Brian Primack
		3:45 PM	ADJOURN

