

## **Workshop Title: The Media and its Message**

Author/Speaker: Lisa Taylor

Today's children and teens are bombarded with media created by teams of adults looking to catch their attention. But are children educated enough to see the messages and manipulation behind the games, films and the advertisements? Are they aware of what motivates media makers? Can they learn to harness the power of media to put out their own positive messages?

### **Format:**

This workshop includes a PowerPoint presentation (variable length), exercises, take-home handouts and optional breakout sessions.

Topic choices include:

- Violence in media
- Body image and gender portrayal in media
- Sexual content in media
- Cyberbullying
- All of the above

Optional: breakout discussion groups to dive deeper into topics in a safer setting (groups for boys led by young adults, Sean and Matt Stanley. See bios).

### **Optional Session: *My Media, My Message***

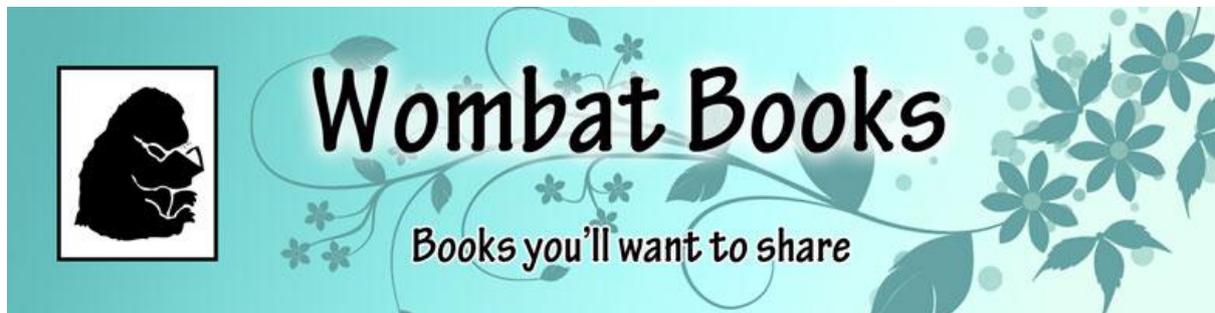
A media creation session with topic choices that include "how to make:"

- A simple videogame
- A simple film, or
- A simple website design

Videogames leader: Mike Taylor, Film: Sean Stanley (young adult), Website: Lisa Taylor

### **About the speakers**

Lisa Taylor has worked for almost two decades as a marketer: over a decade of that in the entertainment technology industry. That work took her to the world's leading film, videogame and broadcast production studios and showed her how the world's "best" entertainment and digital media is created. As a homeschooling mother of three, she has educated her children about the techniques employed by marketers as they use media to sell products and influence people. She is



also the author of the award-winning YA novel, *Motive Games*: a story which takes place in the videogame industry and encourages teens to explore some of the issues related to that industry.

Mike Taylor is an Oscar-award-winning entertainment software programmer who began creating mods (small games) as a child and websites since the beginning of the world wide web. He has a passion for teaching youth how to be “makers” of media, rather than just consumers of it; as well as how to balance their lives through relationships and healthy “non-digital” pursuits.

Sean and Matt Stanley (aged 21 and 19) have a desire to encourage teens to be more aware of media and its effects on us. Sean is a professional web designer who has also studied filmmaking and media literacy. He has experience working with and teaching drama to high school students. Matt, a horticultural student, has experience working with and counselling youth in camp settings.

Please note:

- Lisa is based in New Zealand
- Bookings are required a minimum of one month in advance

Further details on Lisa Taylor can be found at: [www.motivegamesbook.com](http://www.motivegamesbook.com).

For more information on booking Lisa Taylor to speak, please contact:

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