Notes from 7/19/17

- GAPMIL-NA
  - Steering Committee
    - Working Groups
      - Communication and Organizational Development - Lisa Hinchcliffe
      - Research - Karen Ambrosh
        - (Media Literacy History, Other Identified Projects)
        - Survey situated here?
        - Connect with Studies in Literacies and Multimedia Assembly (SLAM)
      - Advocacy - Barbara McCormack
      - Outreach - Belinha DeAbreu

GAPMIL Meeting (NAMLE)

June 26, 2017

Specific Ideas from the September 2016 Meeting for this Group:

- Survey of teacher educators and teachers
  - Or, perhaps, review the certification requirements by province and state
- Looking at strategies to target the regulating bodies of teacher education faculties as a way to build support for media literacy
- Do we want a regular, ongoing social media presence to engage teachers in the conversation?
  - Look at best practices, assignments, assessments, evaluations and criteria
  - Webinars? Twitter chats?
- Share the information with strategic partners
- I think our real first step is to develop a digital identity...a brand...a digital voice that we can use to speak online/F2F. Once we have that built up, we can reach out to groups, policy, non-profit, etc.
- Need to develop "brand awareness" for media literacy. Don't want teachers to think this is "something new." Connect to things they already do...and do well.
  - Need a wiki/website/central repository
- In terms of advocacy, should think about a federated system in terms of advocacy/outreach. Connect with people already doing the work and make partnerships. No need to reinvent the wheel. Team up with EFF, ACLU, etc. Use the name of GAPMIL/UNESCO to say…"we support you"..."we validate you"
- Need to be "viral" and think about new ways to be selective..and connect with our targeted audiences

Advocacy

- Audiences
  - Policy makers
  - Teacher educators
  - Teachers
  - Students (K-12)
  - Librarians
    - Check out [Framework for Information Literacy for Higher Education](#)
    - Perhaps the outreach is building up a common place for Librarians/Educators to spread info/edu
  - Companies - Industries
    - What do we gain by asking them to "put their $$$ where their mouth is"?
      - What about all the companies that refuted Trump's withdrawal from the Paris Climate Accord? Didn't that include Apple? Other big names?
- Partners
  - KQED
  - WNYC's On the Media
  - Common Sense Media
  - CNN (Based on Michelle's contacts there?)
  - Google Apps for Education
  - What about other News Aggregators like Flipboard? Nuzzel? Feedly? +1
  - Bring leaders from this group, and outside to provide talking points on these issues
  - Girls Scouts? Boy Scouts? Big Brothers, Big Sisters? Other non-profits that work with youth (and need programming)? YMCA, etc. Girls Who Code-like organizations.
    - Absolutely. GS/BS is huge on this and would love it.

- Content
  - Perhaps a collaborative MOOC/badging system to identify best practices/lessons/edu to spread the news...while providing awareness.
    - We started this up with the Mozilla Web Literacy work. Started developing badges, learning pathways, etc.
    - Content we'd like to share, etc. What people do with it.
  - Developing content can happen with the framework provided by [NCTE's Everyday Advocacy website](#).

Policy Development

- For policy development, there is a need to learn how to write policy

- Also a need to figure out how do we support this thinking
- I don't think legislators is the right angle (Ian) to address in this. I'd support a federated system to reach out and connect with groups already doing this work.
- Promote media literacy as a way to "have fun" as compared to just "solving problems"

Need to think about how to write (why to write) policy updates. Is this already happening within the organization? Does the org chart agree with this? Also, who are we reaching out to with this policy work?

- Additionally, once a policy is written -- like the tree falling in the forest -- will it make a sound? We know that Michelle (through NAMLE) has a connection with CNN. Where else can we go? Can we partner with any of the award winners this year (like KQED, who is in the room, or with WNYC's On the Media).

In terms of reaching out to consumers, Mozilla, EFF, and ACLU relatively good with outreach. Could follow some of their lead...but it takes $$$