



Action in Media Education: Tools and Techniques for Your Program	
8:40–8:50	Welcome
8:50–9:20	Reading the Room & Your Brain on Media [Rob Williams]
9:20–9:50	Media Education: From Response to Action [Lori Bindig]
9:50–10:20	Top 10 Guiding Questions for Critical Digital Literacy [Julie Frechette]
10:20–10:30	Break
10:30–11:15	Viewing Movies & TV Shows [Bill Yousman]
11:15–12:00	Deconstructing Advertisements [Ben Boyington]
12:00–1:00	Lunch
1:00–1:45	Exploring News & Bias [Bill Yousman]
1:45–2:30	Evaluating & Integrating Social Media [Julie Frechette & Rob Williams]
2:30–2:40	Break
2:40–3:25	Discussing & Writing About Viral Videos [Ben Boyington]
3:25–3:30	Break
3:30–4:00	Applying Media Education Tools & Techniques in Your Program [Rob Williams & Team ACME]