

Marilyn A Cohen
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Education

Ph.D., Education, University of Washington, Seattle, Washington, 1975
M.Ed. University of Washington
B. A. University of Washington

Professional Experience

- 1989-present Director of NW Center for Excellence in Media Literacy, formerly, Early Childhood/Teen Communications Project
- 1991-present Research Associate Professor, College of Education, UW
- 1992-present Director, Action for Media Education (Volunteer Position)
- 1996-1999 Director, Seattle School District Creating Critical Viewer Project, National Academy of Television Arts and Sciences (1996-1999)
- 1995-1996 Moderator, Media Literacy On-line Curriculum Project, sponsored by the Office of the Superintendent of Public Instruction
- 1989 - 1991 Adjunct Instructor, Education, Western Washington University and University of Washington Extension
- 1989 – 1991 Research Associate, Educational Psychology, College of Education, University of Washington
- 1987 – 1989 Research Associate, Institute for Transition Research on Problems of Handicapped Youth, University of Washington
- 1985 – 1987 Health Education Resources Coordinator, Project DECOD, School of Dentistry, University of Washington
- 1978 – 1985 Educational consultant and author; focus on teacher training, individualized instruction, and child development; 3 textbooks published during this period
- 1966 – 1978 Child Development and Mental Retardation Center, University of Washington

Positions held range from Interdisciplinary Training Coordinator for the Center (1976-78) to Program Coordinator, Elementary and Secondary Training, Experimental Education Unit (1974-76) and Elementary Team Coordinator and Head Teacher (1966-74). Throughout this period, Dr. Cohen's work involved teacher training both within and outside Washington State.

Research efforts include:

Pinkleton, B.E., Austin, E.W., Cohen, M. & Chen, Y. (in press) Assessing effects of a media literacy based intervention on U.S. adolescents responses to and interpretations of sexual media. *Journal of Children and Media*.

Pinkleton, B.E., Austin, E.W., Cohen, M. & Lei, M. (2013, June). The moderating role of media literacy in adolescent sexual decision making. Paper presented to the Instructional and Developmental Communication Division of the International Communication Association, London.

Pinkleton, B. E., Austin, E. W., Cohen, M. & Chen, Y. (2012). The role of media literacy in shaping adolescents' understanding of and responses to sexual portrayals in mass media. *Journal of Health Communication: International Perspectives*, 17:4, 460-476.

Pinkleton, B.E., Austin, E., Cohen, M. & Chen, Y. (2012). Assessing the effects of a media literacy-based intervention on adolescents' responses to and interpretations of sexual media messages. *Journal of Children and Media*, submitted for publication.

Pinkleton, B., Austin, E., Cohen, M. & Chen, Y. (2010, August). Media literacy as a catalyst for changing adolescents' attitudes and behaviors toward sexual media messages. Association For Education in Journalism and Mass Communication, Mass Communication and Society Division, 2010 Conference, Denver. Selected to receive award for 1st place paper.

Pinkleton, B, Austin, E., Cohen, M. & Chen, Y. (2009). The role of media literacy in Adolescents' Responses to and Interpretations of Sexual Messages. International Communication Association conference, Chicago, May.

Austin, E.W., Pinkleton, B.E., Cohen, M., Chen, Y., Lei, M., & Yamamoto, M. (2009). A Pilot Test of Take it Seriously: Sex and Media. Showcase, Pullman, WA.

Pinkleton, B. E., Austin, E., W., Cohen, M., Chen, Y.*, & Fitzgerald, E. (2008). Effects of a Peer-Led Media Literacy Curriculum on Adolescents' knowledge and attitudes toward sexual behavior and media portrayals of sex. *Health Communication*, 23, 462-472.

Pinkleton, B. E., Austin, E. W., Cohen, M., Chen, Y. (2008, August). The role of media literacy in adolescents' understanding of and responses to sexual portrayals in the media. Paper presented to the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Pinkleton, B., Austin, E., Cohen, M., Miller, A, & Fitzgerald, E. (2007). Statewide evaluation of the effectiveness of media literacy to prevent tobacco use among adolescents. *Health Communication*, 21(1), 23-34.

Pinkleton, B.E., Austin, E.W., Cohen, M., Miller, A., & Fitzgerald, E. (2007). A statewide evaluation of the effectiveness of media literacy training to prevent tobacco use among adolescents. National Media Education Conference and Research Summit, St. Louis, MO.

Pinkleton, B.E., Austin, E.W., Cohen, M., Chen, Y., & Arganbright, M. (2007). Evaluation of a media literacy program: Take it Seriously: Abstinence and Media wave II. National Media Education Conference and Research Summit, St. Louis, MO

Lisosky, J., & Cohen, M. (2007). A four-year study of a media and violence curriculum in Seattle Public Schools. Paper presented at Research Summit, Alliance for a Media Literate America, St. Louis, June.

Pinkleton, B., Austin, E., Cohen, M., Chen, Y. & Fitzgerald, E. (2006). Participants' perceived effectiveness of peer-led media literacy curriculum for adolescent sex education. Paper submitted to Mass Communication & Society Division of the Association for Education in Journalism and Mass Communication, August.

Austin, E., Pinkleton, B., Hust, S. and Cohen, M. (2005). Evaluation of an American Legacy Foundation/Washington State Department of Health media literacy pilot study. *Health Communication*, 18:75-95.

Austin, E., Pinkleton, B., Cohen, M., & Miller, A. (2003). Media literacy as a catalyst for teen tobacco prevention. Paper presented to the National Media Education Conference, Baltimore, MD, June.

Pinkleton, B., Austin, E., Cohen, M. & Miller, A. (2003). Media literacy and smoking prevention among adolescents: A year two evaluation of the American Legacy Foundation/Washington State Department of Health anti-tobacco campaign. Paper presented to the Health Communication Division of the International Communication Association, San Diego, May.

Austin, E., Pinkleton, B. and Cohen, M. (2002). *Evaluation of American Legacy Foundation/Washington State Department of Health Media Literacy Pilot Study*. Paper submitted to the Association for Education in Journalism and Mass Communication Annual National Conference, Communication Theory and Methodology Division, Miami, Florida. Received "Top 3" Paper Award for Submissions to the 2002 Conference.

Austin, E., Pinkleton, B., Cohen, M. & Miller, A. (2002). Evaluating media literacy as a statewide anti-tobacco campaign strategy. Poster session presented at the National Conference on Tobacco and Health, San Francisco, November.

Lisosky, J. and Cohen, M. (2002). *Part of the Solution: Media and Violence Curriculum in Seattle Public Schools*. Submitted to the Broadcast Education Association National Conference, April. Awarded 1st Place in the Research Division for the 2002 Conference.

Lisosky, J. and Cohen, M. (2001). *Violence and Media Curriculum Project in Seattle Public Schools*. Report submitted to Governor's Juvenile Justice Advisory Committee, June, 2001; June 2000.

Lisosky, J., Cohen, M. and Sager, K. (2002). Violence and Media Curriculum Project in Seattle Public Schools, Report submitted to Governor's Juvenile Justice Advisory Committee, June.

Cohen, M. (2001). *The Teen Aware Project Evaluation Report*. Annual report prepared for the Office of the Superintendent of Public Instruction: September, 1995 through June.

Cohen, M. (2000). *Parenting in Washington: An Exploratory Study the Needs and Interests of Parents of Pre-teen and Teens*. Report prepared for Department of Health, August.

Director, Seattle School District Creating Critical Viewer Project, National Academy of Television Arts and Sciences (1996-2002)

The Seattle School District was selected as the pilot site for implementing the media literacy curriculum *Creating Critical Viewers* that was developed by Jerome and Dorothy Singer of Yale University with funding from the National Academy of Television Arts and Sciences. Dr. Cohen directed the *Creating Critical Viewers* Project that involved thirteen middle and high schools across the Seattle School District.

Director, Action for Media Education (Volunteer Position, 1992 - present)

Action for Media Education (AME) formerly the Foundation for Family Television, was established as a result of Dr. Cohen's research in 1990 involving over 1,000 parents across Washington State concerning their preferences in television programming. In her role as director, Dr. Cohen coordinates all activities of AME involving many public events such as its Images of Youth Video Festivals (2006-2011). AME's goal is to create awareness about media literacy education across Washington State.

Workshops and Presentations Include the Following:

Screen Time and Media Literacy, Childhood Obesity Conference, Seattle Center, April 3, 2013.

Work group involving WSU faculty and Extension educators (February 2013).

Series of work groups for youth (ages 9-14) and a separate series for parents were held in each of 5 counties across Washington State. The five counties are: Clark, Grant, Chelan, Spokane and Pierce (April 2013 –June 2013)

Outreach Workshops for Boys and Girls Clubs of King County involving all 14 Boys and Girls Clubs of King County, Offered at locations in Mercer Island, Federal Way & Seattle, January-March 2012

Media Clubhouse Teen Board Training Workshop, Boys and Girls Clubs of King County, Seattle, April 16, 2012.

Nutrition & Media Staff Training Workshops for Boys and Girls Clubs including Rainier Vista Club, Southwest-White Center Club, Rotary Central Seattle Club, Federal Way Teen Center, Federal Way Club and Renton-Skyway Club, March- November 2011

Nutrition & Media Teen Leader Training Workshops for Boys and Girls Clubs including teens at the following Clubs: Rainier Vista, Southwest-White Center, Rotary Central Seattle, Federal Way Teen Center and Renton-Skyway, April -October, 2011

Boys and Girls Clubs of King County, Executive Director Workshop, Joel E. Smilow Clubhouse at Rainier Vista, February 28, 2011.

Boys and Girls Club of King County, Powerful Choices Stakeholders' Workshop, Seattle, March 17, 2011.

Boys and Girls Clubs of King County Teen Board Workshop, Seattle, April 16, 2011.

Overview of TISSAM and Sexuality & Media Website, Puget Sound Nurses meeting, Bellevue, December, 2010.

Introduction to TISSAM, Mukilteo School District School Nurses meeting, November, 2010.

Teen Sexuality Curriculum and Website, Washington FACSE/WAFCS Conference, Yakima, October 25-26, 2010.

Let's Talk Teens, Sexuality and Media, a workshop sponsored by ESD 105, Yakima, September 16, 2010.

The Digital Invasion: Insights into Surviving and Thriving, Healthy Schools Summit, sponsored by a collaboration of Washington State Department of Health, Washington Education Association, Seattle Public Schools, ESD 105, Communities in Schools, etc., May, 2010.

Introduction to Take It Seriously: Sex, Abstinence & Media, a presentation to the ESD Prevention Coordinators, May 13, 2010.

Teen Sexuality and Media Group Meetings, a series of 9 meetings held throughout Washington, December 2009 –May 2010).

Take It Seriously: Sex, Abstinence & Media, 21 workshops for high school age teens and their teachers across Washington State, September 2007-May 2009.

Pinkleton, B, Austin, E., Cohen, M. & Chen, Y. The role of media literacy in adolescents' responses to and interpretations of sexual messages. International Communication Association conference, Chicago, May, 2009.

Powerful Choices Training Institute, University of Washington, Seattle, August, 2007.

Food for Thought, STEPS Nutrition and Media Workshop, sponsored by Public Health Seattle-King County, September 19, 2007.

Harry Potter and the Future of Literacy, CitiClub, Washington Athletic Club, July 17, 2007.

Violence & Media: A Four-Year Study, Alliance for a Media Literate America Research Summit, St. Louis, June 24, 2007.

Media Literacy and Children's Food Choices, Screen Time Summit, Center for Public Health Nutrition, May 18, 2007.

Take It Seriously: Abstinence & Media (TISAM), 24 workshops for middle and high school teachers and teens across Washington State. September 2005-May 2007)

Media Literacy, Sexuality and Teens, presentation to Department of Health Maternal and Child Health Staff. November 1, 2005.

Teens Teach Media Literacy. Giving Voice to a Diverse Nation: Alliance for a Media Literate America National Conference, San Francisco, June 27, 2005.

Invited participant to the Service to Science hosted by Center for Substance Abuse Prevention, Western Centers for the Application of Prevention Technologies. Seattle, May 19-20, 2005.

Violence and the Media: A New Approach to Violence Prevention, OSPI Strengthening Linkages for Student Success, Yakima Convention Center, Yakima, WA, March 31, 2005.

Keynote Speaker: Teens, Tobacco & Media & Beyond, a series of Institutes sponsored by Washington State Department of Health Tobacco Prevention and Control Program. Gonzaga University, Spokane, February 24, 2005; University of Washington, Seattle, March 18, 2005; ESD 105, Yakima, March 24, 2005.

Keynote Speaker: Media Literacy as a Strategy for Abstinence Education. Talking About Abstinence: Finding Common Ground on Adolescent Sexual Health, OSPI/CDC conference at Sleeping Lady, Leavenworth, WA, October 26-28, 2004.

Teen Aware: Sex, Media & You, Action Coalition for Media Education National Conference, San Francisco, July 2, 2004.

Teen Aware: Sex, Media & You: A New Comprehensive Web-based Curriculum Resource for Teachers. 2004 OSPI Summer Institutes, Spokane, Yakima and Seattle, June –August, 2004.

Teen Aware: Sex, Media & You, presentation at Institute for Youth Development, Seattle, May 14, 2003

Teens, Tobacco & Media Workshops. Offered for teens and their teachers and involving all ESD regions of the state. (Directed 35 workshops at all sites including Spokane, Pasco, Yakima, Omak, Bellingham, Bremerton, Tacoma, Aberdeen and Seattle, January through June, 2003)

Violence & Media, presentation to Seattle School District Administration and Alliance for Education, Seattle, February, 2003.

Violence & Media Workshop, Family Policy Council Network Partners' Council Summit, WestCoast Hotel, Olympia conference, November, 2002

Teens, Tobacco & Media Workshops. Directed 25 workshops across Washington State focused on Teen Futures' Teens, Tobacco & Media Project, September, 2001-August 2002.

Media Literacy as a Prevention Strategy, Keynote Speaker, Child and Family Health Training Day for all Child and Family Health staff in Washington State's Department of Health, May 2, 2002

Youth Empowered by Abstinence (YEA!) Youth Summit. Directed Youth Summit sponsored by Teen Futures' YEA! Project, Federal Way, April, 2002.

Violence and the Media Teacher Training Workshop, conducted workshop sponsored by Teen Futures' Violence and Media Project, January, 2002, October, 2001, September 2000.

Media Literacy: Past and Present in the United States, Keynote Speaker, Creating Critical Viewers National Conference sponsored by the National Academy of Television Arts and Sciences, Chicago, November, 2001.

Washington State Center for Excellence in Media Literacy, a workshop at Washington State Prevention Summit, Yakima, WA, October, 2001.

Media Literacy as a Strategy for Teen Pregnancy Prevention, Keynote Speaker, Alaska Teen Pregnancy Prevention Conference, Statewide conference for providers across Alaska, Anchorage, May, 2001.

Moderator and Conference Coordinator for Washington State Media Literacy Conferences,

- *Images of Youth 2001: Growing Up in a Media Culture*, Spokane, WA, April 2001.
- *Images of Youth 2000: Teen Health and the Media*, Seattle, WA, March 2000
- *Images of Youth: Teen Health and the Media*, Seattle, WA, May, 1997.

Teen Health and the Media, 1998 National Media Education Conference, Colorado Springs, Colorado, June 30, 1998.

Other Publications/Productions

Developed and led redesign efforts for the NW Center for Excellence in Media Literacy's website, www.nwmedialiteracy.org

Or <http://depts.washington.edu/nwmedia/> (August 2012-October 2012)

Cohen, M. (2012) Coordinated the development of a teen-driven Boys and Girls Clubs of King County website, *The Media Clubhouse*, www.jointhemediaclubhouse.org

Cohen, M. (2011). *Let's Talk Teens, Sexuality and Media*, Washington State Department of Health, www.teensexandmedia.org

Cohen, M. (2011) *Teacher's Manual, Take It Seriously: Sex, Abstinence and Media*, Washington State Department of Health.

Cohen, M. (2009) *Take It Seriously: Sex, Abstinence & Media Booster Lessons: A Series of 14 Multi-Media Lessons*, DVD version, Washington State Department of Health.

Cohen, M. (2009) *Powerful Choices: Powerful Teens*, DVD version. National Institutes of Health.

- Cohen, M. (2008) *Take It Seriously: Sex, Abstinence & Media (TISSAM)*, CD ROM version, Washington State Department of Health.
- O₂ magazine. (2002- June 2006). A teen-generated and teen-driven magazine directed and produced by Teen Futures Media Network for Washington State Department of Health.
- Cohen, Marilyn, & Fitzgerald, E. *Teens, Tobacco & Media Revision 2006*. Washington State Department of Health, Seattle.
- Cohen, M., Fitzgerald, E., Johnson, B. & Slack, J. (2004). *Food for Thought: Media and Children's Food Choices*. Steps to a Healthier US Cooperative Agreement of the U.S. Department of Health and Human Services, Public Health-Seattle, King County and Action for Media Education.
- Cohen, M. & Fitzgerald, E. (2005). *Take It Seriously: Abstinence & Media (TISAM)*, CD-ROM version. Washington State Department of Health, Seattle.
- Fitzgerald, E. & Cohen, M. (2006) *Food for Thought: Media Literacy and Nutrition*. Action for Media Education, Seattle.
- Cohen, M. & Lynch, L. (2004) www.teenawareresources.org, CDC and the Office of the Superintendent of Public Instruction.
- Cohen, M., Gorland, G., et. al. (2003). *Teen Aware: Sex, Media & You (2003)*. Office of the Superintendent of Public Instruction & Centers for Disease Control and Prevention: Seattle.
- Cohen, M. et. al. (2001) www.teenhealthandthemedialiteracy.org, Washington State Department of Health, Office of the Superintendent of Public Instruction and DSHS, Department of Alcohol and Substance Abuse.
- Cohen, M., Fitzgerald, E., Goldsborough, S. et. al. (2000). *Teens, Tobacco & Media*. Washington State Department of Health, Seattle.
- Cohen, M., Slack, J., et.al. *Violence and Media* (2000) Teen Futures Media Network, UW., Seattle.
- Cohen, M. & Slack, J. (1997). *Talk with Your Teens about Sex* Discussion Guide. Seattle: University of Washington.
- Cohen, M. & Slack, J. Directors and Producers. (1997). *Talk with Your Teens About Sex* (1997). A four- part television series for parents, Seattle, University of Washington. (Broadcast on all Washington's PBS stations).
- Cohen, Marilyn, et. al. (1995). *Teen Aware: Sex Media and You*, A Multimedia Curriculum Resource Guide for Middle and High School Students, Olympia: Office Superintendent of Public Instruction.
- Cohen, Marilyn, & Gross, Pamela. (1979). *The Developmental Resource: Behavioral Sequences for Assessment and Program Planning (Vol. 1&2)* New York: Grune & Stratton.

Cohen, Marilyn & Nelson, G. (1991). *Washington's Parents Speak Out: Community Preferences in Television Programming Designed to Strengthen Parenting Skills*. A report prepared by Early Childhood Telecommunications Project, University of Washington.

Cohen, Marilyn. Director and Producer. (1990) *Operation Prevention*, a nine part television series for children, parents and teachers concerning child sexual abuse (1990). Seattle: University of Washington. (Broadcast across Washington on all PBS stations).

Cohen, Marilyn. Director and Producer. (1992). *Growing Up Again*, a four part television parenting series. Seattle: University of Washington. (Broadcast across Washington on all PBS stations).

Cohen, Marilyn. Director and Producer. (1991). *Platica de Autoestima*, a six part television series produced in Spanish for families concerning the development of self-esteem, Seattle: University of Washington. *A leader's guide and six photo novellas were developed to supplement this six-part series. (Broadcast across Washington on all PBS stations).

Boards and Advisory Groups

Silverblatt, Art, Encyclopedia of Media Literacy (2013 in process), Advisory Board Member

Journal of Media Literacy Education, reviewer, 2010.

Media Literacy Education Research Summit Chair, Alliance for a Media Literate America, June 2005-June, 2007.

Washington State Partnership for Youth, Committee Member, 2005-present.

National Board Member, Alliance for a Media Literate America, 2003-2007.

National Telemedia Council International Conference, Planning Committee, 2003.

Coordinator, Washington's Interagency Media Literacy Partnership Committee, 1995 – present.

Washington State Division of Alcohol and Substance Abuse Research Committee, 1998-present.

Program Planning Committee, National Media Education Conference, 1999.

King County Prevention Forum Member, 1999.

Washington Media Literacy-Based Video Art Collection, Washington State Arts Commission, Art in Public Places, Advisory Board, 1994 – 95 (This collection has been distributed to every public elementary, middle and high school in Washington).

Professional Affiliations Regarding Media Literacy

National Association for Media Literacy Education, National Telemedia Council, Action Coalition for Media Education, Center for Media Education, Action for Media Education, and Association for Media Literacy (Ontario, Canada). One of the featured voices in the *Voices of Media Literacy Project*, a project documenting the history of media literacy in the U.S.