

CICFF Founder to "Tame TV" at 2009 CAEYC *Opening Minds* Conference!



Chicago, IL January 14, 2009 - Nicole Dreiske, Founder/Artistic Director of the Chicago International Children's Film Festival, will present "**Taming Media (And Turning On Your PreSchoolers' Minds)**" at the "Opening Minds" Conference of the **Chicago Association for the Education of Young Children (CAEYC)** taking place January 23-26, 2009 at the Hyatt Regency - McCormick Place. Each year, over 5,000 early childhood professionals attend to make connections, get advice and grow as professionals. Participants receive sought-after educational experiences in intensive sessions.



Educators and parents alike are desperate to give their students guidance about media and Ms. Dreiske gives it to them. Participants in "Taming Media" will not only learn to teach children how to 'read' media, making turning on and off the television a conscious, empowering decision - but also how to actively engage children with their first exposure to this powerful medium, in particular. "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 says. "But how you start that conversation is important."

TAMING MEDIA

DATE: Friday, January 23rd 2009
TIME: 2:00-2:30 PM
LOCATION: Hyatt Regency - McCormick Place, room CC24 AB

Ms. Dreiske leads other media literacy seminars and workshops, including "Literacy and Media," "Toddlers and TV," "Using Media To Improve Skills and Scores" and her book, TV Time at My House, to be published in 2009, centers on introducing young children to media.

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

CAEYC is a membership organization dedicated to leading and strengthening the efforts of professionals who work to achieve healthy development and quality education of children from birth to age eight.

TAMING MEDIA and the CICFF

As statistics have shown, the average Chicago school-age child is exposed annually to more

media - including games, computers and electronic devices - than quality time in the classroom. Workshops for teachers are a signature, integrated part of the annual Chicago International Children's Film Festival, the largest and most respected film festival for children in North America, where over 20,000 students attend each year. Recently, both parents and early development educators alike have clamored for a more specialized workshop, directly addressing the issues in a proper first-time approach for a media dialogue with the Young Child.

For more information contact Patrick Ogle, Press Manager at 773.281.9075 or patrick@facets.org.

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