



PRE-CONFERENCE
Harnessing the Power of Media in Today's Classrooms
Hall Davidson, Director, Discovery Educator Network
Wednesday, November 7, 2007
9:00 a.m. – 4:00 p.m.
Santa Clara Convention Center



Part of the reason video games are so popular with youth is that visual images stimulate the brain in ways that traditional print does not. Thanks to the internet it is now possible to access content standard's based media using technology that is already available in most every school. Learn how students can access standards based video content and then use it to create their own content. In this hands-on workshop participants will learn by doing. Bring your laptop! (Computers will also be available for those traveling "laptop-less.") Once administrators understand how standards based media can be accessed and created, then they can be the gatekeepers and encouragers of classroom practice that utilizes these strategies to engage students.

Hall Davidson is director of the Discovery Educator Network, a new division of Discovery Communications focused on moving into the world of channel-less video-on-demand. Before coming to Discovery, he served for 15 years as director of educational services at KOCE-TV, a PBS station in Orange County, California. He is festival director for the California Student Media and Multimedia Festival, the nation's oldest media festival for students, and on the faculty of Golden West College, where he teaches a course on Technology in Education for teacher candidates. In addition, he serves on the board for California's Computer-Using Educators, the academic advisory committee for California State University at Fullerton, and the blue ribbon Technology Awards Committee of the National Academy of Television Arts and Sciences. A former classroom teacher and a frequent speaker and author, Davidson has taught mathematics on television (on a program that earned an Emmy) and produced educational PBS series on such topics as information literacy and the Internet. He was recently elected chair of the School Site Council at Franklin Elementary in the Los Angeles Unified School District where his two children attend school.

96-240 Harnessing the Power of Media in Today's Classrooms **\$195.00**
 (\$149.00 with Leadership Summit conference registration – for registration information, please call ACSA, 800.608.2272 or go to our website, www.acsa.org/events)

REGISTRATION INFORMATION

Name	Last Four Digits of Social Security # (required)	
Position		
Telephone	Fax	
E-mail		
School	District	
Address		
City	State	Zip

METHOD OF PAYMENT

District/Personal Check #	
Visa/Mastercard #	Expiration Date
Name as printed on card	Signature

Cancellation policy/deadlines

ACSA is not responsible for travel expenses incurred due to cancelled programs. Cancellations must be in writing and received a minimum of 15 days prior to the program date to be eligible for a refund. A service fee is charged for all cancellations. The following scale will be used for all cancellation requests. Note: Each cancellation notice received is reviewed on an individual basis to determine if a refund is warranted.

60 days prior Full refund less \$40 service fee
 30 days prior Full refund less \$50 service fee
 15 days prior 50% refund
 14 days or less No refund