

**Catalyst Institute  
July 22-25, 2008  
Albuquerque NM**

## **New Mexico Media Literacy Project**

The New Mexico Media Literacy Project's Catalyst Institute is an intensive four-day training in media literacy theory and practice.

During the four days, you will receive a great deal of information about how to use, present and teach media literacy in a variety of formats and informational contexts. The course includes presentation and discussion of critical media issues, training in media analysis skills, and demonstration and practice in effective presentation skills. We will try to give you the tools that have worked for us.

**Location:** The Catalyst Institute is held on the campus of Albuquerque Academy, 6400 Wyoming Blvd. NE, Albuquerque NM.

**Format:** The Catalyst Institute alternates presentation of information with large-group and small-group discussions and activities. There will be opportunities during breaks for hands-on exploration of our CD-ROMs and DVD-ROMs.

Attendance is limited to 30 people so that everyone can participate in the discussion and activities.

From the evaluations of our previous 1000+ Catalysts, we know that the Catalyst Institute will prove to be an intense, exhausting, inspiring, fun and valuable four days. We will not waste your valuable time. We welcome dedicated, bright, activists - people capable of participating in the media literacy movement that is sweeping the nation and changing our culture.

### **Registration & tuition fees:**

\$495

\$195 for New Mexico residents

Limited scholarships available.

### **Refund policy:**

Cancellations before June 24: Full refund minus a service and processing fee of \$15.00.

Cancellations June 24 - July 7: No cash refunds. We will issue a credit toward other NMMLP products or services, including future Catalyst Institutes.

Cancellations after July 7: No refunds or credits.

**Materials:** You will receive handouts and supplemental readings throughout the training. These materials will serve as a launch pad for discussions. Please be

prepared to keep track of your perceptions, questions and ideas for your own work that come up during the workshop.

Upon completion of the Catalyst Institute, you will receive your choice of three NMMLP multimedia resources at no additional charge. You will also have the opportunity to purchase additional resources. We accept cash, checks and credit cards (Visa, MasterCard & American Express).

**Meals:** With the exception of dinner on the first night of the Catalyst Institute, meals are not included as part of the four-day training. There will be daily lunch breaks; with several nearby restaurants to choose from. We provide light morning and afternoon refreshments.

**Lodging:** Your registration fee does not include lodging. We will arrange discounted rooms at a local hotel. Please check [www.nmmlp.org](http://www.nmmlp.org) for details after January 2008.

We will connect people interested in sharing costs (i.e. transportation or accommodations) so that we can help you keep costs to a minimum. Please contact 505-828-3129 for assistance.

**Local transportation:** Shuttle service from the airport is available from Airport Shuttle (505) 765-1234, Albuquerque Cab Co. (505) 883-4888 and Sunport Shuttle (505) 883-4966.

NMMLP will provide transportation from the Drury Inn & Suites to Albuquerque Academy and back each day.

**Comfort:** Dress during the summer session is casual, so please dress comfortably. Expect daytime temperatures in the 80's, 90's or above, with cool, comfortable evenings. Afternoon thunderstorms are common in late July. Also take proper precautions to protect yourself as you enjoy our high desert climate, including sunscreen, hats and plenty of water.

## Sample Agenda

### Day One

8:30 - 12:30 Introduction to Media Literacy  
12:30 - 1:45 Lunch  
1:45 - 5:00 Media Literacy Skills & Sample Presentation  
5:30-7:00 Group dinner

### Day Two

8:30 - 12:30 Gender, Race and Representation  
12:30 - 1:45 Lunch  
1:45 - 4:00 Marketing Culture

### Day Three

8:30 - 12:30 Media Ownership and Corporate Control  
12:30 - 1:45 Lunch  
1:45 - 4:00 News & Public Relations

### Day Four

8:30 - 12:30 Group Activity, New Technology, Independent Media  
12:30 - 1:45 Lunch  
1:45 - 3:00 Media Activism & Next Steps

## More info

Tel: 505-828-3129 (9 am-5 pm Mountain Time, Mon-Fri)  
Email: [catalyst@nmmlp.org](mailto:catalyst@nmmlp.org)