

TENNESSEE CABLE TELECOMMUNICATIONS ASSOCIATION

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MEDIA LITERACY: TAKING MORE THAN JUST THE REMOTE CONTROL 'TAKE CHARGE OF YOUR TV WEEK 2002'

Nashville, TN ---- Once a year, the National PTA and the cable industry designate one week in October as *Take Charge of Your TV Week*, to promote responsible TV viewing and draw attention to media literacy. During *Take Charge of Your TV Week*, free tools and training are made available to families through local cable companies and PTAs. The week is an opportunity to show parents how they can take positive and proactive steps to "take charge" of their family's TV viewing. This is the fifth annual Take Charge celebration.

The highlight of *Take Charge Week* will be the release of a new report on media literacy, which will include articles by six leading experts in the field. Each article will contain important information about media literacy and a variety of tips you can use at home or at school.

CIC represents the cable telecommunications industry's commitment to education – to improve teaching and learning for children in schools, at home, and in their communities. This is the only industry-wide philanthropic initiative of its kind; since 1989, 8,500 cable companies and 39 cable networks have provided free access to commercial-free, educational cable content and new technologies to 81,000 public and private schools, reaching 78 percent of K-12 students. CIC focuses on five essential elements to ensure quality education in the 21st century: visionary and sensible use of technologies, engagement with rich content, community with other learners, excellent teaching, and the support of parents and other adults. Through cable's *High Speed Education Connection*, local cable companies provide free, cable high-speed Internet hook ups to state accredited K-12 schools and libraries in communities where broadband service is available.

For more tips and information on this and other Cable Education Initiatives in Tennessee, visit the TCTA website at www.tcta.net or Cable In the Classroom's website, at www.ciconline.org.

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