

## FOR EDUCATORS

Media plays a huge role in our education environment. Even if you aren't currently using or teaching media topics directly in the classroom, you know your students are profoundly affected by what they see, read, and listen to before, after, and sometimes even *during* classes.

According to the Canadian Teachers' Federation, watching television



is a favourite daily pastime for 75% of Canadian children, and 48% of them have *their own* television. By Grade 6, over half report having no parental supervision over the TV viewing. For 60% of boys between Grades 3 and 6, video games are the next most popular activity, and often high violence titles are their favourite picks. AAMA's goal is to offer Alberta educators a consolidated source of training, resources and sharing of information about media education, using media in the classroom, and the affects of popular culture on the lives of children. We invite all educational professionals to join our organization and exchange your knowledge and skills through our Internet site, workshops, and regular informational evenings.

## FOR PARENTS

Helping your children navigate today's media world is fast becoming one of many issues parent's are needing to juggle. Internet filters, V-chips, confusing movie and television ratings are all issues that make things much more complicated than the old adage of, "If you don't like it, turn it off." AAMA is determined to assist parents with the tools and information they require to help children become wise media consumers and critical thinkers. We offer family memberships that will provide you with discounts at our workshops and information evenings. We also offer speakers to attend and speak at your school, parent council, community association, and church meetings.



## VISIT OUR WEB SITE

## FOR EVERYONE

A media literate adult population is key to having an informed democratic society. Understanding bias in news and information sources, staying technologically aware in an increasingly "wired" world, and recognizing the influences and time commitments of media consumption in marginalized and senior segments of our society are just a few reasons why AAMA supports adult media literacy. Contact us for ideas about how we can help you, your company, or organization reap the benefits of being media literate.



# WWW.AAMA.CA



## OUR EXECUTIVE

### *President*

Rod Gustafson  
Journalist/Media Analyst  
rod@parentpreviews.com  
Phone: 1-800-565-4661

### *Vice-President*

Kerry Bennett  
Journalist/Media Analyst  
kerry@parentpreviews.com

### *Past President*

Wayne Blair  
Teacher/Media/  
Technology Consultant  
wblair@planet.eon.net  
Phone: 780-944-9667

### *Secretary & Treasurer*

Henry Johns  
Teacher/Librarian (Retired)  
aama@shaw.ca

### *Director*

Nicholas Spillios  
Media Consultant  
nikossharik@gmail.com  
Phone: 780-483-5294

## ABOUT AAMA

The Alberta Association for Media Awareness (AAMA) was founded in 1992 by a group of educational professionals who recognized the need for increased public awareness of how media is influencing our children and their families. AAMA is a registered non-profit organization under the Alberta Societies Act, and is operated by a board of executives made up of educators, media professionals and other interested stakeholders. Our goals include offering training to teachers, parents and young people through workshops, informational evenings, and a web site that offers instant access to media education resources. For detailed information, please visit our web site at [www.aama.ca](http://www.aama.ca).

## MEMBERSHIPS

### Annual Membership Fees

Individual	\$20.00
Individual Renewal	\$15.00
Student	\$ 5.00
Family	\$25.00
Institution	\$50 to \$200

To join, please send a cheque, your name, address, e-mail address and interests to:

AAMA  
10543 - 17 Avenue NW  
Edmonton, Alberta, Canada T6J 5C2  
Phone: 780-944-9667  
Email: [wblair@planet.eon.net](mailto:wblair@planet.eon.net)



## What Role Does Mass Media Play In Alberta's Society?

*Want to be more "Media Literate?"*

*We offer solutions, training, and support for educators, adults, parents, and young people.*

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