

by Ellen Ullman

# MEDIA MATTERS

Here's how one college professor puts the 'me' in media.

## EDUCATOR SPOTLIGHT

David Considine  
Professor/media literacy  
consultant  
Appalachian State University  
Boone, NC

*"But what does this have to do with me?"*

It's a question that most teachers hear at least once in their careers—if not more often. David Considine, winner of a 2008 Cable's Leaders in Learning Award, has made it his mission to help teachers create the types of lessons that make this question unnecessary.

"Until kids locate themselves in the curriculum, they don't buy into it," he says. "Media is an incredible bridge to connect kids to the material in the class."

Considine—a longtime advocate of media-literacy instruction—has done perhaps more than anyone in the United States to bring it into the schools. He's created a conference on the topic, a graduate program, and a textbook.

## IF YOU BUILD IT ...

In September 1995, Considine joined the board of directors of the National Telemedia Council (NTC). Working with NTC and Appalachian State University in Boone, N.C., where he is a professor of media studies and instructional technology, Considine put together the first national media-literacy conference. It was held in Boone, and approximately 400 people attended.

"The conference was a successful stepping stone," says Considine. "We had people from 35 states and four countries."

At the time, media literacy was a new area in the U.S., so Considine—who had come to the U.S. from Australia in the early 1970s—imported conference speakers from Canada and the United Kingdom, where it was already an established practice.

The conference, as well as Considine's books and articles, were the impetus for the first U.S. masters degree program in media literacy, which he designed and implemented in 1999. The 36-hour media-literacy graduate program includes production and instructional design because, as Considine says, "You can't just analyze other people's work; you must be able to create your own."

He also created an 18-hour certificate program, and was able to put some of that coursework online. In fact, the gateway



Considine has seen interest in media-literacy education grow steadily since he hosted the first U.S. conference in 1995.

