

Please join the Coalition for Commercial-Free Schools and the Northwest Media Literacy Center for



Captive Children: The Impact of Advertising in Our Schools

*With Rick Seifert of the Northwest Media Literacy Center,
Sara Leverette of Portland's Coalition for Commercial-Free Schools
and Kari McFarlan of Community Health Partnership*

Children influence approximately \$600 billion in purchases annually and have become major targets for marketing efforts. The effects of marketing on children include increased rates of obesity, depression and anxiety. This workshop explains the issues and gives you the tools to protect your children. Come early and enjoy healthy snacks!

- Explore the scope and impact of marketing to children with focus on schools.
- Learn media literacy tools to share with your children.
- Receive materials to identify, evaluate and eliminate marketing in your local school.

Wednesday, Oct. 4, 2006 from 6-7:30 pm
Central Library
801 S.W. 10th Avenue, Portland 97205

Monday, Oct. 23, 2006 from 6-7:30 pm
Hollywood Library
4040 N.E. Tillamook Street, Portland 97212

Contact Sara Leverette (503) 227-2807 or sara@nwei.org for more information.

Crash Course in Media Literacy with Northwest Media Literacy Center

Saturday, Nov. 11 from 9 am-12 pm

Contact Sara Leverette at (503) 227-2807 or sara@nwei.org
to reserve a space.

The Crash Course is a lively, hands-on experience in media literacy. In an informal, small group environment, participants examine their relationship to media, share its effect on their lives, and gain tools for critical thinking that challenge existing perceptions of media. Learn about

- the concept of constructed media messages, and learning the skills of deconstruction;
- the influence of media on brain development, physical health, behavior, violence, substance abuse, body image, and consumerism; and
- constructive personal and community responses to living in a media-saturated world.

