



SCHOOL DOCS: HARNESSING THE POWER OF MEDIA FOR EDUCATION

Presented by: AFI SILVER Screen Education

Two Days, June 18-19.

Day 1: Panel Presentations and Day 2: Hands-On Workshops

Wednesday, June 18

8:30 a.m. – 6:00 p.m. LEE BUILDING AND MONTGOMERY COLLEGE

Registration Open

(If you're attending only the School Docs sessions today, you can pick up your pass at Montgomery College)

8:30 – 9:00 a.m. MONTGOMERY COLLEGE

Educator/Filmmaker Breakfast

Wednesday, June 18

9:00 - 9:20 a.m. MONTGOMERY COLLEGE

Welcome and Remarks

SPEAKER

Dr. Jerry Weast, Superintendent, Montgomery County Public Schools, Maryland

READING IN THE DARK: A Two-Part Session

9:30 a.m. – 12:30 p.m.

Today's students are inundated with media images, but they rarely possess the skills to decode these images. Advertisements, television, movies, and the news media all work to influence our students' consumer, political and personal choices. Often the media's reach far exceeds the grasp of parents and educators. Schools can also become part of the problem with irresponsible use of the media during instruction time. Students often report that when they view documentaries in school, they receive the information passively, usually only writing down the "facts" that are presented. But since we know that all texts have a point of view, we need to help students to view documentaries with a more critical eye. Films discussed will include AN INCONVENIENT TRUTH, SUPER SIZE ME, WAR/DANCE, BOWLING FOR COLUMBINE, THE BOYS OF BARAKA, THE MURDER OF EMMETT TILL, JESUS CAMP, JUST FOR KICKS, GHOSTS OF RWANDA, THE LARAMIE PROJECT

and many others.

PRESENTERS

*John Golden, author of Reading in the Dark and Reading in the Reel World
Dr. Renee Shea, Bowie State University; editor of AP® English Language and
Composition Curriculum Module: Using Documentary Film as an Introduction to
Rhetoric and Teaching Documentaries and other Nonfiction Texts*

9:30 – 11:00 a.m. MONTGOMERY COLLEGE

Reading In The Dark PART 1: Using Documentaries To Teach Critical Thinking

This introductory session will provide teachers with classroom-tested strategies for using documentaries actively. Presenters explore documentary film as argument by examining how documentary filmmakers use the visual, audio and text tracks to present their positions, and will analyze the role that editing and ethics play in documentary film study. This session will include presentations on the principles of documentary film and strategies to promote active viewing.

11:15 a.m. – 12:30 p.m. MONTGOMERY COLLEGE

Reading In The Dark PART 2: Teaching Argument Using The Documentary: Critical Literacy Skills

This session will focus on how nonfiction, visual culture and argument—three essential components of reading and writing that converge in documentary film—make it an ideal medium to introduce students to the fundamentals of rhetoric. Presenters will offer specific classroom approaches and examples of student writing. In smaller groups, participants will explore issues raised in the presentations, and discuss ideas and challenges from their own educational settings. At the conclusion, they'll be prepared to have their students engage critically with documentaries, both in the classroom and in the outside world.

Wednesday, June 18

12:30 – 2:00 p.m. Montgomery College

Filmmaker/Educator Connection Luncheon

Sponsored by Apple Education

Wednesday, June 18

2:00 – 2:45 p.m. MONTGOMERY COLLEGE

Using Challenging and Challenged Film Segments In The Classroom

This session examines literary and social study topics and texts that have become sensitive issues, as well as topics and texts that could become sensitive. Dr. Chadwick, a Mark Twain scholar and former Harvard professor, will share the best approaches for teaching them in the K-12 classroom, using video, film and images. She will also discuss the challenges of aligning texts to local, state and national standards and rationales.

PRESENTER

*Jocelyn Chadwick, PhD, Director, Assessment and Curriculum Development
Discovery Education, DCI*

Wednesday, June 18

3:00 – 3:45 p.m. MONTGOMERY COLLEGE

Webbing The Classroom: An Introduction to AFI ScreenNation™

How can teachers use the Web to engage students as they learn? How can teachers quickly catch up to their students' technological expertise in filmmaking?

This session will offer attendees a guided tour of AFI ScreenNation, a free online video-sharing community where young filmmakers aged 13-18 post their videos, made in the classroom, in clubs, in after-school programs and beyond. AFI ScreenNation is an exciting place where young people can share their stories and receive recognition and prizes for their efforts through contests, challenges and showcases.

PRESENTER

Nick DeMartino, Senior Vice President, Media and Technology, American Film Institute

Wednesday, June 18

4:00 – 5:15 p.m. MONTGOMERY COLLEGE

Lens On The Education Market: Stakeholders Roundtable

Which media work and which don't work in a K-12 classroom setting? Filmmakers, teachers, administrators and distributors offer the inside scoop as they discuss the triumphs and challenges of making, using and distributing films for the education market. What do filmmakers need to know about ratings, delivery, length, standards of learning and content issues? Attendees will find help in their search for timely and relevant material to fill the documentary media gap.

MODERATOR

Elizabeth Pringle, Education Director, MHz Networks

Panelists

Donelle Blubaugh, Director, K-12 education, PBS

Betsy Brown, Director of Curriculum, Montgomery County Public Schools

Daniel Anker, President, Anker Productions

Ken Ellis, Executive Producer, Edutopia - The George Lucas Educational Foundation

Amy Malone, Teacher, IB Program, Richard Montgomery High School

5:30 – 7:00 p.m. CINEMA LOUNGE

The Faculty Lounge COCKTAIL PARTY (INVITATION ONLY)

Thursday, June 19

9:00 – 10:30 a.m. DISCOVERY CONFERENCE ROOMS

Media Integration 1.0: A Beginner Workshop In Using Film Segments In The Classroom

(limited to 20 participants, advance sign-up required)

Do you want to do more than have your students read the text and watch the movie? Expert trainers from Discovery Educator Network and Apple will teach the basics of meaningfully incorporating film clips into lessons. Educators are encouraged to bring a lesson they want to “spruce up” with multimedia. More resources are available to support curricula than at any time in history. Putting them together into a meaningful form is an exciting challenge. This overview demonstration for educators explores the hardware, software and processes for content integration. Explore classroom-friendly and economical educational applications that integrate digital video, graphics, writing and music. This will be a hands-on activity employing Apple and PC platforms.

Trainers

Matt Monjan, Account Manager, Discovery Educator Networks

Paul Faust, Senior Account Executive, K-12 Education, Apple

There is no additional fee, but advance sign-up is required for each workshop. Please RSVP by e-mail to conference@SILVERDOCS.com if you would like to participate. You must be a registered Educator Pass Holder.

Resource Room:

<http://www.apple.com/education/digitalauthoring/ilife.html>

<http://www.apple.com/education/k12/applemediaseries/>

<http://www.apple.com/education/documentary/>

Thursday, June 19

11:00 a.m. – 12:30 p.m. DISCOVERY CONFERENCE ROOMS

Media Integration 2.0: An Advanced Workshop In Using Film Segments In The Classroom

(limited to 20 participants, advance sign-up required)

Expert trainers from Discovery Educator Network and Apple will teach the advanced techniques of incorporating film clips into lessons for educators who have already have a comfort level with using film clips. Educators are encouraged to bring a lesson they want to “spruce up” with multimedia. Take a magical tour of the video editing tools that come free with the Mac and PC: adding plug-ins for digital moviemaking, enabling laser beams, pointers, word balloons and more! Download educational video clips from the web into iMovie, Movie Maker and

other applications, have students add their own narration, visual highlights and other tricks. Take learning through media to the next level!

Trainers

Matt Monjan, Account Manager, Discovery Educator Networks

Paul Faust, Senior Account Executive, K-12 Education, Apple

There is no additional fee, but advance sign up is required for each workshop. Please RSVP by e-mail to conference@SILVERDOCS.com if you would like to participate. You must be a registered Educator Pass Holder.

Resource Room:

<http://www.apple.com/education/creative/>

<http://www.apple.com/education/highschoollabs>

<http://www.apple.com/education/settoscreen/>

OTHER CONFERENCE SESSIONS OF INTEREST TO EDUCATORS

(See International Documentary Conference Agenda for full details)

Thursday, June 19

9:30 – 11:00 a.m. DISCOVERY HD THEATER

Generation Digital: Award-Winning Shorts From GenNEXT

11:30 a.m. – 1:00 p.m. ROUND HOUSE THEATRE

The Legal 411 on Film and Media in the Classroom

Friday, June 20

9:30 – 11:00 a.m. DISCOVERY MULTIPURPOSE ROOMS

Technology of the Future in Today's Classroom

11:30 a.m. – 1:00 p.m. DISCOVERY MULTIPURPOSE ROOMS

Groundbreaking Content on the Web for Educators