

New England Educational Media
Association and Massachusetts
School Library Association

Friday April 4th

Save the date!

NEEMA 2008



*Where Soulja Boy
Meets Herman
Melville: What Remix
Culture Can Tell Us
About the New Media
Literacies*

Featuring Dr. Henry Jenkins
Director, Comparative Media
Studies Program and Professor
of Literature, MIT

JOIN US IN BOSTON!
JOHN J. MOAKLEY FEDERAL
COURTHOUSE

With Christopher Harris and
Carol Gordon

For information: www.neema.org

Where Soulja Boy Meets Herman Melville: What Remix Culture Can Tell Us About the New Media Literacies

Preliminary Schedule and Agenda

- 8:00 – 8:45** **Registration and breakfast**
- 8:50 – 9:00** **Introductions and Leadership Overview**
- 9:00 – 10:30** **Keynote by Dr. Henry Jenkins:** Soulja Boy, a teenager, was able to get a major record contract and form a national following by his clever manipulations of MySpace, blogs, and YouTube, encouraging his fans to do their own performances to his music. Herman Melville wrote the great American novel by drawing on many powerful aspects of the culture around him -- mixing and mashing up elements from Homer, Milton, The Bible, and Shakespeare, not to mention countless reference works on whaling culture. By juxtaposing these two figures, Dr. Jenkins will suggest the ways that culture has always grown by building on the reservoir of previous works, a tendency which has simply accelerated as a consequence of new digital technologies and emerging systems of grassroots media distribution. This new remix culture is very much part of the lives of American college and high school students, but it has not yet had much impact on what we do in the classrooms. Dr. Jenkins will make the case that schools should make their peace with remix culture, seeing it as a force which might revitalize how we teach some very traditional school content and tapping it as the focus of our efforts to talk to young people about their ethical choices as media makers and participants in online communities. He will share materials being developed by MIT's Project NML, a MacArthur funded initiative to help develop resources for teaching the social skills and cultural competencies which young people need to become full participants in contemporary society.
- 10:30—11:00** **Break and Book Signing w/ Dr. Jenkins**
- 11:00 – 12:00** **Keynote Response Panel—**What do students want? What do they like/dislike about their schools and school and public libraries? Most teens report they want to be more self-directed and self-sufficient in using the resources available to them in the 21st Century library. Our responders will include students and educators.
- 12:00-1:00** **Lunch**
- 1:00—2:00** **Gaming as a New Literacy: Christopher Harris** performed open heart surgery recently -- right after playing in the Super Bowl, taking the checkered flag in Indy, assaulting a heavily fortified machine gun placement, and tailoring another 20 suits of clothes (but before leading the Celts to victory in the race to colonize a new world). The question is whether or not he learned anything while "wasting" those many hours in front of his computer. What does literacy mean when interactions and experiences are virtual? And where do libraries fit on this evolving game board?
- 2:00 – 3:00** **Working Break and Jigsaw Activity** with attendees participating and proposing solutions to questions raised and pathways to the future. **Facilitated by: Carol Gordon**
- 3:00 – 3:30** **Wrap-up and evaluation**

Who should attend? Elementary, middle and high school librarians • Elementary, middle and high school principals • School superintendents and assistant superintendents • Curriculum coordinators • Young adult librarians • Youth services coordinators •



About the presenters:

Henry Jenkins

Henry Jenkins is the Co-Director of the MIT Comparative Media Studies Program and the Peter de Florez Professor of Humanities. He is the author and/or editor of twelve books on various aspects of media and popular culture, including: *Convergence Culture: Where Old and New Media Collide*; *Fans*;

Bloggers and Gamers: Exploring Participatory Culture; *The Wow Climax: Tracing the Emotional Impact of Popular Culture*; *Textual Poachers: Television Fans and Participatory Culture*; *Hop on Pop: The Politics and Pleasures of Popular Culture*; and *From Barbie to Mortal Kombat: Gender and Computer Games*. Jenkins writes regularly about media

and cultural change at his blog, henryjenkins.org.

Dr. Jenkins also leads a research group called [New Media Literacies](http://www.projectnml.org), <http://www.projectnml.org> The New Media Literacies project (NML) is working to integrate new media materials into compelling activities for

K-12 students for use in or out of school. Their White Paper for the MacArthur Foundation, *Confronting the Challenges of Participatory Culture: Media Education for the 21st Century* is also available for download at the NML site.

Christopher Harris

Christopher Harris is the Coordinator of the School Library System of Genesee Valley BOCES serving the school libraries of 22 rural districts in western NY State. In addition to blogging at

[Infomancy](http://schoolof.info/infomancy)[<http://schoolof.info/infomancy>], he blogs and writes for *School Library Journal*.

Drawing on his experience as a classroom teacher and an instructional technology coordinator (as well as many

years of being a gamer geek), Christopher is always on the lookout for new tools and strategies for using computers to enrich understanding and learning.

Carol Gordon

Carol Gordon has a long history of working in school libraries, both in the U.S. and overseas. She is presently an Associate Professor at Rutgers

University where she is co-director of CISSL (Center for International Studies in School Librarianship). Carol has served as a member of the

AASL Board of Directors and as President of NEEMA and she continues to serve as a member of the Governing Board.

**Friday
April 4, 2008**

**John J.
Moakley
U. S.
Courthouse**



NEEMA 2008

April 4, in Boston!



NEEMA is Ninety!
Come and help us Celebrate

Plan to join the NEEMA Board for dinner and the inception of the NEEMA Hall of Fame at the world-famous Anthony's Pier IV on Thursday evening, April 3rd. Also, the Seaport Hotel will provide a special conference rate for attendees on Thurs. 4/3 and Fri. 4/4. For further information on related costs and rates please visit www.neema.org