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SOUTHERN HOLLYWOOD: Teaching Information Literacy to Future Communicators & Supporting a Growing Regional Industry

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**A Presentation by
Monya Tomlinson, Reference Librarian**



Atlanta University Center
Robert W. Woodruff Library

October 10, 2014

THE BOTTOM LINE:

- **Understand:** Study & monitor the industry
- **Prepare:** Build collections & identify resources
- **Teach:** Use existing standards to prepare communicators

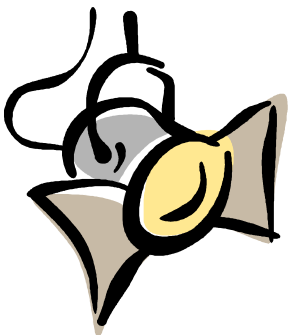
<http://research.auctr.edu/southernhollywood>

COMPARING THE TWO SETS OF STANDARDS

	ACRL IL Competency Standards	... FOR JOURNALISM	DIFFERENCES
Number of Standards	5; 22 competencies	5; 19 competencies	
Headlines?	No	Yes	Communicators focus on refining messaging

“The information literate student...”

Standard One	... Determines the nature and extent of the information needed.	... Identifies needed resources, determines where to find resources, and estimates time and financial costs to access information.	The number of competencies changes; journalism adds costs to priorities list and omits reevaluation
Standard Two	... Accesses needed information effectively and efficiently.	... Begins research using search strategies that are effective and efficient.	The number of competencies changes; journalism removes “refining the search strategy”
Standard Three	... Evaluates information and its sources critically and incorporates selected information into his or her knowledge base and value system.	... Appraises information gathered for accuracy, balance, and relevance.	The number of competencies changes; journalism adds information credibility
Standard Four	... Uses information effectively to accomplish a specific purpose.	... Writes the story by integrating information gathered.	Journalism specifies what is done with information and mentions intended audience
Standard Five	... Understands many of the economic, legal, and social issues surrounding the use of information and accesses and uses information ethically and legally.	... Applies professional standards throughout the research process.	Journalism adds the permissions-seeking process



COMPARING THE COMPETENCIES

"The information literate student..."

	ACRL COMPETENCY	... FOR JOURNALISM
1st STANDARD	<ul style="list-style-type: none"> • Defines & articulates need • Identifies source types & formats • Considers costs & benefits • Reevaluates information need 	PLAN – <ul style="list-style-type: none"> • Defines need based on story idea or question • Identifies source types • Considers costs & benefits
2nd STANDARD	<ul style="list-style-type: none"> • Selects appropriate retrieval methods or system • Constructs & implements effective search strategies • Uses various methods to retrieve information • Refines search strategy if necessary • Extracts, record & manages information/sources 	FIND – <ul style="list-style-type: none"> • Constructs & implements effective search strategies • Retrieves information using a variety of methods • Refines investigative research and search strategies • Uses records management & citation skills
3rd STANDARD	<ul style="list-style-type: none"> • Summarizes main ideas • Articulates & applies initial evaluation criteria • Synthesizes main ideas • Compares new knowledge with prior to determine value • Determines knowledge's impact • Validates understanding and interpretation through discourse • Determines if revision is necessary 	EVALUATE FOR ACCURACY AND FAIRNESS – <ul style="list-style-type: none"> • Summarizes & synthesizes main ideas • Assesses the credibility of information • Synthesizes main idea to generate new ones • Compares new knowledge with prior to determine value • Validates understanding and interpretation through discourse • Determines if revision is necessary
4th STANDARD	<ul style="list-style-type: none"> • Applies new & prior information to planning & creating a product or performance • Revises development process • Communicates the product or performance to effectively 	DRAFT AND CREATE – <ul style="list-style-type: none"> • Applies information gathered to planning & creating a story or research product • Revises development process • Presents the story or project to intended audience
5th STANDARD	<ul style="list-style-type: none"> • Understands ethical, legal & socio-economic issues surrounding information & technology • Follows law, regulations, institution policies & etiquette • Acknowledges the use of information sources in communicating the product or performance 	ETHICAL AND LEGAL STANDARDS – <ul style="list-style-type: none"> • Recognizes ethical, legal & socio-economic issues surrounding information & technology • Follows law, regulations, institution policies & etiquette • Cites others' work and seeks permission when required

REFERENCE RESOURCES

GOVERNMENT AGENCIES	
State	Georgia Film, Music & Digital Entertainment Office - http://www.georgia.org/industries/entertainment
County	Film Clayton (Clayton County, Georgia) – http://filmclayton.com
City	<ul style="list-style-type: none"> • City of Atlanta Office of Entertainment - http://www.atlantaga.gov/index.aspx?page=983 • City of Savannah Film Office - http://www.savannahfilm.org
TRADE PUBLICATIONS & MEDIA OUTLETS	
Trade-Specific	<ul style="list-style-type: none"> • Georgia Film & Television SourceBook - http://www.georgia.org/industries/entertainment/georgia-film-tv-production/georgia-film-tv-sourcebook • Variety - http://variety.com • Entertainment Weekly - http://www.ew.com/ew • The Hollywood Reporter - http://www.hollywoodreporter.com • cinemaATL - http://www.cinematlmagazine.com
Media Outlets	The Atlanta Journal Constitution - www.ajc.com
Wire Services & News Agencies	Reuters - http://www.reuters.com Associated Press - http://www.ap.org Getty Images - http://www.gettyimages.com/editorialimages
RESEARCH DATABASES	
Research	<ul style="list-style-type: none"> • Communications & Mass Media Complete - http://www.ebscohost.com/academic/communication-mass-media-complete • Communications Studies - http://www.sagepub.com/librarians/collections/comm.sp
Subject-Specific	<ul style="list-style-type: none"> • Film Indexes Online - http://www.proquest.com/products-services/film_indexes_online.html • Filmmakers Library Online - http://alexanderstreet.com/products/filmmakers-library-online-series
COMPANIES	
Film Studios Production Companies Industry-Related Services & Vendors	
INSTITUTIONS	
Higher Education Technical & Trade Schools Festivals Trade Associations	

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