



## DRUG FREE PENNSYLVANIA'S 5TH ANNUAL MEDIA LITERACY SEMINARS



# Media Literacy and Its Impact on Substance Abuse

*For teachers, professors, counselors, administrators, future educators and prevention specialists who want to become leaders in media literacy education.*

### Pittsburgh Area

November 1, 2011  
9:00 a.m. – 3:00 p.m.  
Holiday Inn Monroeville

### State College Area

November 7, 2011  
9:00 a.m. – 3:00 p.m.  
Penn Stater Conference Center

### Philadelphia Area

November 14, 2011  
9:00 a.m. – 3:00 p.m.  
Crowne Plaza Valley Forge

To register, call  
**(800) 533-3394**

These seminars are presented in partnership with the Pennsylvania Department of Health, Bureau of Drug and Alcohol Programs.

**DRUGFREE**  
**PENNSYLVANIA**  
Making tomorrow work better.



## Comments from **SEMINAR** Participants

### FROM A TEACHER IN PHILADELPHIA:

“I learned that there is a lot of misleading information on the internet. We must help students learn to develop their critical thinking skills.”

### FROM A PREVENTION SPECIALIST IN STATE COLLEGE:

“I enjoyed learning how to use technology to help students create public service messages.”

### FROM AN ADMINISTRATOR IN PHILADELPHIA:

“I learned a lot about prescription drugs. This is an area that I did not know as much about. I also learned how to deconstruct ads.”

# Young people today have more exposure to images of drug and alcohol use—and more avenues for obtaining drugs and alcohol for their own use—than ever before.

In an era of exploding youth access to media—fueled not only by television and music but also by mobile devices, texting, video games, online chats and social media—empowering students to understand all forms of media literacy is paramount.

Drug Free Pennsylvania’s fifth annual media literacy seminars, **Media Literacy and Its Impact on Substance Abuse**, will feature top authorities in the field of media literacy:

#### **Renee Hobbs, Ed.D.**

*Temple University  
Lead Presenter,  
Philadelphia & State College*



#### **Brian Primack, M.D.**

*University of Pittsburgh  
Lead Presenter,  
Pittsburgh & State College*



**Renee Hobbs, Ed.D.**, is the founder of the Temple University Media Education Lab and helps educators globally to address media literacy through research, curriculum development and advocacy. **Brian Primack, M.D.**, is internationally recognized for his research on the effect of mass media messages on adolescent health.

The goal of the seminars is to provide educators with an understanding of the core concepts of media literacy through interactive, hands-on applications such as dissecting advertisements, writing public service announcements (PSAs), and analyzing the ways companies market their products. These skills can then be implemented in the classroom or during after-school programs to teach children how to make healthy lifestyle decisions regarding substance abuse. With the increased concern over prescription drug abuse among teens, we will be targeting the instruction toward this topic.

## Registration

The cost for the conference is \$100 per attendee. There is a full-time college student discount of \$75 per attendee. The registration fee covers meals and seminar materials. **Registration ends October 26, 2011. To register for a seminar, please use the attached form and either fax it to (717) 232-5400 or email it to [rau@drugfreepa.org](mailto:rau@drugfreepa.org).**

For more information, call (800) 533-3394.

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# Media Literacy and Its Impact on Substance Abuse

... REGISTRATION FORM ...

Name \_\_\_\_\_ Personal ID (for ACT 48 Credit Hours) \_\_\_\_\_

School/Organization \_\_\_\_\_

Please Check Your Profession:     Middle/High School Teacher     Middle/High School Administrator  
 College Instructor     Full-time College Student     Counselor     Prevention Specialist     Other

Please Select a Seminar to Attend:     Pittsburgh, Nov. 1     State College, Nov. 7     Philadelphia, Nov. 14

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

Please send me an invoice for \_\_\_\_\_ individuals, using purchase order number \_\_\_\_\_.

A check payable to Drug Free Pennsylvania in the amount of **\$100** is enclosed.

Please charge the amount of **\$100** to my  Visa     MasterCard     American Express     Discover

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ / \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

Authorized Signature \_\_\_\_\_

**You may register for a seminar by completing this form and either faxing it to (717) 232-5400 or sending it via email it to [rau@drugfreepa.org](mailto:rau@drugfreepa.org). You may also mail the form to:**

Drug Free Pennsylvania  
Attn: Media Literacy Seminars  
300 N. Second Street, Suite 1215  
Harrisburg, PA 17101

Questions? Call us at **(800) 533-3394**.



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# Media Literacy

## and Its Impact on Substance Abuse

**Please join Drug Free Pennsylvania and three of the top authorities in the field of media literacy to:**

- Learn core concepts of media literacy
- Understand how media affects behavior, health and substance abuse
- Participate in hands-on activities to understand principles of media literacy
- Discover how to connect media and your classroom while addressing Pennsylvania's academic standards
- Receive a FREE copy of the 3rd edition of the *The Media Straight Up! Critical Thinking Skills for Pennsylvania's Youth* curriculum guide
- Earn five (5) Act 48 Credit Hours

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