



TAMING MEDIA: A Workshop for Preschool & Kindergarten Teachers and Parents

With children spending more time in front of the television than they do at school, it's crucial for parents and teachers to talk to young children about what they're watching; but how you start that conversation is important. This high-energy workshop gives you the tools to teach children ages 2-5 how to interact with media in positive ways.

Chicago International Children's Film Festival Founder, Nicole Dreiske, uses a simple strategy that turns parents and educators into mentors instead of censors.

Workshop participants will learn:

- The ABCs of Media Literacy - the "right way" to watch tv and movies
- How to talk to your children about what they're watching
- What to do and say before turning on the screen
- Step-by-step exercises for using media as a learning tool at home and in the classroom
- Fun post-viewing activities

You'll leave the workshop with a real strategy for giving your children a life-changing orientation to media, the most powerful influence in their lives.

Gail Reichlin, Early Childhood Consultant and author of the best-seller *The Pocket Parent* agrees with Dreiske's approach: "This technique is so important for parents whose kids are growing up in a media-driven culture! Ultimately, the goal is to stimulate the child's thinking process in a positive direction, so that the children are actually making good media choices for themselves on a daily basis".

Taming TV gives adults the essential tools to help children thrive in a media-saturated society. The workshop will focus on showing adults how to create a positive, safe, and fun media environment for children and demonstrate how to dialog with children before and after watching media.

The methodologies taught in the **TAMING MEDIA** workshop were developed in 2000 for the Annual Conference of the Illinois Chapter of the American Academy of Pediatrics. They have since been taught at NAEYC, CAEYC, libraries, pre-schools and daycare centers throughout the U.S.

Most adult caretakers carefully prepare children for every new experience. We cannot fail to prepare children for their first experiences with the most pervasive, far-reaching influence in their lives - media.

Please note: Different workshop fees apply for workshops offering CPDU's or when organizations charge attendees.

***Yes! I'm interested in bringing "Taming Media" to my school or parents!
Please call me to schedule.***

Name

Title

School

Address

City

State

Zip

Phone

Fax

Email address

Teacher(s) at my school who may be interested in this opportunity:

I'd like my school to attend the 2009 Chicago International Children's Film Festival. Please contact me with more information about participating in the Festival.