

## Commission on Media

*As the twenty-first Century begins, we see rapid, large scale changes in the electronic media available to the public for everyday use. At the same time creative teachers are enriching instruction by mixing traditional media, such as drawing and construction, with the use of new media forms and instruments. NCTE has the responsibility to make all teachers aware of these changes and the opportunities they offer for improved instruction.*

### **Charge**

- *To advise the [NCTE Executive Committee](#) regarding issues relating to media and 21st Century Learning that need to be addressed by NCTE policy or through public policy advocacy measures.*
- *Through the Executive Director's office, to advise the staff regarding ways to gather digital images of effective teaching practices involving multi-modal literacies. These images shall represent a range of practices and a range of educational levels and settings, including a substantial number of high-needs schools.*

*The goal of this project shall be to:*

- 1. Help teachers understand the value, possibilities, pedagogies, and constraints of multi-modal literacies.*
  - 2. Support advocacy work with school and system administrators, boards, and other educational policy makers.*
- *To develop guidelines for evaluating various types of multi-modal literacy projects.*
  - *To inform the Long-Range Planning Subcommittee of the Executive Committee regarding possibilities for future expansion of media use to enhance ELA instruction and to identify current and future obstacles to the expanded use of media.*
  - *To enrich the [NCTE Annual Convention](#) program by proposing sessions or demonstrations that will expand members' knowledge of ways that emerging media can be used to extend and enhance ELA instruction.*

[Media Literacy Award](#) (Sponsored by the Commission on Media)

### **What major actions or projects have been completed by your group since July 1, 2008?**

#### Establishment of New Media Gallery at Annual Conventions

The idea for a New Media Gallery was brainstormed at the 2006 Nashville conference by Commission members and started in a small fashion at the 2007 New York conference. The Gallery was conceptualized as paralleling the Film Festival which has been running for many years at the convention on Saturdays. It was thought that there was a need for a gallery that would go beyond film and showcase teachers and students who are working with new media in innovative ways to critically analyze and create. Since Nashville, we have actively solicited nominations of teachers to present in the Gallery who are promoting critical literacy, while also expanding their repertoire of texts to include such new media as podcasting, blogging, video making, web publishing, and text messaging, to name a few examples.

We were able to establish a very small New Media Gallery on Friday at the New York conference, in an area close to the kiosks where participants could check their email. In our meeting at the New York conference, we debriefed how our first attempt at the New Media Gallery went, and how we wanted to improve it for the San Antonio conference. With the help of Jacqui Joseph-Biddle, we secured a location for the Gallery in 2008 that was equipped with an Internet connection, an LCD projector, and a screen. The room

accommodated 100 people, and we were able to present such well-known new media educators as Karl Fisch (originator of "Shift Happens,") Bud Hunt, Chris Shamburg, and Jeff Share. While we were somewhat disappointed with the attendance at some of the afternoon sessions, we are encouraged that we will be able to build upon our experiences and continue to improve the concept of the New Media Gallery at the Philadelphia conference. While the presentations will again correspond to the session timetable (on Friday, November 20), we are hoping that participants will feel free to drop in and out of the gallery all day long. We have secured another all-star cast of new media educators, including Chris Lehman, principal of Philadelphia's Science Leadership Academy, one of the leaders of the new media movement; Renee Hobbs and her team of researchers at Temple's Media Education Lab; and Alan Miller, Director of the News Literacy Project.

#### Continuing of Film Festival

Longtime Commission member Mary Christel informed the Commission that the San Antonio conference would be the last Film Festival that she would curate. Sadly, it was also to be the last participation of her co-curator Greg Harris, who passed away early in 2009. Fittingly, the 2008 Film Festival saw an upsurge in attendance as the "swan song" for Mary and Greg, and our Commission is pleased to report that Mary and Greg have left the festival in the capable hands of Louis Mazza and Jane Nickerson who are shepherding the 2009 Film Festival to be an even richer experience with more appearances from filmmakers and more films shown.

#### Media Literacy Award

Along with the Assembly on Media, the Commission sponsors a Media Literacy Award. We have just finished the fourth annual nomination/award process and have determined a winner, Dr. Guofang Wan, of Ohio University in Athens, Ohio, who will be presented with her award in Philadelphia at the Assembly on Media sharing session.

#### Project New Media Literacies

At the San Antonio Commission on Media meeting, we were pleased to hear a presentation from Jenna McWilliams, Curriculum Specialist at Project New Media Literacies which has been directed by noted media scholar Henry Jenkins at Massachusetts Institute of Technology. Jenna told her of the work about to be published providing modules for teachers interested in integrating media literacy into their classrooms.

#### Guaranteed Sessions for Philadelphia

In San Antonio, we decided on the following presenters for our two guaranteed session slots in Philadelphia.

##### Title:

Media Literacy Made Easy: Integrating Media and Technology into an English Classroom

##### Presenters:

Jeff Share

UCLA, Graduate School of Education and Information Studies

Chris Shamburg

New Jersey City University Graduate Program of Education and Technology

##### Program description/abstract:

Audience members will learn through doing, how to easily record sound effects and narration with photographs and drawings to create multimedia projects. Designed for teachers interested in integrating popular culture, technology, and media into their curriculum through an English Language Arts standards-based critical media literacy framework.

Title News Literacy: Helping Students Learn to Read Between The Lines

Presenters:

Alan Miller, Director

Robert Riegger, English/Journalism Teacher,  
Stonybrook HS/University

Jenna Ortiz, Social Studies Teacher  
Longwood High School

Program Description/Abstract: Two separate and unrelated “news literacy” projects are underway: both are designed to engage students in understanding how to interpret and critically question news in the 21<sup>st</sup> century. Four high school teachers, two representing each project, will describe how the project meets standards and engages young people to be smarter news consumers.

### **What projects, initiatives, or studies are “in progress” at this time?**

As discussed above, the Media Commission will continue to work

- To continue to seek to be leaders within NCTE in the area of media literacy and new literacies in general
- To refine and perhaps expand the New Media Gallery for annual conventions in the future
- To continue to improve and expand the Film Festival
- To continue to sponsor the Media Literacy Award
- To explore the transition to a “Collaborative” structure as the Commission on Media will cease to exist after the 2010 convention.

**Strategic Governance:** Over the past few years, the NCTE Executive Committee has established outcomes and priorities relating to these key topics in our field: Multimodal Literacy and Technology, Research and Teaching, English Language Learners, Professional Development, Closing the Achievement Gap, Reading Research, 21<sup>st</sup> Century Literacies, Meeting the Needs of Audiences Currently Unserved/Underserved by NCTE, Attracting, Supporting, and Advancing Early Career Educators, and International Involvement, “Global English”, and NCTE. Does your group have research findings or suggestions to contribute that are relevant to on-going work on these strategic governance topics?

We see our work as relevant to all of the topics listed above. While we as a group do not have research to present as collaborators, our New Media Gallery stands as an example of what many educators from across the country are doing to infuse their classrooms with new media.

*William Kist, Director*