



National Media Literacy Week November 2-6

Join us November 2-6 for the first U.S. National Media Literacy Week. The CSUN Proud2Bme On Campus Campaign, a community engagement partnership between students in Dr. Eisenstock's Journalism 371 Women, Men and Media classes and the National Eating Disorders Association's Proud2Bme college outreach initiative, has organized activities to engage the campus community. Among the highlights are featured guest speaker Jared Geller, co-producing partner of Joseph Gordon-Levitt and producer of HITRECORD ON TV, a performance by Acasola, CSUN's premiere a capella group, and social media strategies to spread media literacy awareness.

Social Media:

#MediaLitWK

@MediaLiteracyEd

#Proud2Bme

@Proud2BmeUS

Tuesday, November 3 @ 7pm (PST) | Student Union – Lake View Terrace Room

Jared Geller, producing partner with Joseph Gordon-Levitt at HitRecord

Jared Geller, with his producing partner Joseph Gordon-Levitt, has built HitRecord into a professional online production company of over 400,000 contributing artists worldwide. HitRecord has published books, released records, and shown their work at major festivals, including Sundance, TIFF and SxSW, and live shows at venues across North America and the UK. In 2015, their groundbreaking Emmy®-Award-winning series HITRECORD ON TV, which can be seen on Participant Media's television network Pivot, received a Media Literacy Award from the National Association for Media Literacy Education. The show is a re-imagining of the traditional variety show format that combines short films, music, animation, and other interactive material from a global community. Sponsored by CSUN Department of Journalism | publicity by CSUN PRSSA (Public Relations Student Society of America).

Thursday, November 5 @ 12:15pm (PST) Sierra Tower

Acasola, CSUN's premiere a capella group

Acasola, California State University, Northridge's premiere a capella group, will celebrate the first U.S. National Media Literacy Week in its weekly campus performance. <https://csunacasola.wordpress.com/>

Online Activities:

Nov 2-6 Facebook Campaign: The Meaning Behind the Message

Join us during National Media Literacy Week in demonstrating your media literacy skills on the Proud2Bme Facebook page: <https://www.facebook.com/Proud2BmeUSA>. Teens and young adults are often targeted with deceptive media imagery, and we're encouraging them to take an active role in highlighting the meaning behind the message. Check for a new media image every day of the week to analyze the image's message and discuss its purpose, underlying meaning, how different people might interpret the message, and consider the tactics used to achieve its goal.

Thursday, Nov 5 Celebrity ShoutOut @9:30am PST/12:30pm EST OR whenever during the day

@Zendaya @Proud2BmeUS @MediaLiteracyED #MediaLitWk

Join our Celebrity SHOUTOUT to Zendaya who called out *Modeliste* magazine for unrealistically retouching her body in a cover feature and fashion spread for the November issue. The magazine apologized and promised to reprint the issue with unedited and authentic photos: "We stand to represent and advocate a message of positive body image, self love, and embracing all aspects of individuality, natural beauty and the empowerment of women."

Celebrities are a face of the media culture and play a key role in setting standards of attractiveness. When celebrities speak out against digitally-altered images that unrealistically change their appearance, we need to support them and advocate for body positivity. Check out the *Get REAL! Digital and Media Literacy Toolkit* for more ways to SHOUTOUT:

<http://www.nationaleatingdisorders.org/sites/default/files/Toolkits/GetRealToolkit.pdf>

Nov 3-6 iMedia Bubble



How media literate are you? Look for the "word bubble" traveling around campus – write a "Dear Media" note to let media know how you feel or share a media literacy tip, then snap a selfie with your iMedia Bubble and post it online.

#MediaLitWk @MediaLiteracyED #Proud2Bme @Proud2BmeUS

Where to find us:

Tuesday: 10am-2pm CSUN Farmer's Market | Magnolia Walk and East University Drive

Thursday: 12:15pm Acasola performance in front of Sierra Tower

Wednesday and Friday: around campus

Nov 2-6 Media Literacy Advocate Challenge

Use your social media to advocate for media literacy in 3 simple steps: SNAP. POST. PASS.

1. Snap the media literacy word cloud on the back of the card.
2. Post the card on social media & tag a friend.
3. Pass the card forward to spread media literacy awareness.

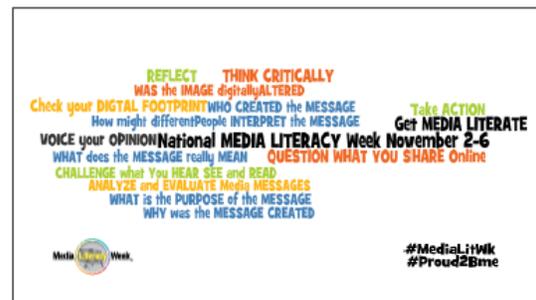
#MediaLitWk @MediaLiteracyED

#Proud2Bme @Proud2BmeUS

SNAP. POST. PASS. cards are available from students in Journalism 371 or find one that's been posted online and repost it or download one at www.bemedialiterate.com (click on campus schedule).



Front: Directions



Back: Snap & Post