



“Marketing Your Message: Whose Message Is It Anyway?”

Middle and High School Conference
With programming for adult chaperones

Where: Saturday, October 2, 2010

When: 9:00 a.m. – 3:00 p.m.

Hosted by:

International School High School; San Francisco, CA

Keynote Speaker: Michael Benitez, Jr.

Michael Benitez Jr. is an activist-scholar, speaker/spoken word artist integrating hip hop pedagogy, academic inquiry and personal experience. His presentations provide a critical and multi-contextual framework for empowerment and education, addressing issues of racial justice, internalized and external oppression, and youth development.

Benitez is co-editor of the anthology, *Crash Course: Reflections on the Film “Crash” for Critical Dialogues About Race, Power and Privilege*, a collection of essays by some of the country’s most prominent anti-racism writers, scholars and activists.

Other Presenters include: Tarah Fleming; Start Dialog

CONFERENCE FEES

POCIS Gold Membership: All conferences and events included FREE

Posting Membership: Adults \$50/Students \$20

Nonmember school/organization: Adults \$75; Students \$25

No student will be turned away for lack of funds

“Marketing Your Message: Whose Message Is It Anyway?”

Registration opens at 9:00 am

Program begins at 9:30 am at International High School
The Dennis Gallagher Arts Pavilion
at 66 Page Street (SF, CA)

The main campus is at 150 Oak Street, between Gough and Franklin

Reserved parking lot for the POCUS Conference is on Oak/Octavia.

Directions to International High School campus

From the East Bay and the South Bay:

Take the Bay Bridge or 101 North to San Francisco. From either, follow the signs to 101 North/ Golden Gate Bridge. Exit at Octavia Blvd./Fell St. Immediately after crossing Market St., bear right and enter the residential access lane of Octavia. Continue two blocks on Octavia and turn right on Oak St. The school is on the left.

From Marin:

Take the Golden Gate Bridge to San Francisco. From the toll plaza, follow the signs to Lombard St. Approximately 2.5 miles from the toll plaza, turn right on Webster St. Follow Webster St. approximately 1.8 miles to Oak St. Turn left on Oak St. Continue on Oak St. for four blocks. The school is on the left.

From BART/MUNI:

Take BART to Civic Center station and switch to MUNI. Take MUNI to Van Ness station. Exit on the north side of Market St. Walk north on Van Ness Ave. to Oak St. and turn left. Continue on Oak St. for two blocks, crossing Franklin St. The school is on the right.

Please send reservation forms and payments to
POCIS of Northern California
PO BOX 18828, Oakland, CA 94619

Email: Matt Balano at mbalano@siprep.org or Fax: (415) 731-2227

Form and Registration Fees Due by: Monday September 27 (the sooner the better)