

FTC PREVENTION SERVICES, LLC

WORKSHOP DESCRIPTION

OVERVIEW

This original, uniquely designed workshop is our most requested workshop and a favorite among adult and youth participants. It is energetic, entertaining, empowering and excellent for individuals seeking a creative format to “meet the youth where they are”. Developed and researched by FTC’s very own CEO, Marc Fomby, and his staff of youth assistants, this workshop utilizes the music industry to establish a line of communication with today’s youth. By emphasizing the importance of Media Literacy and Media Advocacy this workshop provides tools to help participants critically analyze various genres of music to detect subtle (or not-so-subtle) influences and suggestions that glorify and promote reckless, negative lifestyles, choices and decisions among today’s youth. The effects of the music culture on today’s society are explored in depth. This workshop is ideal for creative prevention and intervention strategies to facilitate groups, trainings and/or simple, open dialogue by actively involving youth in the process of deciphering, dissecting and listening to the “Message in the Music”.

SUMMARY

This informative, fun, interactive, and educational workshop will encourage professionals to explore the music world. Media seek to use certain messages that will insight audiences, particularly youth, to purchase certain goods or support certain causes. Today many of the messages contained in the lyrical content of music and portrayed on the big screen communicate acceptance and glorification of crime, violence, drug and alcohol abuse, illicit sexual behavior and degradation. Participants learn how to properly examine the lyrical content within various music genres such as, Hip Hop, Country-Western, Rock-n-Roll, Blues, Heavy Metal, Pop, R&B/Soul, Alternative and more as time permits. In this workshop, participants are introduced to current trends in the youth culture that promote unhealthy lifestyles and have become “acceptable” in society. Participants are also exposed to some of the cultural slang and terminology used by media to directly communicate with youth. The facilitator examines the blatant and subliminal messages in the music that youth are exposed to daily via radio, television, video games, mp3 players and other common entertainment formats. Media literacy and advocacy are promoted as a means of being proactive to protect and teach youth how to make healthy, positive lifestyle choices. This workshop seeks to inform and educate professionals and youth about the ills being presented to youth constantly through various media channels with a focus on music. But, watch out...You just may get caught tapping your feet to the beat!

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TARGET AUDIENCE

Medical Professionals, Mental & Behavioral Health Professionals, Counselors, Social Workers, Educators, Administrators, Law Enforcement Personnel, Parents, Family Members, Anyone Who Works With Youth, Young Adults, Youth (12 and older)

WORKSHOP DETAILS

PREREQUISITE

Willing to have fun!

OBJECTIVES

After this workshop participants will be able to:

- Encourage and facilitate participants' exploration of the music/media culture
- Identify and define up-to-date cultural slang and terminology used as lyrics
- Identify and define lyrical content of popular songs
- Identify participant roles and responsibilities
- Explore prevention and intervention strategies

OUTLINE

- I. Introduction
- II. Current Trends V. Past Trends
- III. Terminology
- IV. Decoding
- V. Media Literacy and The Influence on Youth
- VI. Prevention and Intervention Strategies
- VII. Conclusion
- VIII. Question and Answer

CONTACT HOURS AND SCHEDULE

This workshop is designed to facilitate instruction for up to a half day (1 – 4 contact hours).

AUDIO/VISUAL REQUESTS

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- Laptop equipped w/Microsoft PowerPoint (will provide if necessary)
- Lavalier (lapel) microphone
- LCD Projector (will provide if local)
- Projection Screen
- Speaker System (house or portable)
- Table or A/V Cart
- Extension Cord
- Surge Protector

MATERIALS/RESOURCES

1. Message in the Music Handout
2. Message in the Music PowerPoint CD (\$25)
3. Note Pad/Pen (provide own)