



Media Literacy Now



What Do We Mean by Media Literacy?

Media literacy is the ability to:

Decode media messages, including the systems in which they exist

Assess the influence of those messages on thoughts, feelings, & behaviors

Create media thoughtfully & conscientiously



Media Literacy Education is Essential



Children ages 8-18 now spend an average of 7 hrs and 38 min/day with entertainment media outside of school.¹



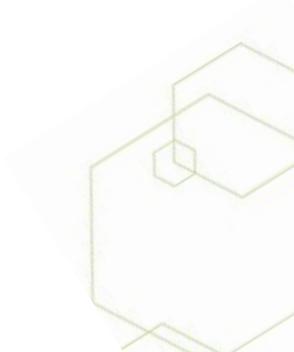
Most middle school, high school, and college students are **unable to judge the credibility of information online.**²



In adolescence, **media use is associated with more tolerant views of sexual harassment** and more support of the belief that women are partially responsible for their own sexual assaults.³

¹ Kaiser Family Foundation national survey; ² Stanford History Education Group, 2016; ³ Watching Gender, Common Sense Media, 2017

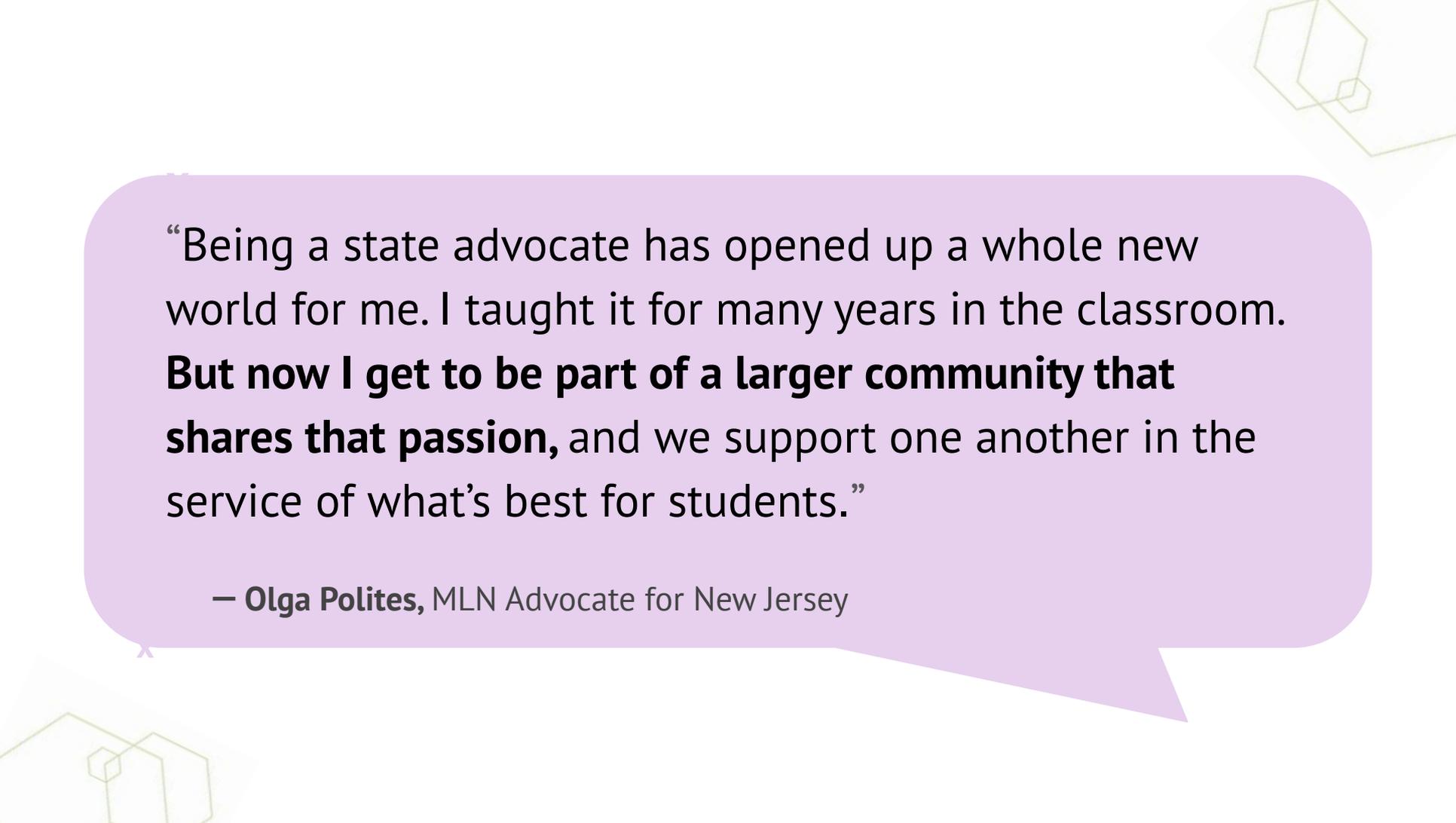
Do Students Have Media Literacy Skills & Tools?





“I just want you to know that **we are even more firmly committed to media literacy education in Maynard because of the insights we got working with you.** I hope we can work together again in the future.”

— **Jean LaBelle, Librarian & Senior Project Coordinator,** Maynard High School

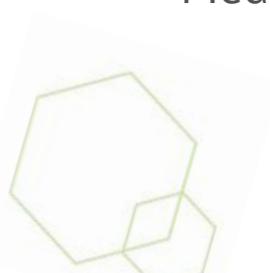
The image features a light purple speech bubble with rounded corners and a tail pointing towards the bottom right. The text is centered within the bubble. In the top right and bottom left corners of the overall image, there are faint, light green geometric line drawings of interconnected polygons, resembling a network or molecular structure.

“Being a state advocate has opened up a whole new world for me. I taught it for many years in the classroom. **But now I get to be part of a larger community that shares that passion,** and we support one another in the service of what’s best for students.”

— **Olga Polites**, MLN Advocate for New Jersey

Introduction & History of Media Literacy Now

- Founder Erin McNeill is a journalist and parent
- Through conversations with teachers, discovered that **media literacy needed to be a matter of education policy**
- Mass. State Senator Katherine Clark introduced bill
- Media Literacy Now **founded in 2013**



What We Do

Objective: Media Literacy is accepted as an essential element of K-12 education



Media Literacy Now in Action



Educating and supporting policymakers with model bills, infographics, survey results, briefings, fact sheets, frameworks, and other tools



Developing model policies and influencing standards in all subjects such as Health, Social Studies, English, Science



Conducting and disseminating research such as our US Media Literacy Policy Report and district-wide pilot media literacy survey

Media Literacy Now in Action



Advocate mentorship, education, & training; partnerships to develop bipartisan talking points along with a “Take Action” video story page



Building public awareness through speaking, social media, news coverage, fundraising campaigns, & more

Ways to Partner with Us

- **What type of collaborative activities** would be most appropriate?
- **What levels of donation, volunteering, or sponsorship** would make sponsorship worth the investment of your time & energy?
- **For donations or sponsorship,** how can we provide a value-add?



Media Literacy Now in Action

Educating and supporting policy makers	Developing model policies	Conducting & disseminating research	Advocate education & training	Building public awareness
<p>Supporting changemakers with model bills, infographics, survey results, briefings, fact sheets, frameworks, and other tools</p>	<p>Disseminating best practices for districts and states</p> <p>Developing policy models: School mandates Teacher training</p> <p>Influencing standards in all subjects such as Health, Social</p>	<p>U.S. Media Literacy Policy Report</p> <p>Legislative research and reporting</p> <p>Piloting district-wide Media Literacy Survey</p>	<p>Partnering to develop bipartisan talking points</p> <p>Developing a “Take Action” video story page for teachers, parents, and community members</p>	<p>Convening, Speaking</p> <p>Social media</p> <p>News media</p> <p>Newsletters</p> <p>Fundraising campaigns</p> <p>Creative campaigns</p>
	<p>Studies, English, Science</p>	<p>Other surveys</p>		