

Ecomedia Literacy through Filmmaking

What is Ecomedia Literacy through Filmmaking?

How can we improve the production and comprehension
of media around ecology and climate?

“Just Add the Environment”

CRHS/ACC/MAX

Hillsborough, NC, USA

Engage:

Q-What challenge does your project address?

A-Our Challenge addresses youth orientation toward environmental media and its impact on addressing climate crisis.

Q-Why did your team select this topic or challenge?

A-As an educator I am passionate about media literacy and wanted to add ecomedia literacy to my curriculum.

Q-How is it a real world problem or concern?

A-The environmental crisis is THE concern of our times. Ecomedia literacy through filmmaking concepts work to build a positive youth orientation towards environmental realities.

Investigation:

- 1-We investigated students' personal stories through interviews.
- 2-We worked with students from App State to deconstruct an advertisement using CML key questions and inquiry-based ecomedia literacy standards
- 3-We created original stories which we turned into screenplays, comics, and fictional narrative videos
- 4-We created social media posts for environmental awareness
- 5-We created PSAs for the OC Solid Waste Department's web page

Action:

Through this project we developed tools to build hope and optimism for student orientation on climate considerations. We looked at ways that the media was working in our society around the environment and tried to find solutions to this dilemma. How to face the challenges without losing hope! The process is ongoing and a documentary short subject is being created to bring all of the elements together from initial student interviews, through the forms and data that was collected, the prose to production short narrative project, and the student created recycling PSAs. My **motto** for the program is: JUST ADD THE ENVIRONMENT! To all activities and lessons to my regular curriculum.

First interviews for Ecomedia Literacy



Ecomedia Literacy Image/Text [Boxed Water for the Enviroment](#)

#wetlikewater
sustainable is
better



#jornfreylikethewets
plashystuff



Ecomedia Literacy

Special Collaboration with Andrea DeGette
Videography and students of Dr. Theresa
Redmond, Appalachian State --with zoom visit
by Dr. Antonio Lopez

Slide Deck for collaboration of High school students with Freshmen college students at App State

[Ecomedia Literacy Slides for Collab](#)



Our Journey



On the screen showed Biden’s administration’s recent “Tribal Nations Summit”. Speaking is Chairmen Fraizer on the tribes public safety, and infrastructure which are all major issues for the Cheyenne River Sioux Tribe.

“We feel that our voices were not heard,” Chairman Frazier says. “There’s a lot of major issues affecting our people, so I was planning on trying to participate in all the areas that they provided,” he says.

Dana and Tamara listen in horror as Chairmen Frazier says “...at least one family in that 1.4-million-acre area are currently living without water due to aging and outdated water and sewage treatment systems. Cheyenne River also does not have a culvert program.”

Dana threw his hands up in frustration as he turned away from the television: “So we’re out of water. Great. Now what are we going to do. Rely on the rain to come every once in a while?!” Tamara looked at her brother with a glimpse of hope: “I think we should make the best of this and find some water. Even if it’s just a gallon we should at least try.”

Dana let out a sigh: “Well let’s stoodis (slang for let’s do this). If all else fails we at least did something I guess.”

The two siblings went out with as much money as they could find in their home and went in search for water. After walking for 20 minutes or so they came across a small bare shop in town. The sign outside said “GROCERIES”. The two went then entered inside.

“Aye! What are you two lookin’ for?” Said the clerk

KT - CHEYENNE RIVER INDIAN RESERVATION - DAY

no Native American siblings, DANA TOMA and TAMARA TOMA are isible walking in the distance. Dana is the oldest and has a aid-back attitude while his sister Tamara is the opposite. he is outgoing and passionate.

KT - TOWN - DAY

ne siblings are walking together home from school. They pass ld buildings and loose dogs

DANA
(Worried tone)
I hope we have enough food for dinner tonight.

TAMARA
(Whining/Sarcastic tone)
If the government didn't cheat us out of our rightful heritage maybe we would still be able to grow everything ourselves in the old traditions.

DANA
(Sarcastic tone)

ana waves his hands around dramatically

TAMARA
(Worried tone)
Do you think mom will be home for dinner?

DANA
Well she's either playing Bingo at the recreation center or at the casino.

TAMARA
(Sad tone)
I hope it's Bingo... Do you think our dad is ever going to meet us?

DANA
(Unsure tone)
Well...

ana looks down at Tamara. Tamara has a look of worry on her face as she looks down at the ground.

My Story

Thomas wakes up out of his cardboard box hut and he yawns. He coughs after yawning going into an asthma attack. He goes to the nearest pond where he washes his face and brushes his teeth. Thomas has been living on the street because he was homeless for years and years as a child hiding from the orphanage. He looks into the water and thinks to himself, "today is the day". Thomas has wanted to talk to a girl that walks by to go to work every day. She was so beautiful to him. At 4:47 am every day he could see her walking to work from where he had his tent set up.

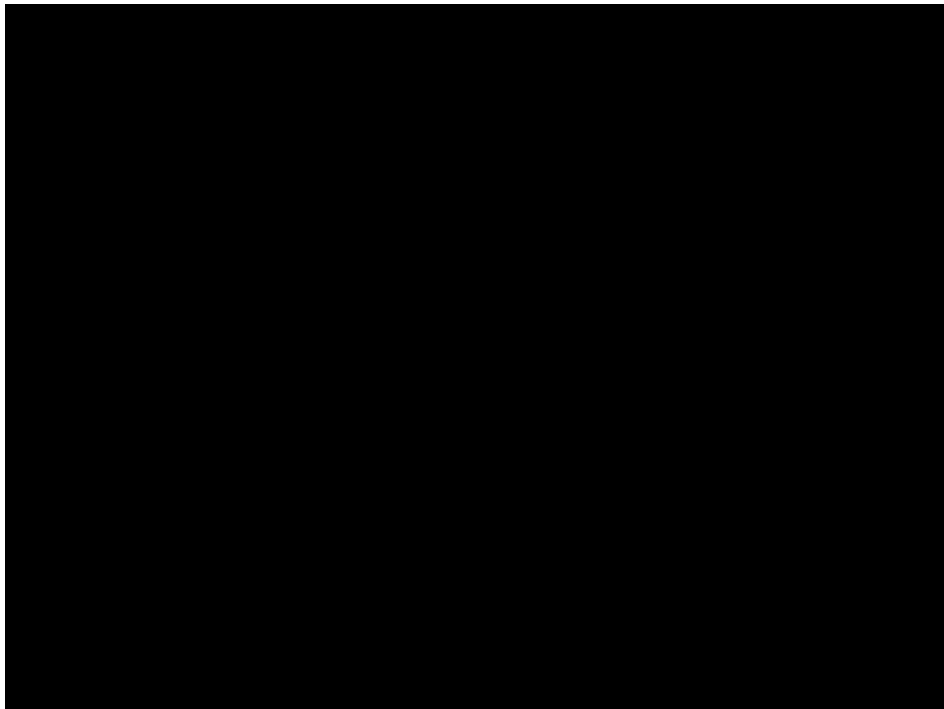
4:47 am

She walks around the corner as usual and Thomas was ready for it today. He mustered [up the courage to walk up to her as she was walking passed. "Uh-u-uh-uh-u-uh-I have been watching you, wait- not watching you- uh-uhuh- I have seen you every day through here for the past few months." She giggles at him. "Haha thank you I guess..." He asks "What's your name?" All his tension melts away as she answers. "Lafawnduh" "Do you stay around here?" Lafawnduh hesitantly replies "Just up the street. I live near the creek river pond." Thomas is surprised "Oh my goodness! That was where I first learned to make my knitted hats." "Do you want to maybe go up the road for something to eat?" Her smile fades to give unfortunate news "I am actually running late for work, my boss needs me to take a look at the city's reactor. But maybe another day or later tonight?" "That would be nice" Thomas replies.

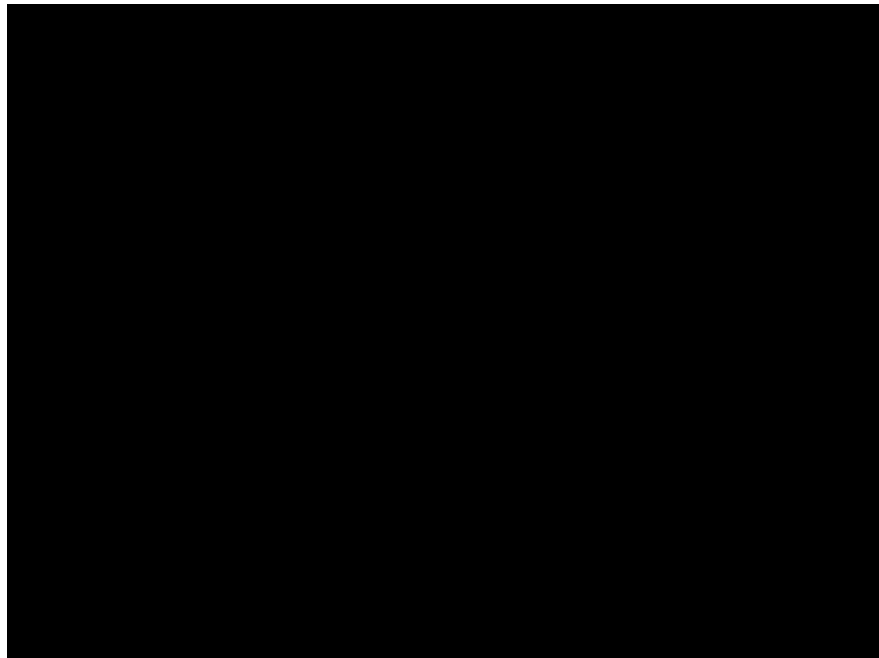
9:01 pm

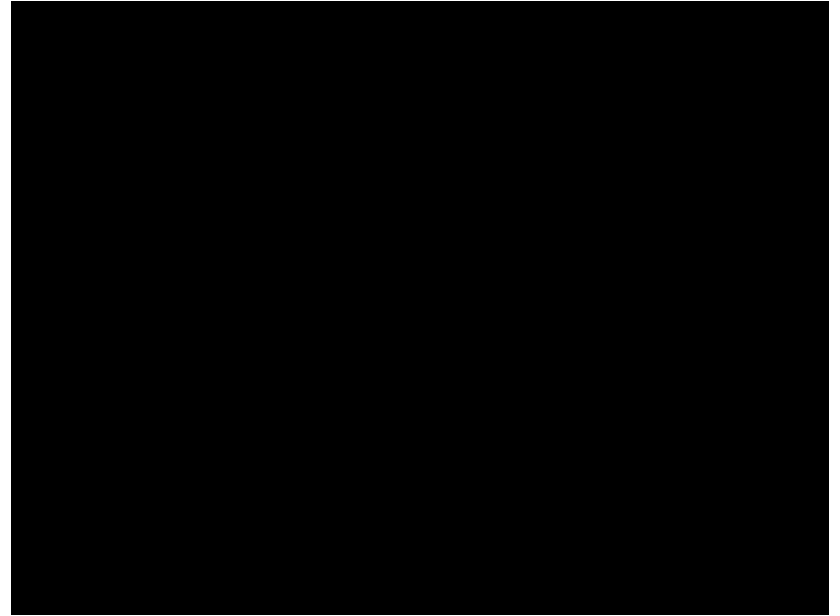
Thomas sighs loudly, "sheuhahuehhhh, wow, good job Thomas, tomorrow is going to be amazing." The paper of his mattress crinkles as he lays down and closes his eyes for the night." The night fades in and birds can be heard with the cars rushing past him on the street.

Prose to Screenplay and beyond: “Just Add the Environment”



Sample Fictional
Video





Sample Fictional Video



[final PSAs with bumpers](#)

Ecomedia
Literacy and
OC Solid
Waste
Collaboration



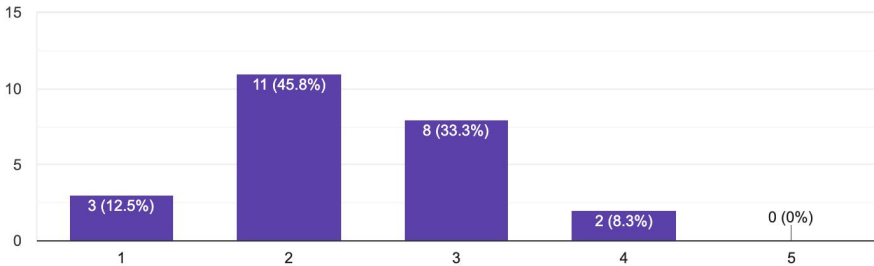


Ecomedia Literacy and Orange County Solid Waste
Collaboration

How much power do you feel you can wield to help with environmental issues?



24 responses



What is the definition of an "environmental landscape"?

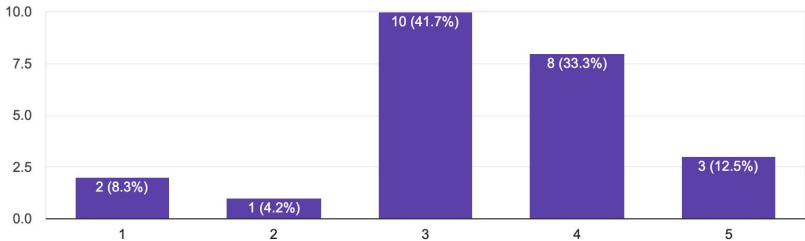
24 responses

- Environmental landscape is basically just nature and the way it works with other things such as humans.
- the physical and natural characteristics of land, air, and water that change through time and are revealed by people's shifting perceptions and associations
- Environmental landscape is the surroundings in which we live. It is that we see around us.
- Peoples perception of the enviornment.
- The viewing attributes of land together that are affected by elements which cause changes to the viewing of it either human made or natural.
- A person surroundings where they live
- The environmental landscape is generally just what we can see, all of the aspects of the environment. It includes things such as the animals, the buildings, and the water sources.
- The full array of our environment, and all the factors that go into making it run, and the factors that harm it.

Do you feel you are part of nature?



24 responses



What is the definition of a "media landscape"

24 responses

- Media landscape is the way people get their information whether that is from the news or a newspaper or another source.
- way people get their news and entertainment
- Media landscape is the way we recieve news. It is the digital way that we can see and educate ourselves without being there physically.
- Way people get their news.
- The process of how individuals obtain their news and entertainment.
- Its basically how people are entertained as well as get information like television and the news and newspapers
- This is the way that people get their information about a whole assortment of things, but for the purpose of this video, about the environment.

Environmental Reflection Form

We will continue our ecomedia literacy journey through the following methods:

- 1- Complete the student ecomedia literacy documentary that includes all the student interviews and reflections along with the interview with scholars and action items for future student involvement.**
- 2- Building our “Memory Lab” project to include community stories around the land and culture in our area and student involvement with environmental issues including farming, recycling, collecting historical and cultural artifacts and stories around our local environmental issues.**
- 3- Continued development of the ecomedia literacy program in our videography classroom to reflect the needs and interests of our high school students and their quest to make a difference in this topic of absolute necessity.**

What's next?