



## FREE MEDIA LITERACY WORKSHOPS!

MNN Youth Channel offers on-site and off-site media literacy workshops to after-school programs and community-based organizations. The workshops are offered free of charge and will be facilitated by YC Peer Trainers. Applications are accepted on an ongoing basis and are scheduled on a first come first serve basis.

### REQUIREMENTS

- At least 8 youth must be in attendance (and no more than 20)
- Participating youth should be between the ages of 12-23
- A staff-member from your organization must be present
- THERE ARE NO TECHNICAL REQUIREMENTS (We will provide all of the necessary equipment and materials)

### WORKSHOP DESCRIPTIONS

#### **1. Who's in Control? Mind over Media**

In this two-hour interactive media literacy workshop, participants will have a chance to think critically about the media we consume everyday. Through a series of large and small group discussions, interactive activities, video clips and photographs, participants will explore the following issues: media advertising; ownership and content; media consolidation; identity and representation; and the central role media plays in democratic societies. Participants will also learn about public-access television and the growing field of Youth Media.

#### **2. PSA-in-a-Day**

In this two-hour hands-on production workshop, participants will use video cameras and their collective creativity to create public service announcements (video messages). The session begins with an overview of media literacy and the language of video including camera shots, points of view, and cuts. After breaking into groups, participants will work together to brainstorm ideas, storyboard the shots, and shoot their PSAs. The finished pieces are then screened back to the group. [disclaimer: this workshop is not intended to create broadcast quality videos]

#### **3. YC Animation**

Using stop-motion animation is one more way to uniquely work with video... and it's fun! This workshop is an introduction to lo-tech stop-motion techniques. Working in small groups, participants will create separate parts to one animated story. As the group develops a character together, each participant contributes a different attribute to the character. In the process, participants will learn what it takes to make a short video – frame-by-frame. The finished project will be posted on the YC website.

### APPLYING FOR A WORKSHOP

Upon completing the attached application, **Fax a copy to 212-757-1603 attn: MNN Youth Channel OR email to [trainings@youthchannel.org](mailto:trainings@youthchannel.org)**. This form will help us to keep in touch with you and schedule a workshop at a good time for both organizations.

# MEDIA LITERACY WORKSHOPS APPLICATION

Please fill out this form and return it to MNN Youth Channel. If you are also applying for training this MUST be completed first. If the form is not filled in completely, your request may not be processed.



Date: \_\_\_\_\_  
Organization Name: \_\_\_\_\_  
Org. website: \_\_\_\_\_  
Contact Person (s): \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_  
How did you hear about Youth Channel? *TV Printed flyer ENewsletter MySpace Facebook A friend*

## ORGANIZATION INFORMATION

Type of Organization: \_\_\_\_\_  
Local/Grassroots \_\_\_\_\_ Boroughwide \_\_\_\_\_ Citywide \_\_\_\_\_ National \_\_\_\_\_  
How long has your organization been in existence? \_\_\_\_\_  
What youth populations does your organization serve? \_\_\_\_\_ What is the age range of your youth? \_\_\_\_\_

## WORKSHOP REQUEST INFORMATION

Number of participants attending? \_\_\_\_\_ Age range \_\_\_\_\_  
Which workshop are you requesting? (Check one please)  
\_\_\_ Workshop #1 **Media Literacy Workshop – Mind Over Media!**  
\_\_\_ Workshop #2 **PSA-in-a-Day – Making a Video Message to the World**  
\_\_\_ Workshop #3 **YC Animation**

Is the adult contact listed above the same adult who will be accompany the youth at the workshop? YES  NO

If NO, please state why and list adult's name and relationship to ORG.: \_\_\_\_\_

Please be advised that a 24 hour notice must be given for cancellation, or you jeopardize any future workshops with The Youth Channel. \_\_\_\_\_

## SCHEDULE

Please list available and/or preferred workshop days/times and we will try to accommodate your wishes. You will be contacted by Youth Channel to confirm a time, date, and location for your workshop. (Please provide us with more than one option)

If needed, please list specific dates: \_\_\_\_\_

Mon: \_\_\_\_\_ am \_\_\_\_\_ pm      Tues: \_\_\_\_\_ am \_\_\_\_\_ pm

Wed: \_\_\_\_\_ am \_\_\_\_\_ pm      Thurs: \_\_\_\_\_ am \_\_\_\_\_ pm

Fri: \_\_\_\_\_ am \_\_\_\_\_ pm      Sat: \_\_\_\_\_ am \_\_\_\_\_ pm

Month: \_\_\_\_\_

Are there any other time concerns, constraints or deadlines you have? \_\_\_\_\_

