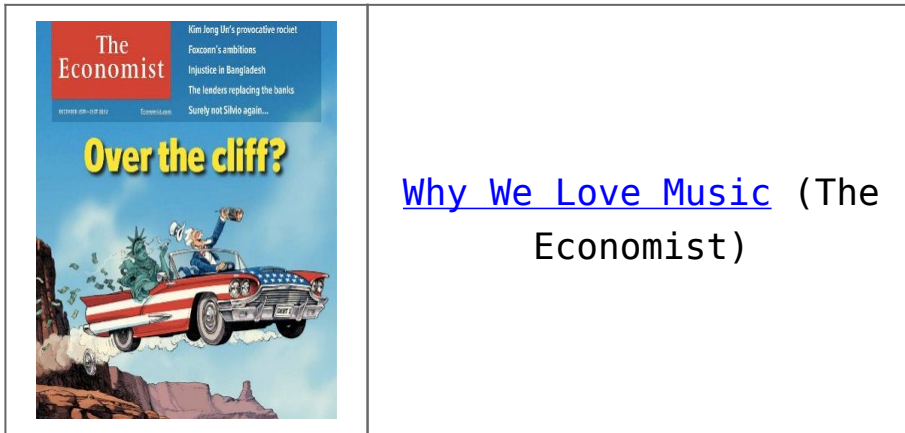



2008: December

posted my annual [media literacy holiday book recommendations](#)



18



Out of Focus - Out of Sync - Take 4
November 2008

OFOS
NAACP
Hollywood Bureau

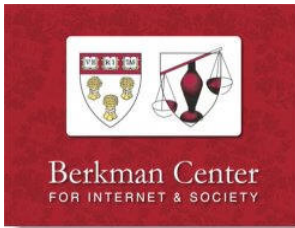
1 4

NAACP Report Shows Television Industry Still Falls Seriously Short In Achieving Diversity

The NAACP Hollywood Bureau today announced its latest findings in a new report titled "Out of Focus, Out of Sync—Take 4" that shows the entertainment industry, particularly television, continues to fall seriously short in achieving diversity.

NAACP officials warned that without quick action to reverse the bleak statistics cited in the 44-page report, the industry could face political action.

[\[Read more\]](#)



the Berkman Center for Internet & Society announces a major research release: "Media Re:public: News and Information as Digital Media Come of Age," a series of papers exploring the potential and the challenges of the emerging networked digital media environment. [Direct to Full Text Papers \(with summaries\)](#)

16 Digital World, Digital Life [study](#)



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[Lessons From the Obama Campaign](#)

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[Media Guy's Worst Media Feuds Of 2008](#)

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[Creativity's Favorite Video Ads](#)

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[Ads Garfield Loved](#)

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[TV Shows That Stood Out](#)

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[Books You Should Have Read](#)

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[Consumerist's Biggest Business Debacles](#)

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[Top Tech Toys](#)

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[Legal Issues to Watch in 2009](#)

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[Starbucks 2.0 No!](#)

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[Richard Laermer's Trends for 2009](#)

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[People Who Made Their Mark](#)

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[From the Editor, the Book of Tens](#)

- [People We'll Miss](#)
- [Ways to Monetize Twitter](#)
- [Ads Garfield Hated](#)
- [The Bobby Awards](#)
- [Out of Home That Stood Out](#)
- [Mistakes Made When Targeting TV Ads](#)
 - [Covers We Loved](#)
 - [Ad Songs of the Year](#)
- [Major Agency Shifts of 2008](#)
- [Recession-Proof Businesses](#)
- [Dubious Attempts at Public Relations](#)
 - [Stories of the Year](#)
- [Digital Predictions That Didn't Pan Out](#)

Our colleagues in Canada are known for creating some of the richest media education curriculum in the world. So here I note, the Ontario Ministry of Education's latest Literacy document which includes some strong media literacy content:

[Media Literacy Document](#)

The document is broken down into three parts:

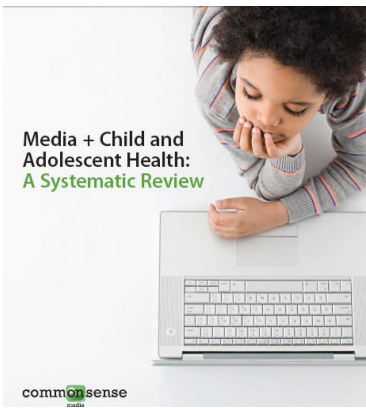
CHAPTER 1: AN OVERVIEW OF MEDIA LITERACY IN THE JUNIOR GRADES

CHAPTER 2: APPROACHES TO TEACHING MEDIA LITERACY

CHAPTER 3: SAMPLE LESSONS.

[Why Media Literacy Matters](#)

4 Moved the NCTE AMA blog to [new site](#); posted 2008 Photos of the Year



NIH & Common Sense Media release major [study](#) on media's impact on youth health; [link to news stories](#)