



2008: December

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

	<p>Why We Love Music (The Economist)</p>
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	<p>NAACP Report Shows Television Industry Still Falls Seriously Short In Achieving DiversityThe 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.</p> <p>NAACP officials warned that without quick action to reverse the bleak statistics cited in the 44-page report, the industry could face political action.</p> <p>[Read more]</p>
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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 \(with summaries\)](#)

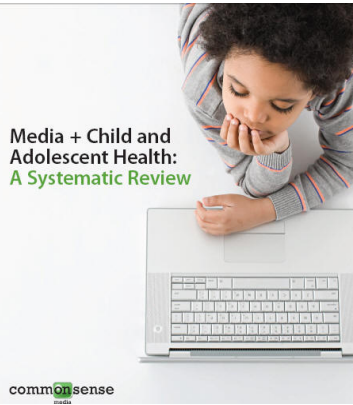
16 Digital World, Digital Life [study](#)

	<ul style="list-style-type: none"> • Lessons From the Obama Campaign • Media Guy's Worst Media Feuds Of 2008 • Creativity's Favorite Video Ads • Ads Garfield Loved • TV Shows That Stood Out • Books You Should Have Read • Consumerist's Biggest Business Debacles • Top Tech Toys • Legal Issues to Watch in 2009 • Starbucks 2.0 No! • Richard Laermer's Trends for 2009 • People Who Made Their Mark • From the Editor, the Book of Tens 	<ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Covers We Loved • Ad Songs of the Year • Major Agency Shifts of 2008 • Recession-Proof Businesses • Dubious Attempts at Public Relations <ul style="list-style-type: none"> • Stories of the Year • Digital Predictions That Didn't Pan Out 	
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	<p>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:</p> <p>Media Literacy Document</p> <p>The document is broken down into three parts:</p> <p>CHAPTER 1: AN OVERVIEW OF MEDIA LITERACY IN THE JUNIOR GRADES</p> <p>CHAPTER 2: APPROACHES TO TEACHING MEDIA LITERACY</p> <p>CHAPTER 3: SAMPLE LESSONS.</p>
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[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](#)