Part 2: Media Literacy Programming Ideas

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La Crosse Public Library
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What is media literacy?

"Media Literacy… **provides a framework to access, analyze, evaluate, create and participate with messages in a variety of forms** — from print to video to the Internet. Media literacy **builds an understanding of the role of media in society** as well as essential **skills of inquiry and self-expression** necessary for citizens of a democracy."

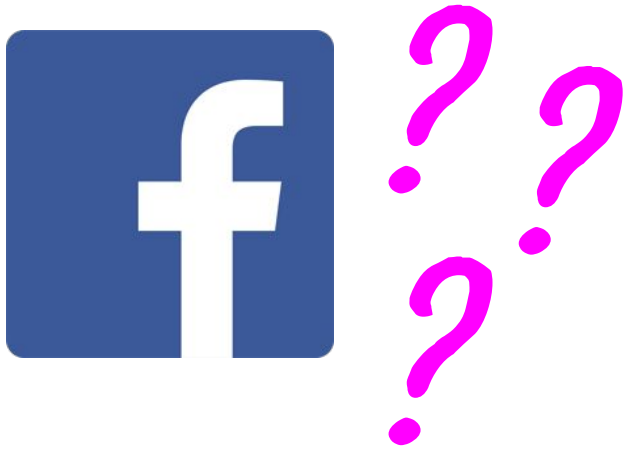
- Center for Media Literacy
  http://www.medialit.org/media-literacy-definition-and-more

"Media Literacy Education requires **active inquiry** and **critical thinking** about the **messages we receive and create**."

- National Association for Media Literacy Education
  https://medialiteracyweek.us/wp-content/uploads/2015/07/amidoingmedialiteracyinmyclass1.pdf

We're already doing it on the fly

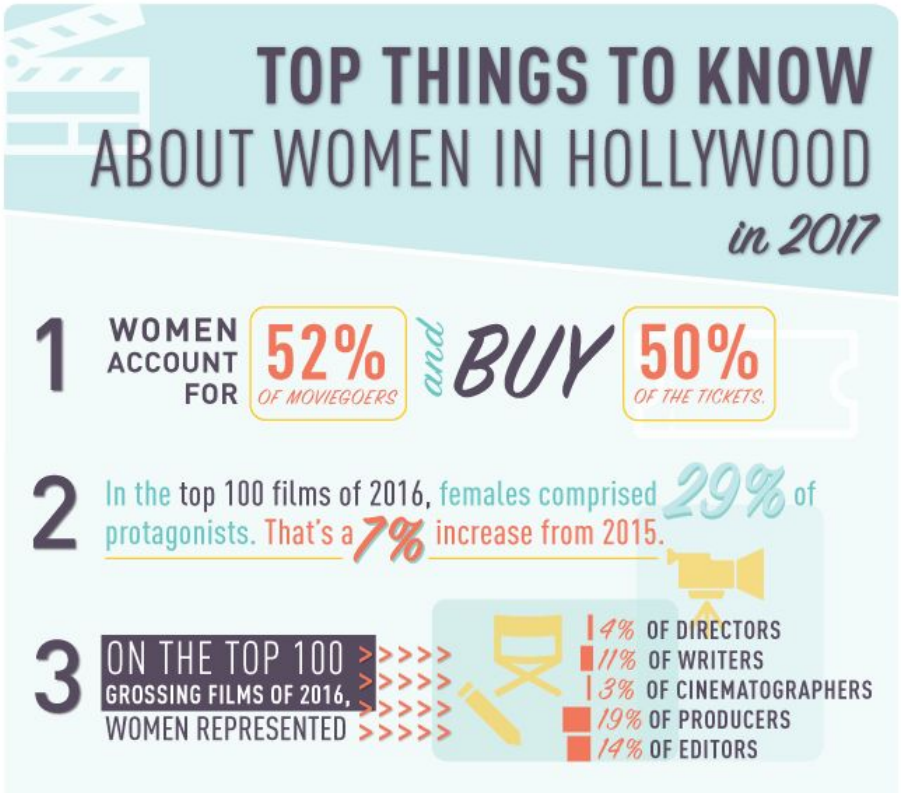
- Teaching databases
- Helping patrons fact check
- Running book discussions
- Answering "Why does my Facebook news feed show a bunch of ads?"



Posters and infographics

From newseumed.org; requires free account to download

Posters and infographics, cont'd



Plenty of thought-provoking statistics to be found...
womenandhollywood.com/resources/publications/infographics/1201699834-2/ (Left)
teachthought.com/the-future-of-learning/9-rules-digital-citizenship/ (Right)

Posters and infographics, cont'd

Turn a wall into an educational (and political) art gallery:

- Print and hang political posters (see Resources)
- Post with basic information: who, when, where, why
- Bonus: Post with a "food for thought" question: How's it make you feel? How would you react if you were for or against their cause? (Or borrow ideas from this poster analysis form: https://www.archives.gov/education/lessons/worksheets/poster.html)

screenshot of gallery wall from politicalgraphics.org

Sign the pledge

https://www.allsides.com/civil-discourse

- Could do a “Proud to be a part of a Listen First community!” display
- Pre-typed slips with a space for a signature, then tape to a wall (Think grocery store $1 donations)
- Could have patrons sign before programs

"I WILL LISTEN FIRST TO UNDERSTAND and consider another's views before sharing my own. I will prioritize respect and understanding in conversation. And I will encourage others to do the same."

Passive programming: voting

- Stickers/sticky-note voting
  - Old propaganda posters (Who's it targeting? Who's it for/against?)
  - Current issues
    - Is this screencap real?
    - Is this headline real?

both from snopes.com

Passive online programming

Learning Network at the NYT: https://www.nytimes.com/section/learning

- Link out to the weekly news quiz
- Link out to "What's going on in this picture?"

Advanced: Play "What's going on in this picture?" with photographs from your Archives

Kidscasts: http://teccenter.erikson.edu/in-practice/kidscasts/

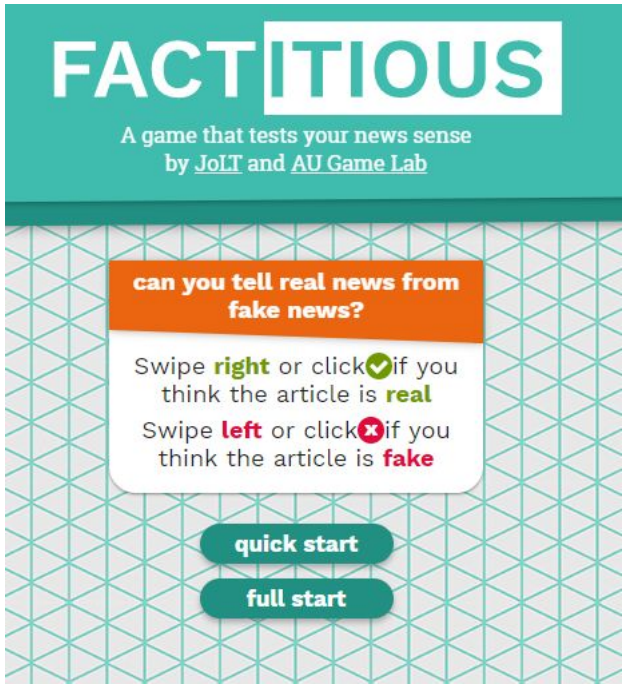
- Link out to various podcasts for kids
  - Oak Park Public Library's brochure is full of suggestions: http://oppl.org/sites/default/files/Kids%20Podcast%20Brochure.pdf

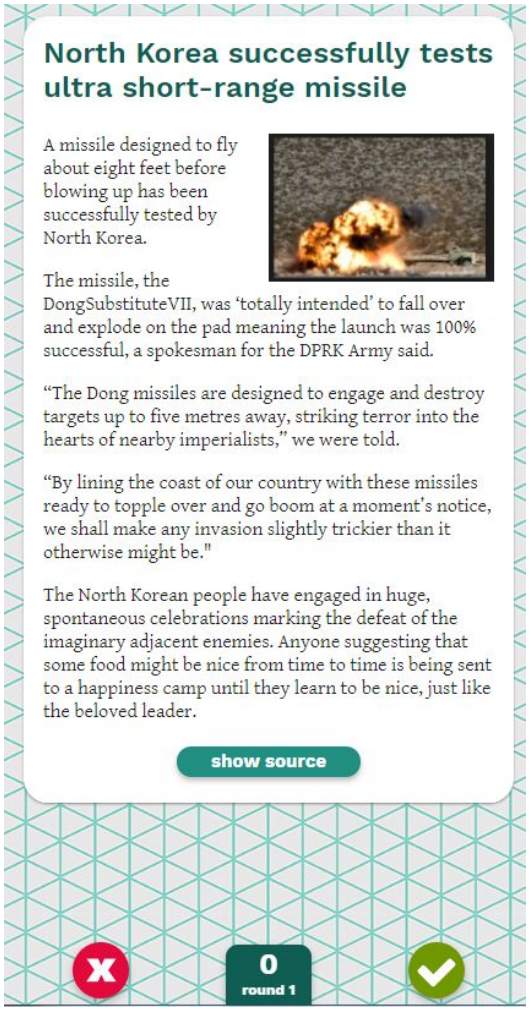
View now, do now: https://education.burnsfilmcenter.org/education/vndn/featured

- "A **View Now Do Now** is a mini-project designed to spark your creativity and quickly get you into the act of viewing and doing! Each **View Now Do Now** develops a core literacy concept."

Online game: Factitious

www.factitious.augamestudio.com





Media literacy in storytimes

The Joan Ganz Cooney Center has a variety of media literacy ideas for early childhood: http://joanganzcooneycenter.org/2017/11/07/media-literacy-in-storytime/

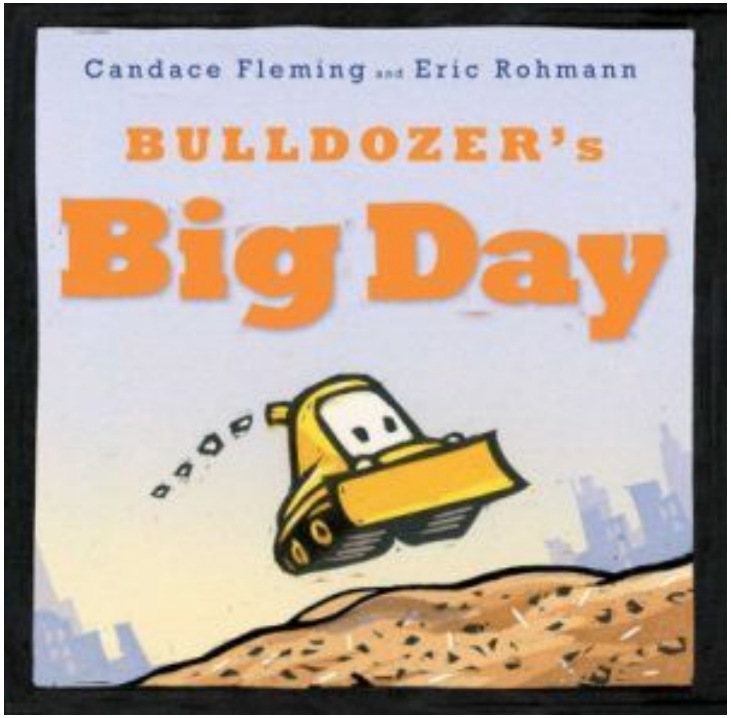
"Depending on the group and the book, I might ask:

- Who is the narrator?
- Who is the creator?
- What do you see?
- Is the story or information real or pretend? How do you know?
- Is it a joke?
- How does the story make you feel?"

More information about early childhood media literacy research and ideas (plus some guides for parents you could share):
http://teccenter.erikson.edu/publications/medialitecreport/

http://www.p21.org/our-work/citizenship/a-parents-guide

https://medialiteracynow.org/resources/#materialsforparents



Bulldozer's Big Day by Candace Fleming and Eric Rohmann

Tweet community service messages

Do you have a digital display board?

- Have teens decide on a tweet or scrolling text to show up
- With limited text space, how did you decide what to share?

http://www.consortiumformedialiteracy.org/index.php?option=com_content&view=category&layout=blog&id=12&Itemid=24

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Film discussions

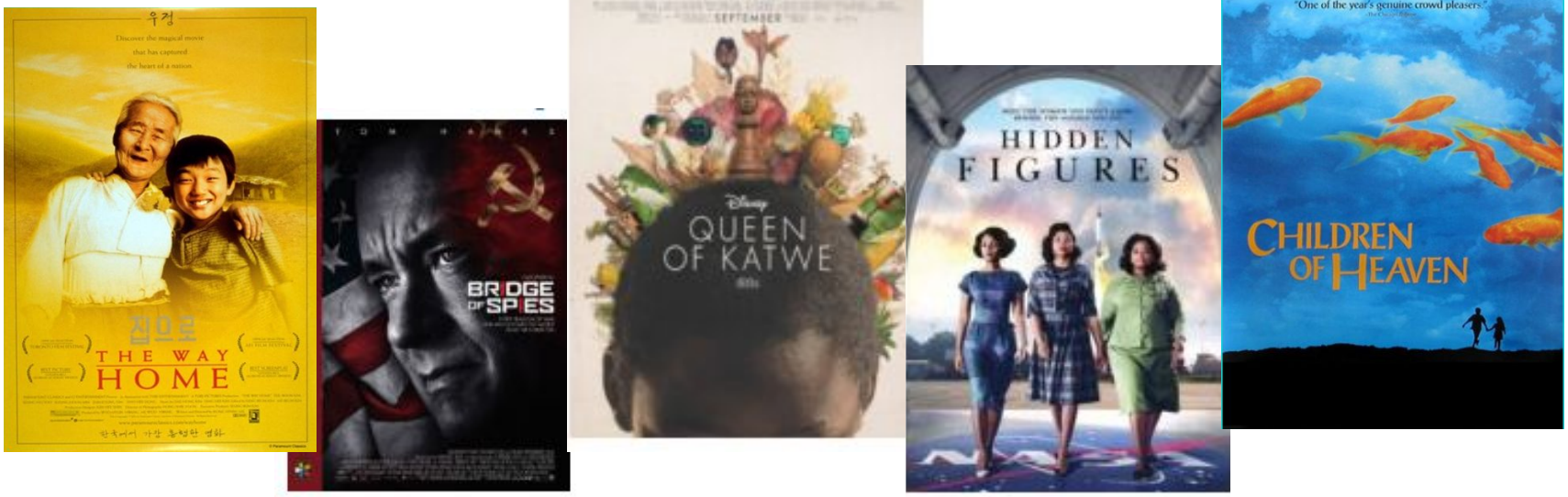
- Prime opportunity to discuss the messages we received, the director's choices, implicit bias...

- Tips (h/t Scott Brouwer, La Crosse Public Library)
  - Try to give the crowd at least one thing to pay attention to or watch for in relation to the theme before it starts.
  - Briefly place the film in context: what other popular movies were out at the same time, how was it received by audiences and critics, what was going on in the country at the time if it pertains, etc.
  - [Using a monthly theme] works well to center discussion and focus the viewing of the film. Though we almost never get into highfalutin film theory, having a theme connect the 4 chosen films often leads to comparison comments.

Journeys in Film

https://journeysinfilm.org/for-educators/teaching-with-film/

- Free sign up to access discussion guides and lesson plans
- Can sort by media and visual literacy: go to Download Free Lesson Plans - By Subject Area



POV - PBS

https://communitynetwork.amdoc.org/

Register for free and host a documentary film

- They send you the DVD (you send it back afterward)
- Step-by-step guide for organizing a screening
- Discussion guide
- Flyer(s)
- Audience evaluation form

The Representation Project

http://therepresentationproject.org/community-non-profit/

"The media is selling the idea that girls' and women's value lies in their youth, beauty, and sexuality and not in their capacity as leaders. Boys learn that their success is tied to dominance, power, and aggression. We must value people as whole human beings, not gendered stereotypes."

- The Mask You Live in ($500)
- Miss Representation ($530)
- Community planning and discussion guide
- Staff guidance on best practices, tips for success, and more

Host guest speakers

- Marketing professionals
- Journalists and/or broadcasters (learn how local news is produced; what's considered newsworthy?)
- Local college professors: journalism, political science, marketing...
- Local high school or college debate teams (see how debates work! Learn tips!)

Host discussions

image from livingroomconversations.org

Host an online discussion

"Every day during National Media Literacy Week, CML and NEDA will post a new image or video clip on their Facebook pages to test your media literacy skills. Analyze the message and discuss its purpose, framing and meaning, how different people might interpret the message, and consider its authenticity and the tactics used to achieve its goal."

- Media Literacy Week https://medialiteracyweek.us/week-long-activities/

Keep in mind:

- Requires monitoring for language, content; how dedicated will you be to keeping the conversation going?
- Know your online audience: do they tend to participate?

The Civil Conversations Project

www.civilconversationsproject.org

On Being podcasts matched to themes:

- Building Blocks - Wisdom and Practice
- Social Healing
- Science, Philosophy, Journalism
- Dialogue, Modeled

(found linked together in the pdf guide mentioned below)

Better Conversations: A Starter Guide

- What to consider before developing the program
- How to begin the program
- Tools for moderating
- Suggestions on closing

Host a Living Room Conversation

www.livingroomconversations.org

Downloadable PDFs of conversation guides for a wide variety of topics:

- What are American Values/Ideals?
- Entertainment and Media: Created Culture or Following it?
- United or Divided?
- Fake News
- Privacy and Security
- Money in Politics
- Media and Polarization
- Many more

image from https://livingroomconversations.org/about-us/

Connecting Families

www.commonsense.org/education/connecting-families

"From cyberbullying and photo sharing to digital footprints and online safety, the Connecting Families program helps parents address important topics and have meaningful conversations with their kids about making great choices in their digital lives."

- Step-by-step hosting guide
- Conversation topics
- Printable resources to share

For an overview of the program:

https://www.commonsense.org/education/blog/how-to-spark-a-discussion-on-digital-life-in-your-school-community

Choose your own adventure - based on a real story!

- Borrow case studies from newseumed.org
- They supply:
  - Background information (plus easy-to-print PDF version)
  - Prepared PowerPoint
  - Questions to consider
  - Additional resources
  - Tips on creating your own case studies
- Break up into groups
- Decide answers to questions
- Come back together and share

Advanced: for more case studies: https://www.fbi.gov/history/famous-cases

Choose your own adventure - based on a real story!

Unabomber: Giving a Killer a Voice

You are the publisher of a major daily newspaper in the United States. A man known to the FBI as UNABOM — nicknamed "Unabomber" by the news media — has promised to stop a series of mail bomb attacks if your paper or another venerable newspaper publishes his 35,000-word manifesto and three follow-up documents. Over a period of 17 years, the terrorist's homemade bombs have killed three people and injured 23 others.

Law enforcement officials want you to publish his treatise against modern society in hopes that someone might recognize his thinking and aid in his arrest.

The Unabomber has given you three months to publish his manifesto.

What do you do?
A. Publish the entire document.
B. Publish excerpts from the manifesto as a part of a news story.
C. Do not publish the entire document. It is the work of a killer and could encourage other terrorists to make similar demands.
D. Negotiate with the Unabomber to buy time or seek other solutions.

https://newseumed.org/idea/unabomber-case-study-giving-a-killer-a-voice/

Run an escape room

Builds media literacy skills:

- Analyzing and evaluating information
- Requires critical thinking
- Strengthens inquiry skills
- Bonus: Requires communicating with your team!

photos from the escape room at the 2017 La Crosse Comic Con at La Crosse Public Library

Teach classes, get maker-y

- Facebook and/or social media
- Basic photo editing with Pixlr.com
- Basic video editing with Youtube.com
- Design a website with Weebly.com
- Make flyers, posters, and more with Canva.com

(Borrow our handouts: http://www.lacrosselibrary.org/programs/computer-classes)

Advanced:

- Program on making your own podcast
- Program on making your own short film

PBS News Hour Student Reporting Labs

https://studentreportinglabs.org/

"The program creates transformational education experiences for middle and high school students in classrooms and after-school environments. Students engage in a powerful form of journalistic inquiry, media production and student-centered learning that build critical thinking, problem-solving, teamwork, news literacy and communication skills."

Want to learn more?

Julie Tiedens, English and Journalism teacher at Black River Falls H.S. is happy to talk about her work with the program!

julie.tiedens@brf.org

https://studentreportinglabs.org/reporting-lab/black-river-falls-high-school/

Resources

Media literacy resources from libraries

http://libguides.ala.org/InformationEvaluation

http://www.slj.com/2017/06/technology/why-kids-need-data-literacy-and-how-you-can-teach-it/

http://blogs.slj.com/neverendingsearch/2016/11/26/truth-truthiness-triangulation-and-the-librarian-way-a-news-literacy-toolkit-for-a-post-truth-world/

http://iue.libguides.com/fakenews/

http://www.oaklandlibrary.org/blogs/from-main-library/truth-lies-and-quibblers-media-literacy-new-era

https://csulblis.libguides.com/c.php?g=756956&p=5426903

http://www.programminglibrarian.org/articles/fake-news-library-round

http://www.ala.org/tools/programming/post-truth-fake-news-and-new-era-information-literacy (webinar)

http://publiclibrariesonline.org/2017/10/library-program-ideas-for-media-literacy-week-2017/

Films and clips to use in media literacy programming

https://www.ushmm.org/

https://archive.org/details/FedFlix

https://education.burnsfilmcenter.org/education/visual-glossary/featured

http://www.mediaed.org/ ($)

Resources

Gender and media

http://womenandhollywood.com/

https://seejane.org/education/guess-who-video-learning-series/

https://bechdeltest.com/

http://therepresentationproject.org/the-movement/notbuyinglt/

http://banbossy.com/parent-tips/

https://seejane.org/education/gender-equality-lessons-for-schools/

Propaganda and politics in media

http://propaganda.mediaeducationlab.com/

http://frankwbaker.com/mlc/media-politics/

https://www.ushmm.org/propaganda/resources/lessons_2.html

http://www.pbs.org/now/politics/propaganda.html

http://graphics.wsj.com/blue-feed-red-feed/

Resources

Political posters

politicalgraphics.org (also shares posters through weekly email and facebook.com/politicalgraphics)

http://www.nationalarchives.gov.uk/theartofwar/

https://digital.library.unt.edu/explore/collections/wwpc/browse/

https://www.archives.gov/education/lessons/wwii-posters

https://www.ushmm.org/propaganda/exhibit.html#/gallery/

https://images.northwestern.edu/catalog?f[institutional_collection_title_facet][]=World+War+II+Poster+Collection+at+Northwestern+University+Library

http://research.calvin.edu/german-propaganda-archive/

http://content.lib.washington.edu/postersweb/

http://collections.museumca.org/?q=category/2011-schema/history/political-posters

Infographics

http://www.schrockguide.net/infographics-as-an-assessment.html

https://globaldigitalcitizen.org/why-facebook-is-blue-the-science-of-colors-in-marketing

Resources

Apps and games about media literacy

https://www.icivics.org/games

https://www.consumer.ftc.gov/Admongo/

https://www.commonsense.org/education/reviews/all

http://mediasmarts.ca/digital-media-literacy/educational-games

https://www.commonsense.org/education/top-picks/best-edtech-of-2017

Subscribe for regular emails

https://www.poynter.org

https://www.washingtonpost.com/news/fact-checker/

http://www.politifact.com/

https://www.snopes.com/

https://www.factcheck.org/

http://hoax-slayer.net/

Resources

General media literacy and digital citizenship

https://mediaeducationlab.com/curriculum/materials

https://www.pinterest.com/nicolecooke/fake-news-alternative-facts-critical-literacy/

https://www.schooljournalism.org/model-news-literacy-curriculum/

https://medialiteracynow.org/

https://www.projectlooksharp.org

https://www.edutopia.org/blogs/tag/digital-citizenship

http://drc.centerfornewsliteracy.org/lets-get-started

http://mediasmarts.ca/digital-media-literacy

https://namle.net/

https://medialiteracyweek.us/week-long-activities/

http://www.readwritethink.org/ (see Learning Objective filter for digital literacy, media literacy options)

Resources

Escape room information

breakoutedu.com (**some free content**; otherwise $60 annual fee for online content or $150 for a kit plus a year of online access) (see also https://www.facebook.com/breakoutedu)

Other free ideas:
http://www.escape-team.com/ (Requires app download; free training and first mission, subsequent missions are $.99 each)

https://www.teacherspayteachers.com/Product/ESCAPE-THE-MUMMYS-TOMB-MINI-ESCAPE-ROOM-ACTIVITY-3133670

http://mskcpotter.blogspot.com/2016/07/classroom-escape-room-review-game.html

Resources to build your own:
https://lockpaperscissors.co/craft-1st-escape-room?utm_source=dnw

https://americanlibrariesmagazine.org/2016/09/01/escape-rooms-libraries-on-lockdown/

http://datenightwingman.com/diy-home-escape-room

https://escaperoomtips.com/design/escape-room-puzzle-ideas

https://lockpaperscissors.co/escape-room-puzzles

https://5thstreetescaperoom.com/make-your-own-at-home-escape-room/

http://www.instructables.com/id/Escape-Room/

Contact

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Thank you!