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
“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

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