

2002: September-October

October 2002 issue of Career World: What the media tell kids about careers

10/30 US Public Interest Research study says smoking in the movies has risen 50% in those rated PG13, read the study, posted both at Product Placement, and on the Tobacco Advertising activity posted on the homepages

10/29 NOW releases Watch Out Listen Up- 2002 Feminist Primetime Report: download it here.

<http://www.nowfoundation.org/watchout3/report.pdf>

-added new article to the TV Toy Commercials workshop page

-added new info to the Sports/Advertising page re: sports stadium naming rights

New To The Site: Visual Literacy recommended books (see BOOKS I RECOMMEND)

October 15: Cable In the Classroom launches [Media Literacy 101](#), an online primer and will be releasing today, its Media Literacy report : *Thinking Critically About Media: Schools and Families In Partnership*;

Read [ESchoolNews](#) story.

Article in Wellesley MA newspaper: [Pressing Matters: Educators Get Firsthand Look at Media and Government](#) about the July Media & American Democracy Institute at Harvard.

Oct. 1 Just posted under TV Shows: Fall 2002 Museum of TV/Radio Satellite Seminars for colleges/universities

Just added: [The Role of Media in Politics](#)– see main page for lesson plan, current TV spot scripts, links to articles and books

Two articles of note:

Toward A Critical Pedagogy of Popular Culture: Literacy Development Among Urban Youth— by Ernest Morrell, in the September 2002 issue of the Journal of Adolescent & Adult Literacy

How Alcohol Ads Target Teens (by Nina Riccio) in the September 2002 issue of Current Health²