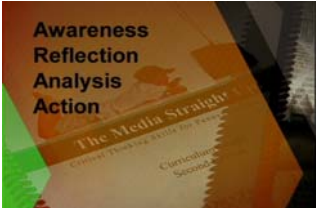


“Media Literacy” Script

Segment Four

	TIME	SHOT / TITLE	DESCRIPTION
1.	00:00		ANIMATED OPEN
2.	00:12	On camera	ANTONIO ON CAMERA: HI, I'M ANTONIO NEVES AT THE.NEWS. POPPING PILLS TO CURE EVERY ILL MAY SEEM PART OF OUR CULTURE THESE DAYS... YOU SEE IT IN MOVIES AND MAGAZINES, ON TELEVISION, AND ON THE INTERNET.
3.	00:23 00:28	Pictures of pills On camera	Renee Hobbs: Our culture has condoned the use of drugs as a lifestyle choice, our young people are aware of the idea that if you want to alter your mood, just take a pill
4.	00:36 00:42	Hobbs at her desk Pictures of pills/bar	VOICE OVER: RENEE HOBBS TEACHES MEDIA LITERACY AT TEMPLE UNIVERSITY IN PHILADELPHIA. SHE SAYS SHE IS NOT SURPRISED THAT TEENAGE PRESCRIPTION DRUG ABUSE IS ON THE RISE GIVEN THAT THE MEDIA AND CELEBRITIES GLAMOURIZE ITS USE.
5.	00:48	On camera	Hobbs: Very glamorous individuals engaging in a lifestyle that looks awfully attractive and making use of alcohol and tobacco and prescription drugs.
6.	00:59	On camera	NEVES ON CAMERA: PROFESSOR HOBBS BELIEVES THAT TEENS MUST ASK QUESTIONS SO THEY CAN UNDERSTAND THE TRUTH... WHAT IS THE REALITY, NOT THE FANTASY, ABOUT THE MESSAGES THEY SEE. THIS SORT OF KNOWLEDGE IS CALLED MEDIA LITERACY.

7.	01:10	Picture of website	NAT SOUND - MEDIA LITERACY WEBSITE
8.	01:12 01:18	On camera	Hobbs: What's the purpose of this message, what techniques are used to get me to feel or believe a certain thing and when we ask those questions then we can recognize the subtext, the hidden messages.
9.	01:24 01:34	Pictures of magazine headlines On camera	Hobbs: Music and popular culture and films always present the altered state as something exotic, attractive and desirable. Do we want them to get an understanding of what's missing, of what's not being shown? So we want them to have a better understanding of the negative consequences of using drugs.
10.	01:44	Students talking with Dr. Hart	VOICE OVER: THAT MESSAGE DOES SEEM TO RESONATE WITH SOME TEENAGE STUDENTS AT THE HENRY STREET SCHOOL FOR INTERNATIONAL STUDIES IN NEW YORK CITY
11.	01:50	On camera	Milira Norton: The media plays a big role in what you do
12.	01:54	On camera	Shamay Drayton: But there's in-betweens too, there's like the type that say, "Ok, I love her, I'm going to be just like her" and then there's the type that says, "Ok, I see her mistakes, I love her, and I'm going to be the opposite of her."
13.	02:04	Students talking with Dr. Hart	VOICE OVER: DR. CARL HART TEACHES ABOUT DRUG ADDICTION AT COLUMBIA UNIVERSITY. HE REGULARLY VISITS WITH HIGH SCHOOL STUDENTS TO TALK ABOUT THE FACTS VERSUS THE MYTHS OF PRESCRIPTION DRUG ABUSE.

14.	02:14	On camera	<p>Hart:</p> <p>So, I want to make sure that the information that’s out here is accurate and I want to make sure that our credibility as scientists, as public educators, is enhanced by making sure that the messages they get is accurate and hopefully we make an impact.</p>
15.	02:30		<p>VOICE OVER:</p> <p>RENEE HOBBS SAYS MEDIA LITERACY CAN HELP TEENS BETTER UNDERSTAND THE MIXED MESSAGES THEY GET ABOUT PRESCRIPTION DRUGS. SHE RECOMMENDS FOUR STEPS:</p> <p>FIRST, LOOK AT THE MESSAGE</p> <p>NEXT, REFLECT UPON IT</p> <p>ANALYZE THE PURPOSE OF THE MESSAGE</p> <p>AND FINALLY, TAKE ACTION BY CONSTRUCTING YOUR OWN MESSAGE.</p>
16.	02:47	PSA	<p>MUSIC OF PSA “DANGEROUS GAMES”- loading pills into a gun</p>
17.	02:49	PSA	<p>VOICE OVER:</p> <p>THIS PUBLIC SERVICE ANNOUNCEMENT WAS CREATED BY A STUDENT GROUP IN WESTCHESTER COUNTY, NEW YORK CALLED PEERS INFLUENCE PEERS.</p>
18.	02:58	PSA	<p>VOICE OVER:</p> <p>I’M ANTONIO NEVES FOR THE DOT NEWS</p>

If you wish to stop the video at any time, refer to the running time listed on the printed script. Each segment begins at 00:00 and the time is displayed in the lower corner of your video player.