



what is it for?

THELAMPNYC.ORG



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MISSION & STAFF

MEDIA LITERACY

PROGRAMS

2009-2010 STATISTICS

PUBLIC FEEDBACK

# THE LAMP IS FOR: a critical mass



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photos on Flickr!

## MISSION STATEMENT

The LAMP (Learning About Multimedia Project) is a non-profit organization creating a grassroots movement to reform and improve media. This is achieved through free media literacy workshops and public events for youth, parents and educators. The LAMP's vision is that one day media literacy will be seen as the critical requirement to understanding the world and our place in it. Educated consumers demanding more accountable media will create a ground swell to which media companies will have to respond. As part of this movement, The LAMP works in communities to build healthy relationships with all forms of media.

The LAMP is for a media-savvy youth. For a more involved parent. For a modern and innovative educator. **For a critical mass.**

## CORE VALUES

- Process over product
- Media literacy as a basic need
- Freedom from censorship
- Critical curiosity
- Accessibility regardless of socioeconomics

## MEET THE STAFF

**D.C. Vito** (Co-Founder and Executive Director) is the chair of the Youth Services and Education committee of Brooklyn's 6th Community Board. He has served as chair of the committee since 2004, and was appointed to the Board in 2003. After earning a B.A. in International Affairs from the University of Colorado at Boulder, Mr. Vito served in the Peace Corps in Mali. When he returned, he continued organizing and serving local communities in both New York City and his home state of Colorado. He has managed and worked on over 20 political and issue-oriented campaigns ranging from the local city council to national presidential races.

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**Katherine G. Fry, Ph.D.** (Co-Founder and Education Director) is a professor of media studies in the Department of Television and Radio at Brooklyn College of the City University of New York. She earned her Ph.D. in mass media and communication from Temple University in 1994, and brings to The LAMP many years of experience teaching undergraduate and graduate courses in media history, criticism, theory and research methods. She has an extensive background in curriculum development. In addition to her teaching, Dr. Fry's publications include the following books: "Constructing the Heartland: Television News and Natural Disaster" (2003, Hampton Press); and "Identities in Context: Media, Myth, Religion in Space and Time" (2008, Hampton Press). She has also published articles and contributed to books about communication technology and psychological well-being, television news, advertising, popular culture and radio. Her current research is in the history of news and in the future of news from the audience perspective. Dr. Fry is a member of the Board of Directors of the New York State Communication Association and holds memberships with, and regularly presents on panels for, the International Communication Association and the Media Ecology Association.

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**Emily Long** (Director of Communications & Development) earned her Masters of Fine Arts in dramaturgy and script development from Columbia University in 2006. While at Columbia, she edited and catalogued hundreds of interviews and transcripts for the Oral History Research Office, focusing primarily on its 9/11 Project. The LAMP is pleased to have Ms. Long on board as Communications Director, offering her extensive experience with numerous media through her work with Columbia's Rare Books and Manuscript Library, Atlantic Theater Company, Sesame Workshop, Electric Pear Productions and Cine Mosaic to name a few. She also wrote for the Independent Film Channel's Make Media Matter blog.

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# THE LAMP IS FOR: media literacy

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MEDIA LITERACY IS AN URGENT NEED  
FOR YOUTH, PARENTS AND EDUCATORS.

“People who cannot use new media like social networks or digital TV will find it hard to interact with and take part in the world around them.” — *Viviane Reding, Information Society and Media Commissioner, European Union*

“Technologically speaking, students are outsmarting the teachers.” — *Michael McKeehan, Executive Director of Internet & Technology Policy, Verizon Communications*

“Students need to go beyond just learning today’s academic context to develop critical thinking and problem solving skills, communication skills...and information and media literacy skills.” — *21st Century Skills Incentive Fund Act, introduced to U.S. Senate by Senators John Kerry, Olympia Snowe and Jay Rockefeller*

“...it has become clear that many middle and high school students are increasingly under-literate, lacking the complex literacy skills they will need to be successful in an information-driven economy.” — *National Council of Teachers of English, Policy Research Brief on Adolescent Literacy Reform*

“Now, more than ever, we must teach students to read between the lines...to become media critics who understand who controls and shapes the information and images we see.” — *Prof. Margaret Crocco and Prof. William Gaudelli, Teachers College, Columbia University*

“It’s important that kids of all ages learn what it means to be a digital citizen and how to navigate the online world safely, and it’s equally important that parents and educators have the resources and online tools to help kids make the right choices online.” — *Jennifer Marsh, Policy Analyst, Google*

“Responsible and structured use of technology helps equip teachers with multi-media instructional resources that engage students with diverse learning styles. Multi-media literacy is a significant component of our language arts curriculum.” — *Dave Angerer, Principal, Grand River Preparatory High School (MI)*

## WHY DO WE NEED MEDIA LITERACY?

### MEDIA USAGE IS GROWING

8-18 year-olds engage with an average of 10 hours and 45 minutes of media content per day.

Racial disparity in engagement with media continues to grow. Five years ago, black and Hispanic youth engaged with just over two hours more of media content per day, in 2009 the gap increased to nearly four and a half hours with whites averaging just over eight and a half hours of media per day while black and Hispanic youth engage with 13 hours daily on average.

Only 3 in 10 young people say their parents have rules about how much time they can spend watching TV, playing video games or using the computer.

### MEDIA IMPACT OUR HEALTH

The average preschooler sees 642 cereal ads on television annually, almost all of which have the worst nutrition rankings.

In 2005, the tobacco industry spent an average of \$37 million per day on advertising and promotion.

Smoking occurs in 75% of major movies, 20% of television shows and 25% of music videos.

In one survey of magazine ads for alcohol, 23.1% appeared in publications with a high youth readership.

### MEDIA LITERACY IS EFFECTIVE

Media literacy training has been shown to improve basic literacy skills in middle school students.

The University of Pittsburgh School of Medicine found that teens with media literacy training were less likely to smoke cigarettes.

A program in health and media literacy at Sepulveda Middle School found that students increased their nutrition awareness through using media literacy to learn about healthy habits, and gained a better understanding of how to read food labels.

# THE LAMP IS FOR:

## innovative programming

### COMMERCIALS AND ADVERTISING TRACK

#### *Make a Commercial/Break a Commercial* † ††

You see hundreds of advertisements every day—now you can make your own! As you write, edit and shoot your own original commercial, you'll learn how different persuasive techniques are used in advertising. You'll also break down how people, products and ideas are represented, learning how to distinguish fact from fiction in commercials.

### NEWS AND REPORTING TRACK

#### *What's in the News?* † ††

There are exciting things happening all around you, and now it's your chance to decide what is newsworthy and what is not. Publish your very own newspaper to discover how and why news items are made.

#### *News on TV/Video* † ††

Learn about broadcast TV and other forms of video news as you create your own video news story. You choose what to report and how to report it when you learn what goes on behind the scenes in newsgathering and news production.

#### *Reporting and Podcasting* † ††

Reporting the news changes when it is heard and not seen! Find out how when you produce your own news podcast.

### EXPLORING IMAGES AND VIDEO TRACK

#### *Video Poem* †

Explore how sounds and images work together when you make a video poem. Use your original artwork and writing to learn how they can be edited together to make a piece of multimedia art.

#### *Making Pictures, Telling Stories* †

Learn the basics of storytelling, editing and images when you take photographs that tell a visual story. You know what order the pictures should be in—but when others look at them, what story do they see? How does changing the order change the story?

#### *Documentary and Non-Fiction Video* † ††

Using a subject of your choice, write and shoot your own short documentary video. Explore the different ways that documentaries can be used, along with some basic video editing techniques.

#### *Family Video Workshop* †††

The whole family comes together to make a video memory. Shoot and edit a video of parents and children interviewing each other, sharing favorite memories and stories while creating a lasting record to be enjoyed now and forever.

### DIGITAL MEDIA TRACK

#### *Put Yourself on the Web* † †† †††

Explore the many ways you can present yourself on the Internet through social networking websites and blogs. Learn what to include (and what not to include) in an online profile, and how to build your own blog.



#### *Living Digital* †

Learn how to make smart choices online when you use digital communication devices like computers, smart phones and PDAs. We'll discuss issues such as how to maintain privacy and security, online etiquette, games, learning, videos, and much more on the web. We'll also talk about how all of this digital communication is changing us and our world.

### LAMPCAMP

The LAMP can build a one- or two-week camp experience for children in various age groups: 5-7, 8-10, middle school, and teen. Full-day camp programs have participants exploring video, podcasting, news, neighborhood media scavenger hunts, and digital media. As appropriate, participants focus on various media-related themes: gender, nutrition, sustainability, health and wellness.

### FAMILY WORKSHOPS

All of the tracks listed above—news, advertising and video—can be tailored as family-focused workshops. In addition we offer:

#### *Family Media Scavenger Hunt* †††

Families gather in a popular neighborhood location, get their maps and their guides, then travel as family units into different parts of the neighborhood. The goal? Noticing, exploring, and recording all of the media messages and technologies that surround them which perhaps they hadn't noticed before. It's an eye-opening experience.

#### *Family Video Workshop* †††

The whole family comes together to make a video memory. Shoot and edit a video of parents and children interviewing each other, sharing favorite memories and stories, or doing whatever the family likes to do together. Families will create a lasting record to be enjoyed now and forever.

#### *Family Digital Media Workshop* †††

Parents and children explore together how they use digital media and how they talk about it and use it at home for school, work and social networking. Families consider the different uses of these media and the rules for use they wish to adopt together.

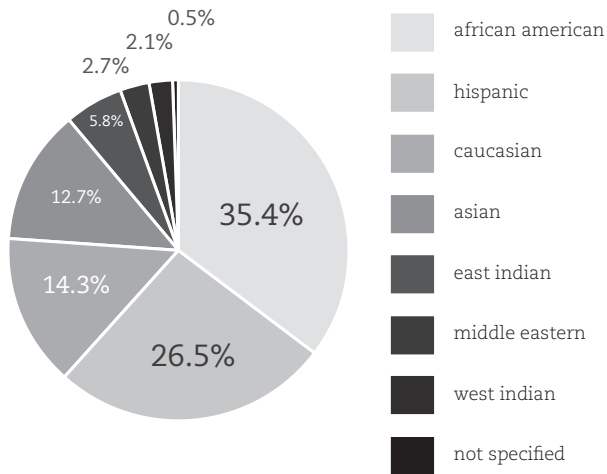
### PROFESSIONAL DEVELOPMENT

The LAMP offers professional development workshops for teachers and other leaders interested in learning how to implement media literacy components into their classroom or community. Workshops range from those which focus on foundational media literacy skills to those which focus on specific media literacy skills in advertising, news and digital media.



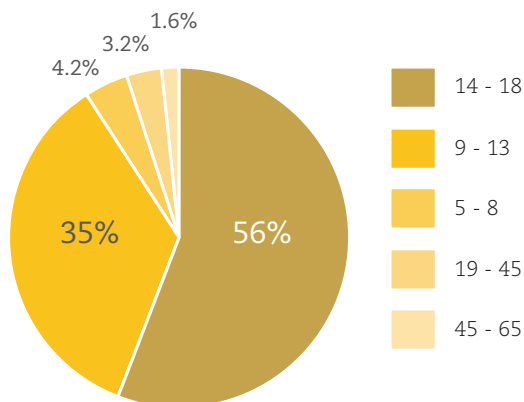
# THE LAMP IS FOR: student diversity

by ethnicity

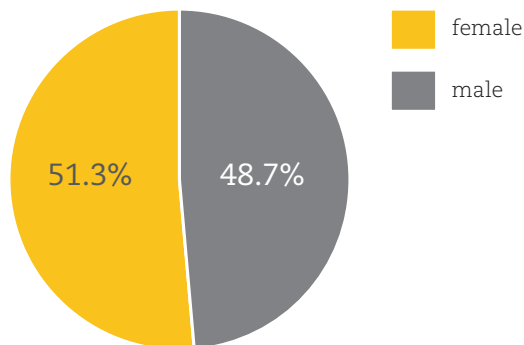


statistics include:  
2009-2010 workshops  
& lamp camp

by age



by gender



check out The LAMP Lit  
and other resources here!

## THE LAMP IS FOR:

# a fresh perspective



## WHAT ARE PEOPLE SAYING ABOUT THE LAMP?

check out more LAMP photos on Flickr!



“The LAMP has done great work in getting students, families, and educators involved and experienced with varying forms of media and technology. In the long term, its programs will be key to preparing our city’s children and ensuring that they are ready and able to participate and contribute to an increasingly digital and media-driven society.”

Bill de Blasio  
*New York City Public Advocate*

“I hope we have more awesome experiences like this!”

Student  
*Digital Remix workshop sponsored by MOUSE*

“I find myself criticizing a commercial or turning the channel when I don’t like it. I did not do this before [the LAMP workshop]. To me, learning what people exclude from commercials to influence people really helped me realize that not all commercials are honest.”

Student  
*Making an Un-Commercial*

“When I see a commercial now, I notice the words, music and styles it uses to try to catch my eye...Learning all about the persuasive techniques marketers use really helped that.”

Student  
*Making a Commercial*

“I came away on Sunday feeling a great sense of encouragement that it isn’t too late for me to join in on the Web 2.0 experience. When one reaches a certain age in the world today, it is sometimes difficult not to feel overwhelmed by how quickly and relentlessly technology evolve. Your help has made it quite a bit easier to grasp.”

Joe Santangelo, student  
*On the Web*

“My daughter said this to me the other day: ‘Hey Mom, isn’t it funny how this newspaper puts all the bad stuff about this event in really small print to make it hard to read?’ She never said that before she took the workshop.”

Parent of student  
*What’s in the News*

“When I see a newspaper now, I can’t help but think about how they’re made, what goes into reporting, and what they’re trying to tell me. I thought that was so cool!”

Student  
*What’s in the News*



check out The LAMP on Twitter and Facebook!