

CML

Mission: Media Literacy

July 25, 2017

Assembly Member Lorena S. Gonzalez Fletcher
Capitol Office, Room 2114
P.O. Box 942849, Sacramento, CA 94249-0080;

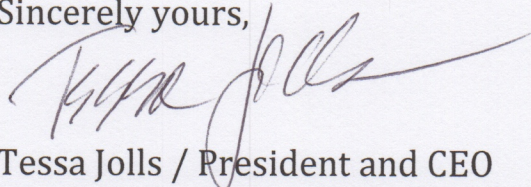
Dear Representative Fletcher,

We applaud legislative efforts through SB135 to bring media literacy to the attention of educators, citizens and policy-makers. The Los Angeles-based Center for Media Literacy has advocated and pioneered internationally for media literacy education since 1989. Having personally witnessed teaching and learning in many schools – public and private -- we can attest to the lack of media literacy training and priority within schools, resulting in students' inability to distinguish fact from opinion, and fiction from evidence-based information. It's time for change, and a 2014 Aspen Institute Report entitled "Learner at the Center of a Networked World" – written by a blue-ribbon panel of educators and policy makers -- calls for media literacy to be at the center of education, not the periphery.

It is essential for California and U.S. educators to know what best practices in media literacy look like. A cross-country comparison study of MIL in 28 European countries (with sixty-nine research experts who contributed to the work) called "Public Policies in Media and Information Literacy in Europe: Cross-Country Comparisons," edited by Divine Frau-Meigs, Irma Velez and Julieta Flores Michel, was just published in 2017 through ECREA-Routledge Studies in European Communication Research and Education. No such study exists for the U.S.

With online content being infinite and easily accessible, media literacy process skills are the tools through which to acquire, contextualize and apply content knowledge. Media literacy can be applied to any subject, anytime, anywhere in a fashion that can be consistent, replicable, measurable and scalable. We need media literacy in California!

Sincerely yours,



Tessa Jolls / President and CEO

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