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Media Literacy

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Collecting Media Samples

1. Whenever you work with students, ask them to bring samples of the types of media they consume. This is the easiest way to collect fresh media samples relevant to the populations you serve.
2. Scan web sites that collect ads.

Trinkets And Trash, and the Campaign for Tobacco Free Kids both have extensive tobacco advertising archives. Center for Alcohol Marketing and Youth hosts many alcohol ads. About Face features ads about women and body image.

<http://www.trinketsandtrash.org>

<http://www.tobaccofreekids.org>

<http://camy.org>

<http://about-face.org>

3. Once a year, spend the morning at your favorite book store and flip through every magazine on their shelves. Be prepared to buy a dozen of them to take home for scanning the ads and features you find.
4. Keep the VCR on record whenever you watch TV. This will ensure you never miss having a copy of an ad you've seen that you think is important to analyze.
5. Use a Tivo or Sonic Blue Video Recorder when you watch TV. This not only lets you skip commercials when you're not looking for them, but will save every show you see until you have the time to copy the clips to your computer.
6. You'll need a bridge such as Dazzle to get your VCR or PVR to talk to your computer. Then you'll need something like I-Movies to actually convert your video clips into movies you can show on your computer.

Prevention



Critical Thinking



Self Esteem

