

# Media Literacy and Its Impact on Substance Abuse



## C O N F E R E N C E   S C H E D U L E

### THURSDAY, MARCH 25, 2010

7:30 am	<b>Registration &amp; Breakfast</b>	11:45 am	<b>Lunch</b> <i>Deadly Persuasion: Advertising &amp; Addiction</i> Dr. Jean Kilbourne
8:30 am	<b>Welcome &amp; Introductions</b> Chad Rohrbach & Jeanne Troy	1:00 pm	<b>What is Media Literacy?</b> Dr. Renee Hobbs
8:45 am	<b>Pre-Tests</b> Jeanne Troy	1:45 pm	<b>The Pedagogy of Media Literacy</b> Dr. Renee Hobbs
9:00 am	<b>New Ways to See</b> Dr. Brian Primack	2:45 pm	<b>Break</b>
9:30 am	<b>Media, Technology &amp; 21st Century Learners</b> Dr. Renee Hobbs	3:00 pm	<b>AD IT UP Video</b> Dr. Brian Primack
10:15 am	<b>Break</b>	3:30 pm	<b>Reflection on the Day</b> Dr. Renee Hobbs
10:30 am	<b>Tobacco Primer</b>		

### FRIDAY, MARCH 26, 2010

7:30 am	<b>Breakfast</b>	12:45 pm	<b>Substance Abuse Prevention with AD IT UP</b> Dr. Brian Primack
8:30 am	<b>Good Morning &amp; PSA Contest Winner Announcements</b> Chad Rohrbach, Jeanne Troy & PA National Guard	1:45 pm	<b>Break</b>
9:00 am	<b>Alcohol Primer</b> Dr. Brian Primack	2:00 pm	<b>Creating Media as a Way to Learn</b> Dr. Renee Hobbs
10:15 am	<b>Break</b>	3:15 pm	<b>Charting a Course &amp; Final Comments</b> Dr. Renee Hobbs & Dr. Brian Primack
10:30 am	<b>Substance Abuse Prevention with <i>The Media Straight Up!</i></b> Dr. Renee Hobbs	3:30 pm	<b>Post-Tests</b> Jeanne Troy
11:45 am	<b>Lunch</b> <i>Truth &amp; Choices</i> Supervisory Special Agent Craig LeCadre	3:45 pm	<b>Adjourn</b>