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## Hashtag archive - #K12Media

### Archive of #K12Media Tweets

[ tags = Media Studies, Media Literacy, teachers, resources ]

Created by @msolomonteacher on Fri Aug 12 16:11:52 GMT 2011. Contains a total of 1174 tweets.

(View limited to 10000 tweets - if you want to see more - change the View Filter limit above!)

Important note: The Export and Download capability for hashtags and keywords was removed on March 20, 2011 - [see here for n](#)

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@msolomonteacher Welcome to [#K12Media](#)! Please say hello and let us know who is here :)

Tue Oct 11 00:00:35 +0000 2011 - tweet id 123548511273885696 - #1

[tweet details](#)



@msolomonteacher Tonight we continue our series on the Key Concepts of Media Literacy with [#4](#): The media have commercial implications. [#K12Media](#)

Tue Oct 11 00:01:30 +0000 2011 - tweet id 123548742703005696 - #2

[tweet details](#)



**@ms\_keats** Good evening all. I am a highschool English, Media, Visual Art and Graphics teacher & I help run the [#k12media](#) chat. [#K12Media](#)

Tue Oct 11 00:02:22 +0000 2011 - tweet id 123548963147218944 - #3  
[tweet details](#)

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**@msolomonteacher** We'll look at commercial interests and how these interests affect content, technique, and distribution. [#K12Media](#)

Tue Oct 11 00:03:00 +0000 2011 - tweet id 123549120572047361 - #4  
[tweet details](#)

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**@msolomonteacher** Our focus for tonight (as voted in this week's poll) will be on the male grooming industry. [#K12Media](#)

Tue Oct 11 00:04:11 +0000 2011 - tweet id 123549418753469136 - #5  
[tweet details](#)

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**@ms\_keats** I am looking forward to tonight's chat on how the male grooming industry is expanding the beauty industry to increase profit. [#K12Media](#)

Tue Oct 11 00:05:25 +0000 2011 - tweet id 12354972817495424 - #6  
[tweet details](#)

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**@msolomonteacher** It could be argued that many of the shows premiering that focus on men are really exploring how to market to men... [#K12Media](#)

Tue Oct 11 00:06:26 +0000 2011 - tweet id 12354983943688448 - #7  
[tweet details](#)

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**@ms\_keats** I believe that the male body will be "colonized" by commercial interests much like the female body has been over the century. [#K12Media](#)

Tue Oct 11 00:07:00 +0000 2011 - tweet id 123550128673005568 - #8  
[tweet details](#)

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**@ms\_keats** "How to be a gentlemen" sounds like it could be [#K12Media](#)

Tue Oct 11 00:07:31 +0000 2011 - tweet id 123550255437463552 - #9  
[tweet details](#)

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**@HeidiSiwak** RT @msolomonteacher: We'll look at commercial interests and how these interests affect content, technique, and distribution. [#K12Media](#)

Tue Oct 11 00:08:13 +0000 2011 - tweet id 123550431802417664 - #10  
[tweet details](#)

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**@ms\_keats** I try to express the beauty standard with my S's by having the females and males list their grooming routines & then invert gender [#K12Media](#)

Tue Oct 11 00:10:44 +0000 2011 - tweet id 123551067416958929 - #11  
[tweet details](#)

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**@msolomonteacher** @ms\_keats I think that process has begun already... disturbingly so and controversy has already emerged: <http://t.co/ggJ3SpeA> [#K12Media](#)

Tue Oct 11 00:11:24 +0000 2011 - tweet id 123551232924192768 - #12  
[tweet details](#)

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**@ms\_keats** We discuss how men & women are marketed differently, re. grooming products, but also look for consistent underlying messages [#K12Media](#)

Tue Oct 11 00:12:27 +0000 2011 - tweet id 123551501018922433 - #13  
[tweet details](#)

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**@Steph\_SMac** @ms\_keats Today's men have just as much pressure on them as women Check out: <http://t.co/ZcvWHREr> [#k12media](#)

Tue Oct 11 00:12:55 +0000 2011 - tweet id 123551617659314176 - #14  
[tweet details](#)



**@ms\_keats** @msolomonteacher I remember when u first tweeted this ad...it is not only a model for maleness...but racial implications are huge [#K12Media](#)

Tue Oct 11 00:13:58 +0000 2011 - tweet id 123551881837555712 - #15  
[tweet details](#)



**@ms\_keats** @Steph\_SMac I agree- a new way for all of us to be equal, just feeling equally lacking without our products. [#K12Media](#)

Tue Oct 11 00:16:42 +0000 2011 - tweet id 123552570219208818 - #16  
[tweet details](#)



**@msolomonteacher** @ms\_keats Absolutely. There's a lot more to these kinds of marketing techniques than gender. Many other implications as well. [#K12Media](#)

Tue Oct 11 00:17:44 +0000 2011 - tweet id 123552828160606206 - #17  
[tweet details](#)



**@Steph\_SMac** @ms\_keats @msolomonteacher Have you seen Tough Guise: Violence, Media & the Crisis in Masculinity - highlights male violence in ad [#k12media](#)

Tue Oct 11 00:18:15 +0000 2011 - tweet id 123552957840101376 - #18  
[tweet details](#)



**@ms\_keats** I think one of the implications is how it turns us against our bodies. I always think of it as "the abject object" [#K12Media](#)

Tue Oct 11 00:19:02 +0000 2011 - tweet id 123553156159377409 - #19  
[tweet details](#)



**@mrami2** @Peter\_Gutierrez you need to connect with @msolomonteacher who runs [#K12Media](#) chat

Tue Oct 11 00:19:12 +0000 2011 - tweet id 123553185942350849 - #20  
[tweet details](#)



**@ms\_keats** @Steph\_SMac @msolomonteacher. It's wonderful at laying out how stereotyped men are and how damaging it can be [#K12Media](#)

Tue Oct 11 00:20:09 +0000 2011 - tweet id 123553437190328320 - #21  
[tweet details](#)



**@msolomonteacher** @Steph\_SMac Yes! @MEF has some great films on this topic. "The Bro Code" (new) looks interesting too, but I haven't seen it yet. [#K12Media](#)

Tue Oct 11 00:20:20 +0000 2011 - tweet id 123553482543337472 - #22  
[tweet details](#)



**@Steph\_SMac** @ms\_keats Another documentary I show in [#media](#) is Jean Kilbourne's Killing Us Softly. Reiterates insecurity cause by media [#k12media](#)

Tue Oct 11 00:21:17 +0000 2011 - tweet id 123553721316679680 - #23  
[tweet details](#)



**@msolomonteacher** @mrami2 @Peter\_Gutierrez We're in full swing :) Come join us! We're talking about the Male Grooming Industry [#K12Media](#)

Tue Oct 11 00:21:42 +0000 2011 - tweet id 123553826291724288 - #24  
[tweet details](#)



**@Steph\_SMac** @msolomonteacher I will definitely have to check this one out! Thanks [#k12media](#)

Tue Oct 11 00:21:51 +0000 2011 - tweet id 123553863470022656 - #25  
[tweet details](#)



**@ms\_keats** @Steph\_SMac Our dep't has a copy of that. I haven't watched it in a long time; might be worth a re-look [#K12Media](#)

Tue Oct 11 00:22:29 +0000 2011 - tweet id 123554023436582912 - #26

[tweet details](#)



**@msolomonteacher** This Globe & Mail article is a great place to begin the discussion using a Canadian focus: <http://l.co/E0DeRsdw> [#K12Media](#)

Tue Oct 11 00:22:53 +0000 2011 - tweet id 123554122942251009 - #27

[tweet details](#)



**@ms\_keats** There's also a PBS Frontline called "The Persuaders" that has a segment about the creation of "the mook" stereotype in the media [#K12Media](#)

Tue Oct 11 00:23:22 +0000 2011 - tweet id 123554244564488193 - #28

[tweet details](#)



**@Steph\_SMac** @ms\_keats I have conversation questions with it if you're interesting [#k12media](#)

Tue Oct 11 00:23:59 +0000 2011 - tweet id 123554402350014464 - #29

[tweet details](#)



**@ms\_keats** How are shows like Jersey Shore helping to promote the male grooming industry? Do these male figures have a following? [#K12Media](#)

Tue Oct 11 00:24:13 +0000 2011 - tweet id 123554461410004992 - #30

[tweet details](#)



**@Steph\_SMac** @ms\_keats Yes! Love The Persuaders. The mook is from a frontline video "The Merchants of Cool". My students make fun: I heart PBS [#k12media](#)

Tue Oct 11 00:25:39 +0000 2011 - tweet id 12355482249887616 - #31

[tweet details](#)



**@msolomonteacher** @ms\_keats "The Merchants of Cool" talks about that as well (mook). [#K12Media](#)

Tue Oct 11 00:26:02 +0000 2011 - tweet id 123554918895329281 - #32

[tweet details](#)



**@Steph\_SMac** @ms\_keats The Jersey Shore is too much of a joke, even with today's teens. I love the media but cannot wrap my mind around GTL [#k12media](#)

Tue Oct 11 00:26:33 +0000 2011 - tweet id 123555048126021632 - #33

[tweet details](#)



**@ms\_keats** @Steph\_SMac True—sorry I have both Merchants and Persuaders and I love them both! [#K12Media](#)

Tue Oct 11 00:26:56 +0000 2011 - tweet id 123555142007128064 - #34

[tweet details](#)



**@msolomonteacher** @Steph\_SMac Merchants is dated, but it would be interesting to get Ss 2 trace how that trend evolves into what we're seeing now... [#K12Media](#)

Tue Oct 11 00:27:48 +0000 2011 - tweet id 123555362438778880 - #35

[tweet details](#)



**@Steph\_SMac** @ms\_keats @msolomonteacher Do you teach a HS school media class? Incorporate it into English? What levels do you teach? [#k12media](#)

Tue Oct 11 00:28:56 +0000 2011 - tweet id 123555645575274496 - #36

[tweet details](#)



**@ms\_keats** @msolomonteacher I like the idea of seeing how stereotypes/trends evolve and shift. There are definitely roots [#K12Media](#)

Tue Oct 11 00:29:19 +0000 2011 - tweet id 123555745542311936 - #37

[tweet details](#)



**@ms\_keats** @Steph\_SMac I have taught grade 11 media, a grade 12 film studies, as well as putting media units into English curriculum-you? [#K12Media](#)

Tue Oct 11 00:30:17 +0000 2011 - tweet id 12355598649696321 - #38  
[tweet details](#)



**@msolomonteacher** @Steph\_SMac In ON Media Studies is supposed to be integrated across the curriculum, I teach English (has a Media Studies "strand") [#K12Media](#)

Tue Oct 11 00:30:39 +0000 2011 - tweet id 123556077504708608 - #39  
[tweet details](#)



**@Steph\_SMac** @msolomonteacher I know Merchants is dated. Do you have a contemporary replacement? I do love how Britney Spears has come back [#k12media](#)

Tue Oct 11 00:30:40 +0000 2011 - tweet id 123556063875844096 - #40  
[tweet details](#)



**@msolomonteacher** @Steph\_SMac ...and also Media Studies, both at the HS level. [#K12Media](#)

Tue Oct 11 00:30:59 +0000 2011 - tweet id 123556164825919488 - #41  
[tweet details](#)



**@Steph\_SMac** @ms\_keats I teach 12th grade media. We cover pop culture, advertising, gender/music, internet, and film. [#k12media](#)

Tue Oct 11 00:32:07 +0000 2011 - tweet id 123556449631739904 - #42  
[tweet details](#)



**@msolomonteacher** @Steph\_SMac I think that's part of its charm. It can give Ss the space 2 have a critical eye & then examine what is happening now [#K12Media](#)

Tue Oct 11 00:32:15 +0000 2011 - tweet id 12355648662484738 - #43  
[tweet details](#)



**@ms\_keats** @msolomonteacher the globe and mail article you linked has a graph showing growth of \$ spent by men on grooming over 5yrs-wow! [#K12Media](#)

Tue Oct 11 00:32:43 +0000 2011 - tweet id 123556600509251585 - #44  
[tweet details](#)



**@ms\_keats** I like the issue of the male grooming industry b/c it is still very much in its infancy as a market, but industry has savvy [#K12Media](#)

Tue Oct 11 00:33:56 +0000 2011 - tweet id 123556907108663296 - #45  
[tweet details](#)



**@msolomonteacher** I suspect that the big players in the industry are looking very closely at this year's TV lineup to see what works & what fails. [#K12Media](#)

Tue Oct 11 00:35:15 +0000 2011 - tweet id 123557238613872640 - #46  
[tweet details](#)



**@msolomonteacher** Take a look at this article: <http://t.co/liE6kYXQ> [#K12Media](#)

Tue Oct 11 00:35:58 +0000 2011 - tweet id 123557416557215745 - #47  
[tweet details](#)



**@ms\_keats** @msolomonteacher I would also wonder how many of these products are being bought by ladies for their partners. [#K12Media](#)

Tue Oct 11 00:37:20 +0000 2011 - tweet id 123557760779558912 - #48  
[tweet details](#)



**@msolomonteacher** Here's another strategy used in marketing to men: The Journey to Comfort <http://t.co/Mbsl8hvg> Wonder if that will resonate? [#K12Media](#)

Tue Oct 11 00:37:26 +0000 2011 - tweet id 123557787702792192 - #49  
.

[tweet details](#)



**@ms\_keats** For example, Mr. Big from SATC is the face of Biotherm's male line of products-I think of that as more of a female target. [#K12Media](#)

Tue Oct 11 00:38:09 +0000 2011 - tweet id 12355796803688576 - #50

[tweet details](#)



**@msolomonteacher** @ms\_keats That was definitely the idea behind the Old Spice commercials "Look at your man"... [#K12Media](#)

Tue Oct 11 00:38:11 +0000 2011 - tweet id 123557975980912640 - #51

[tweet details](#)



**@Steph\_SMac** @msolomonteacher Tnteresting article. On one hand, I think the serge of girl power is great but at what cost to male self-esteem [#k12media](#)

Tue Oct 11 00:39:34 +0000 2011 - tweet id 123558321679634432 - #52

[tweet details](#)



**@Steph\_SMac** @msolomonteacher Interesting article. On one hand, I think the serge of girl power is great but at what cost to male self-esteem [#K12media](#)

Tue Oct 11 00:40:21 +0000 2011 - tweet id 123558521374646273 - #53

[tweet details](#)



**@ms\_keats** @msolomonteacher I do love those ads...and the Sesame Street, smell like a monster [#K12Media](#)

Tue Oct 11 00:40:51 +0000 2011 - tweet id 123558646004187136 - #54

[tweet details](#)



**@ms\_keats** @msolomonteacher I do see the trend of the emasculated infantile stupid father/husband has been around awhile-look @ cleaning ads [#K12Media](#)

Tue Oct 11 00:41:59 +0000 2011 - tweet id 123558630906488832 - #55

[tweet details](#)



**@msolomonteacher** @Steph\_SMac Except that "girl power" is as much of an illusion as the fictional "male self-esteem" that is in the works [#K12Media](#)

Tue Oct 11 00:42:29 +0000 2011 - tweet id 1235586058941820929 - #56

[tweet details](#)



**@msolomonteacher** @Steph\_SMac Except that "girl power" is as much of an illusion as the fictional "male self-esteem" that is in the works [#K12Media](#)

Tue Oct 11 00:42:29 +0000 2011 - tweet id 1235586058941820929 - #57

[tweet details](#)



**@ms\_keats** @Steph\_SMac I think of this when I discuss gender imbalance: "One cannot strengthen the weak by weakening the strong" A. Lincoln [#K12Media](#)

Tue Oct 11 00:43:40 +0000 2011 - tweet id 1235586353086344064 - #58

[tweet details](#)



**@msolomonteacher** @Steph\_SMac Creating that space of competition/one-upping between the "genders" is certainly a profitable marketing strategy... [#K12Media](#)

Tue Oct 11 00:44:14 +0000 2011 - tweet id 1235589496843923457 - #59

[tweet details](#)



**@msolomonteacher** @ms\_keats Oh! I like that :) [#K12Media](#)

Tue Oct 11 00:45:02 +0000 2011 - tweet id 123559704822681600 - #60

[tweet details](#)



**@ms\_keats** @msolomonteacher @Steph\_SMac I agree that real esteem is difficult to build and maintain when it becomes entrenched in commerce [#K12Media](#)

Tue Oct 11 00:45:19 +0000 2011 - tweet id 12359770350288896 - #61

[tweet details](#)



**@msolomonteacher** @ms\_keats Yes, I think there's a lot of profit in it, [#K12Media](#)

Tue Oct 11 00:45:50 +0000 2011 - tweet id 12359698794088064 - #62

[tweet details](#)



**@ms\_keats** @msolomonteacher Rekindled love affair w/ Abe after watching the PBS special on Abe and Mary (to go back to our PBS-love-in!) [#K12Media](#)

Tue Oct 11 00:47:26 +0000 2011 - tweet id 123560301923811328 - #63

[tweet details](#)



**@msolomonteacher** Any predictions on what is likely to work? [#K12Media](#)

Tue Oct 11 00:47:28 +0000 2011 - tweet id 123560309808086465 - #64

[tweet details](#)



**@Steph\_SMac** @ms\_keats Great quote [#k12media](#)

Tue Oct 11 00:47:39 +0000 2011 - tweet id 123560357456392193 - #65

[tweet details](#)



**@ms\_keats** @msolomonteacher For media or for us as consumers/teachers? [#K12Media](#)

Tue Oct 11 00:49:28 +0000 2011 - tweet id 123560813716971520 - #66

[tweet details](#)



**@msolomonteacher** @ms\_keats For targeting the advertising. [#K12Media](#)

Tue Oct 11 00:50:24 +0000 2011 - tweet id 123561048509911040 - #67

[tweet details](#)



**@ms\_keats** I think we all buy in to the grooming industry to a certain extent. We may have products we gravitate towards more than others. [#K12Media](#)

Tue Oct 11 00:51:25 +0000 2011 - tweet id 123561303750098945 - #68

[tweet details](#)



**@msolomonteacher** @Steph\_SMac Sorry, didn't see your tweet b/c you forgot [#K12Media](#). Here's the link: <http://t.co/byP8lmxc>

Tue Oct 11 00:52:02 +0000 2011 - tweet id 123561460508004352 - #69

[tweet details](#)



**@Steph\_SMac** @msolomonteacher It all depends on the target demographic as well. The more specific advertisers are, the more effective [#k12media](#)

Tue Oct 11 00:53:01 +0000 2011 - tweet id 123561708202635264 - #70

[tweet details](#)



**@msolomonteacher** @Steph\_SMac As for more women holding degrees (Still only 20% of college presidents) or the idea that roles are shifting...[#K12Media](#)

Tue Oct 11 00:54:22 +0000 2011 - tweet id 123562049593806849 - #71

[tweet details](#)



**@ms\_keats** I think for the male-grooming industry, they need to tap into where men feel they are lacking; [#K12Media](#)

Tue Oct 11 00:54:36 +0000 2011 - tweet id 123562106581627584 - #72

[tweet details](#)



**@Steph\_SMac** @msolomonteacher and @ms\_keats I am off. Great chat about gender issues & [#media](#). I look forward to networking with you more [#k12media](#)

Tue Oct 11 00:54:47 +0000 2011 - tweet id 12356215116935168 - #73

[tweet details](#)



**@msolomonteacher** I'm not convinced that they are. But I do think that the anxiety around this competition is profitable. [#K12Media](#)

Tue Oct 11 00:55:07 +0000 2011 - tweet id 123562237418942464 - #74

[tweet details](#)



**@ms\_keats** which from the other media examples we've looked at, is power/competency [#K12Media](#)

Tue Oct 11 00:55:11 +0000 2011 - tweet id 123562251671179264 - #75

[tweet details](#)



**@ms\_keats** @Steph\_SMac Agreed—Axe has a very different target audience than Biotherm Homme [#K12Media](#)

Tue Oct 11 00:56:08 +0000 2011 - tweet id 123562491367276546 - #76

[tweet details](#)



**@Steph\_SMac** @ms\_keats Yes, I agree. The need for dominance, power, and to achieve are prominent for men. <http://t.co/FGGQRFsf> [#k12media](#)

Tue Oct 11 00:56:21 +0000 2011 - tweet id 123562544978857984 - #77

[tweet details](#)



**@msolomonteacher** Worth repeating. RT @ms\_keats: @Steph\_SMac Agreed—Axe has a very different target audience than Biotherm Homme [#K12Media](#)

Tue Oct 11 00:57:29 +0000 2011 - tweet id 123562631328162272 - #78

[tweet details](#)



**@ms\_keats** I think the next few years will be interesting for this emerging market. [#K12Media](#)

Tue Oct 11 00:58:08 +0000 2011 - tweet id 123562946868972544 - #79

[tweet details](#)



**@msolomonteacher** @ms\_keats Absolutely. This topic isn't going away. [#K12Media](#)

Tue Oct 11 00:59:00 +0000 2011 - tweet id 12356321336379496 - #80

[tweet details](#)



**@ms\_keats** Thanks for all the great resources shared and ideas gathered. Another great chat! [#K12Media](#)

Tue Oct 11 00:59:53 +0000 2011 - tweet id 12356343667953872 - #81

[tweet details](#)



**@msolomonteacher** A lot to process after tonight's [#K12Media](#) The commercial implications of creating a new "target market" w/in the beauty industry r complex.

Tue Oct 11 01:00:04 +0000 2011 - tweet id 123563481168494592 - #82

[tweet details](#)



**@ms\_keats** @msolomonteacher Looking forward to further examination once I process all this new info! [#K12Media](#)

Tue Oct 11 01:01:02 +0000 2011 - tweet id 123563726396858368 - #83

[tweet details](#)



**@LauraLamey** [#K12media](#) @msolomonteacher @ms\_keats Another doc suggestion: "consuming kids". Haven't seen Bro Code, but I use Merchants and Persuaders.

Tue Oct 11 02:09:24 +0000 2011 - tweet id 123580631339587585 - #84

[tweet details](#)



**@msolomonteacher** RT @ms\_keats: I think one of the implications is how it turns us





**@msolomonteacher** RT @ms\_keats: I think one of the implications is now it turns us against our bodies. I always think of it as "the abject object" [#K12Media](#)

Tue Oct 11 03:01:18 +0000 2011 - tweet id 123593980804226048 - #85  
[tweet details](#)

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**@msolomonteacher** "@citizenlab: Internet Censorship Growth Hampers News, Study Says <http://t.co/GZJQqgDT>" [#K12Media](#)

Tue Oct 11 12:46:04 +0000 2011 - tweet id 123741150971564032 - #86  
[tweet details](#)

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**@msolomonteacher** Via @leilaangod MT: Dr. Pepper 10 a "manly" diet soda. They have Man'ments: "real men" ... <http://t.co/kB8Ctzij> [#K12Media](#) @ms\_keats

Tue Oct 11 14:03:16 +0000 2011 - tweet id 123760580891918337 - #87  
[tweet details](#)

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**@msolomonteacher** @Steph\_SMac MT (correction) Yes! @MediaEd has some great films on this topic. "The Bro Code" (new) looks interesting too. [#K12Media](#)

Tue Oct 11 14:15:10 +0000 2011 - tweet id 123763573540397056 - #88  
[tweet details](#)

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