

REALITY:

Don't let the media define yours.

- Did you know that alcohol and tobacco advertisers spend billions of dollars each year in marketing? Seems like they will do almost anything to get you to buy their products.
- Why does the alcohol industry make drinking look like a part of everyday life? Don't believe the illusions.

Join us for a youth-focused, interactive workshop. Learn to think about what you see, read, watch and hear; become a responsible media user and most important... a free-thinking citizen.

What is media literacy? Simply put, media literacy is the ability to "ask questions about what you watch, read, see and hear as well as to access, analyze, and evaluate media messages in a variety of forms."

What will you learn in this workshop? Participants will specifically focus on recognizing and responding to the strategies that tobacco and alcohol advertisers use to manipulate and influence us. They will learn to identify the "tools of persuasion" that are commonly used and examine ways that advertisers target children and adolescents. In addition, participants will create their own response ads and will begin thinking about how to empower other youth to critically analyze unhealthy media messages.

Presenter: Kate H. Rademacher, Director of Community Education at The Women's Center in Chapel Hill. Kate runs M.A.G.I.C . (Media Analysis of Gender and Image Construction), a media literacy program. She provides training to youth, parents and professionals from around North Carolina.

Registration Information

Workshop is free to all Orange and Chatham County adolescents, but you must register as space is limited. Register by emailing us at: dalepratt-wilson@nc.rr.com or by calling: 942-3300
Please include your name, age and where you go to school.

Date, Time and Location

Saturday, January 21st, 2pm-5pm
Chapel Hill Public Library
(downstairs meeting room)