



Media literacy education empowers young people with 21st-century literacy skills that are essential for health, well-being and economic and civic participation in a global media age. Because media literacy is an essential skill for students, this work is connected to educational equity.

As a result of media literacy, young people gain the ability to:

- Decode media messages and the systems in which they are delivered;
- Assess the influence of those messages on thoughts, feelings, and behaviors;
- Create media thoughtfully and conscientiously.

The mission of Media Literacy Now is to leverage the passion and resources of the media literacy community to inform and drive policy change at local, state, and national levels in the US to ensure all K-12 students are taught media literacy so that they become confident and competent media consumers and creators.

We do this by:

- Developing model policies.
- Educating and supporting policymakers.
- Connecting and mentoring advocates; providing tools and training.
- Disseminating research.
- Raising public awareness.

Every day, Media Literacy Now is inspiring action in states across the country and providing structure and resources that lower the barriers to entry for activists.

Media Literacy Now: Recent Achievements

- Advised efforts in two dozen states leading to: Hundreds of policymakers introduced to media literacy, 20 successful pieces of legislation in 10 states, over \$1 million in state funding for teacher professional development in 2 states, 6 education departments convening advisory councils on media literacy, and new teaching standards in 4 states.
- Actively working with advocates in a dozen states to build coalitions, educate state and local policymakers, and influence laws, funding, and standards.
- Established infrastructure to support a chapter in every state.
- Tracking and monitoring legislative and policy activity in every state.

Our Board Significantly Impacts Our Success

Made up of talented and passionate people, our board guides and supports our organization and participates in major initiatives. To help us grow, board members raise awareness of our mission, extend our network, give or seek financial support, and share their experience and expertise – and have a great time in the process!

Being a board member is a meaningful and empowering experience, which:

- Requires flexibility and a willingness to roll up your sleeves and get involved.
- Helps us expand the reach, credibility, and visibility of our organization.
- Contributes to fundraising efforts.

Board members attend one monthly meeting, by conference call or in person, and one annual in-person board retreat. Time commitment is projected at 2 to 10 hours per month, with a one-hour monthly meeting, and some additional committee work. Board members are asked to donate, seek financial contributions from their networks, and assist in other ways to build the foundation of resources we need to fulfill our mission.