

FOR IMMEDIATE RELEASE

### **What is Media Literacy?**

*New video is a tool for advocates to help promote media literacy and digital citizenship as a solution for educators in a social media wilderness buffeted by fake news*

Just in time for family holiday gatherings, an engaging new video on media literacy will help ease the conversation from fake news to a deeper understanding of the influence of media messages that we interact with every day.

Media Literacy Now (MLN) and the Center for Media Literacy (CML) are pleased to present “What is Media Literacy,” a collaborative project produced with creative input from Transformative Culture Project that simplifies the task of explaining this complex subject to policymakers and others who have the power to transform the education system.

“Media literacy skills have always been important for understanding the messages around us, but today’s social media is a game changer,” said Erin McNeill, president of Media Literacy Now. “The need for recognizing the ways media influence our society is more urgent than ever. We believe this video will help advocates and others to promote media literacy as a solution.”

“Media Literacy is a foundational skill that can lead to good digital citizenship for our young people and for all of us as we navigate the connected world,” said Tessa Jolls, president of the Center for Media Literacy. “This advocacy tool helps shed light on the shaping effects of media and how a deeper understanding can change the way we all live our lives.”

The video introduces the concept of media literacy as a key that unlocks meaning behind the messages that we see, and allows us to be more thoughtful and deliberate as we create our own messages – such as those we create and share on social media. The tightly produced three-minute video deploys CML’s evidence-based “Five Key Questions” for consumers as a structure to illustrate the basics of how media literacy education develops critical thinking skills.

“While we have long used media literacy as a tool for youth and community development, there is an enormous urgency to spreading awareness about how to practice media literacy in our hyperconnected world,” said Cara Lisa Berg Powers Ed.D., executive director of the Transformative Culture Project. “This video will help people use the Key Questions for Media Literacy to transform the way they interact with other people and the world.”

<https://youtu.be/BxFCTU18Sa0>

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*The Center for Media Literacy is an educational organization that provides leadership, public education, professional development and educational resources nationally and internationally*  
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