



Montana Regional Education Service Area III (MRESA3) formerly the Southern Montana Alliance for Resources and Training (SMART) is recruiting two trainers from Region III to deliver media literacy professional development to teachers in Region III. The target audience is Communication Arts (English) teachers, Health Enhancement teachers, and Library Media Specialists.

The trainers will provide Level 1 Media Literacy Professional Development workshops (1.5 hr minimum length). Trainers will need to attend a 2.5 day workshop on November 16-18, 2010 in Missoula. The content includes:

- Introduction to Media Literacy
  - Concepts
  - Language of Persuasion
  - Deconstructing a print ad
- Meeting Media Literacy teaching standards in the core curriculum
- How to collect various media examples/using the computer lab (if possible)
- Trainee mini-lessons
- Fair use of copyrighted materials
- Smoking in Hollywood movies
- Modeling a tobacco prevention lesson

The half day session covers the use of the Basic CPS (clicker) use and operation.

The five Level 1 Media Literacy Professional Development workshops will begin in January 2011 and must be completed no later than June 20, 2011.

If you are interested in being a trainer, please contact John Keener, MRESA3 Coordinator, at [john.keener@msubillings.edu](mailto:john.keener@msubillings.edu) or call 657-1743.