

Hawaii People's Fund invites you to

## Get Media Literate! Look Beyond the Frame

Saturday, September 20, 2014 • 10 am–3 pm

***A one-day training  
for youth and youth program mentors***

Doors open 9:30 for Registration & Refreshments

Hawaii USA Federal Credit Union  
1226 College Walk-Honolulu

(off Aala St. between Beretania & Kukui streets)

parking \$3 • some street parking • carpooling encouraged



*The people will believe what  
the media tells them they believe.*  
George Orwell

**Build your skills to read, see, and listen to media more critically.**

**Learn tools to decode misleading messages.**

**Explore ideas about creating new alternatives.**

### Looking Beyond the Frame

The ability to analyze and evaluate media messages is an essential first step in becoming media literate. Deconstructing individual media examples, identifying the persuasion techniques used, and applying media literacy concepts are important skills that can lead to a deeper understanding of the media messages that bombard us every day.

But this is just the beginning. True media literacy requires “looking beyond the frame” of the media message to examine its context.

### Who Should Come:

Organizations that work with youth for empowerment and critical thinking.

We encourage 3-5 representatives of an organization, including *both* youth and mentors, to participate as teams.

Featured Trainer:

**Andrea Quijada,**

*Executive Director, Media Literacy Project*

With more than a decade of experience as a media literacy trainer, and 20 years as a community organizer, Quijada has a deep passion for media justice. She presents nationally and internationally on the impact of media on culture, politics, and technology.

She has co-founded various organizations in Albuquerque, including Young Women United, a reproductive justice organization by and for young women of color. She is particularly interested in media as a tool for self-determination and movement building. Andrea has strong cultural and community ties to the Southwest, USA.

for more information contact Hawaii People's Fund  
593-9969 • [HPFgrants@lava.net](mailto:HPFgrants@lava.net)

**Limited to 50 Participants • Please Register by September 5**

**Special Hawaii People's Fund price: \$50**

*Includes lunch snacks*

**\*Neighbor Islands: Limited travel support available.**

*Priority given to 1) Hawaii People's Fund grantees in good standing;*

*2) Organizations with budgets under \$250,000.*

*Registration form next page*

Please print out, complete and return to address below

### Get Media Literate! Registration Form

Organization Name \_\_\_\_\_

Key Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

phone/s \_\_\_\_\_

email \_\_\_\_\_ website \_\_\_\_\_

**Please list organizational representatives attending (add page if needed):**

<b>Mentors</b>	<b>Youth</b>
Name _____	Name _____
contact info: _____	contact info: _____
check here for vegetarian lunch option _____	check here for vegetarian lunch option _____

Name _____	Name _____
contact info: _____	contact info: _____
check here for vegetarian lunch option _____	check here for vegetarian lunch option _____

**Total # attending @ \$50 each** \_\_\_\_\_ **Amount enclosed \$** \_\_\_\_\_

**Neighbor Island travel assistance requested** \_\_\_\_\_ **(be sure to give phone # above for follow-up)**

*If your organization is not a People's Fund grantee, please submit most current month Balance Sheet and current year Budget*

\_\_\_\_ Paid by check OR \_\_\_\_ Paid by credit card (MasterCard or Visa) OR \_\_\_\_ Pay online, but please return this form  
For online payment, click **DonateNow** or use button at HawaiiPeoplesFund.org

Cardholder Name: \_\_\_\_\_

Cardholder billing address: \_\_\_\_\_ Zip \_\_\_\_\_

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_  
Month/Year

**Please return before 9/5/14 with \$50 per person attending to:**

Hawaii People's Fund  
949 Kapiolani Blvd. Suite 100  
Honolulu, HI 96814

**Call 593-9969 or e-mail HPFgrants@lava.net for more information**

*Cancellation prior to 9-5-14 will be 90% refunded.; after 9-5-14 cannot be refunded.*