We are Media Literacy Now

Media Literacy Now is leading the grassroots movement to create a public education system that meets the needs of all students to learn 21st century literacy skills for health, well-being, economic participation, and citizenship.

Since 2013, the mission of MLN, a politically neutral 501c3 nonprofit, has been to drive systemic change to ensure that all young people have an opportunity to learn comprehensive media literacy education and skills. We pursue this goal through public awareness campaigns, policymaker education, advocate training and support, research, coalition building, and by influencing regulations and legislation.

HOW WE MEASURE SUCCESS

We measure success by how well we recruit, engage, and support advocates, influence policymakers, and reach the public with the message that media literacy is an essential part of education today.

We are engaging policymakers through direct conversation, outreach, and educational initiatives.

We have provided training, tools and technical assistance to lead advocates in some two dozen states, with the result of 140 sponsors and co-sponsors of 30 separate pieces of legislation. We have met with 150 additional legislators through hearings, briefings, meetings and direct written correspondence. We have engaged hundreds of other legislators who have read our materials or heard their colleagues testify at hearings or speak in House and Senate chambers on the need for media literacy education, and then voted in favor. Eight states now have bipartisan media literacy-related language on the books, having a potential effect on the education of 10 million students. State and congressional policymakers are seeking our advice on legislation.

We have engaged with the departments of education in 9 states, including 5 who have convened our suggested advisory councils to identify best practices and recommendations, followed by new activity such as baseline surveys of educators and resource identification and distribution. We participated on a task force to revise social studies standards in Massachusetts with the result that media literacy is one of 10 guiding principles in new standards for middle and high school social studies. We have also influenced standards in Montana and Virginia. Additionally, our efforts led to $650,000 in state funding for professional development in New Mexico and Washington state.

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We are reaching policymakers and influencers through our policy report, conference panels, media coverage in specialized journals, citations in research and policy reports, and collaboration with state-level organizations. Our founder has spoken at the National School Board Association conference, among others. MLN has been covered in 12 specialized journals for educators and administrators, local government, and journalists. We have built coalitions in numerous states by working with associations of teachers, school librarians, administrators, school boards, and social workers; with PTAs and civics advocacy organizations; and with other related advocates such as The American Academy of Pediatrics in Arizona, the Miss America organization in Florida, Center for Civic Education in Rhode Island, and Jane Doe Inc. in Massachusetts.

**We are building a grassroots foundation of empowered advocates across the country.**

We have supported 28 state-level advocates, plus their teams, with tools, training and technical assistance. The diversity of our chapter leaders helps ensure we reach the broadest possible public. Chapter leaders represent ethnic diversity, rural and urban states and districts, and come from a wide range of professions, including social work, arts, law, business, science, faith communities, parenting, and educators from early elementary through university levels.

We have created many tools for these advocates: model bills, a get-started toolkit, explainer video with 145,000 views on YouTube, one-page fact sheet, scope and sequence document, health white paper. We have also created a guide to advocacy in schools, districts, and community organizations.

**We are raising public awareness resulting in systemic change across the nation.**

We have reached millions through coverage in the mainstream media including The New York Times, PBS NewsHour, and The Associated Press as well as other national and local outlets. Our website is an important resource for teachers and parents looking for a curated list of curriculum and for the general public interested in learning more about media literacy.

Ultimately, the success of our grassroots initiative depends on the actions of a wide range of people — educators, business leaders, parents, youth. Everyone can play a part. You can learn more about our mission and sign up at our website. We are organizing so you can add your voice to help change the educational system on the local, statewide, and national levels.