



Media Advisory

21st Century Learning Now Available for Schools Everywhere: Brand New “Project SMARTArt” Web Site Gives Educators the Tools to Revolutionize Traditional Classroom Teaching Methods

**Education Forum on May 12 at Walt Disney Concert Hall Celebrates Completion
of Three-year Pilot Program Co-Managed by Los Angeles Unified School District,
the Music Center Education Division,
the Center for Media Literacy and AnimAction, Inc.**

WHAT: Education Forum at Walt Disney Concert Hall celebrating the completion of “Project SMARTArt” (a K-5 media literacy and the arts pilot program) and presenting significant findings regarding 21st Century learning. Also, announcing the comprehensive new “Project SMARTArt Web Site” (www.medialit.org), which includes free information and resources for classroom educators everywhere.

Background:

The “Project SMARTArt” pilot program combined critical thinking skills inherent in media literacy with the self-expression of arts education – and applied these methods to traditional K-5 curricula. The just-completed project case study, available on the web site, cites a virtual “how to” for introducing engaging, integrated lessons that address media literacy concepts, visual and performing arts disciplines, and language arts content.

The three-year pilot program took place at Leo Politi Elementary School in Los Angeles, and was one of the first Media Literacy and the Arts Demonstration Grants funded by the U.S. Department of Education and the National Endowment for the Arts.

WHO: Forum presenters include representatives of “Project SMARTArt’s” partners: the Center for Media Literacy; the Music Center Education Division; AnimAction, Inc.; and the Los Angeles Unified School District.

WHEN: Thursday, May 12, 4:00 – 6:00 p.m. Reception: 6:00 – 7:00 p.m.

WHERE: Walt Disney Concert Hall/ BP Hall, 111 South Grand Avenue, L.A.

RSVP: Nina Stern Public Relations. Phone: 818.990.9242. Email: aschwarz@nsternpr.com

**VIDEO CLIPS OF “PROJECT SMARTART” CLASSROOM ACTIVITIES
AVAILABLE UPON REQUEST**