



CICFF Founder "Tames TV" at NAEYC 2008 Convention

Chicago, IL December 1, 2008 - Nicole Dreiske, Founder/Artistic Director of the Chicago International Children's Film Festival, presented the workshop, **"Taming TV: Encouraging PreSchoolers to Build a Healthy Relationship with Media"** on Thursday, November 6th at 10:00 a.m. at the 2008 National Association for the Education of Young Children (NAEYC) Conference held in Dallas, TX this year.



Attended by more than 30,000 participants, the NAEYC Conference is the **largest national event focused on early childhood education**. The NAEYC Conference featured more than 1800 presenters, keynotes seminars and discussions over the course of four days, November 5-8, 2008.

What is the best way for kids to watch TV and video? How can we teach children to 'read' the media? Parents are desperate to give their children guidance about television and Nicole Dreiske gives it to them. Open to 30,000 NAEYC attendees, this workshop taught three simple steps which dramatically change the way children and parents watch and

understand TV and video. "With children spending more time in front of the television than they do at school, it's crucial for parents to talk to their children about what they're watching," Dreiske said, "but *how* you start that conversation is important."

Conference participants are affiliated with Head Start, State Pre-K, day care centers, family day care homes, bilingual and multicultural programs, early childhood special education, preschools, nursery schools, college and university departments of



early childhood education, and kindergarten/primary programs in public and private schools.

Ms. Dreiske leads media literacy seminars and workshops, such as "Literacy and Media", "Toddlers and TV", "Make the Most of Media in the Classroom" and "Linking Critical Thinking Viewing Skills with Media Production". Her book, "TV Time at My House", due to be published in 2009, centers on introducing young children to media.

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