



MisinfoDay @ MY COMMUNITY

ORGANIZER GUIDE

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cip.uw.edu/programs/misinfoday | MisinfoDay@uw.edu

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Mission: To resist strategic misinformation, promote an informed society and strengthen democratic discourse.

We can start planting seeds, getting students to think about these different tools and then hopefully, they're going to their classrooms and trying them out with their teachers, talking about them with their friends and family. - MisinfoDay

MisinfoDay is...

Interactive

We learn from the students, teachers, librarians, and community members we serve just as they learn from us.

Evidence-based

Our materials represent the most recent research in the field of misinformation studies.

For all

MisinfoDay will always be free and easily accessible.



What is MisinfoDay?



MisinfoDay is an annual media literacy educational event that brings together high school students, teachers and librarians on university campuses for a day to learn how to navigate complex information environments and make informed decisions about what to believe online. The event features a series of interactive workshops and learning activities led by experts and an immersive misinformation-themed escape room game experience.

The annual event is co-hosted by the [University of Washington's Center for an Informed Public](#) and [Washington State University's Edward R. Murrow College of Communication](#). In 2023, more than 700 high school students, teachers, librarians, and other educators participated in MisinfoDay across three in-person events at UW Seattle, WSU Vancouver, and WSU Pullman campuses. Approximately 3,000 students, teachers, librarians, and other educators have participated in the MisinfoDay program to date.

2019	2020	2021	2022	2023
200+ students, teachers, and librarians from WA State	Educators representing 15 schools in WA State	1000+ students, teachers, and librarians from 13 states	90+ schools, libraries, and universities across the U.S.	700+ students, teachers, and librarians from WA State
In-person event hosted by UW	Virtual event hosted by UW & WSU	Virtual event hosted by UW & WSU	Virtual event hosted by UW & WSU	In-person event hosted by UW & WSU



Background

MisinfoDay began in 2019 when it was first hosted by the University of Washington Information School. It was inspired by the UW course "[Calling Bullshit: Data Reasoning in a Digital World](#)," co-created by Jevin West and Carl Bergstrom. Local high school educators were excited by the course and asked for similar content at their students' level.

MisinfoDay was created to connect these students with experts in the field of misinformation education and research in order to develop their understanding of how misinformation operates and empower them to make informed decisions about what to believe online.

This event has also inspired [local high school educators](#) in Washington state to host their own version of "MisinfoDay" at their schools, where high school students teach their families how to tell fact from fiction online in a "[MisinfoDay Jr](#)" event.

MisinfoDay Program Offerings

Since 2019, MisinfoDay has been gaining momentum, reaching thousands of students and educators across the nation. Extending its mission around the world, the MisinfoDay program now offers a variety of resources, toolkits, and sub-programs for education communities around the world to bring MisinfoDay to their classrooms and local communities:

→ [MisinfoDay](#) (Event) ★ The main annual MisinfoDay events on the campuses of University of Washington Seattle and Washington State University Pullman and WSU Vancouver. *Typically hosted in March; opening registration in the fall/winter of the previous year.*

→ [MisinfoDay Library](#) (Resource) 📚 A library of free lessons and resources for educators to incorporate into their classrooms (e.g., recordings of previous MisinfoDay workshop recordings, lesson prompts, and teaching resources). *New curricular resources are published annually in March.*

→ [MisinfoDay @ MyCommunity](#) (Event & Resource) 🗳️ A toolkit and guide for educators and educational organizations and institutions to organize and host their own MisinfoDay in their local communities. *Please see the next section for more information.*

→ [Media Mentorship](#) (Event & Resource) 🏠 A toolkit for educators who want to host a project at their school where students teach an audience in their community (e.g., parents, grandparents, school staff) how to navigate complex information environments and make informed decisions about what to believe online.



MisinfoDay @ MyCommunity

MisinfoDay @ MyCommunity is a grassroots event program, launched in the spirit of MisinfoDay's overall mission to resist strategic misinformation and build healthy information environments. MisinfoDay @ MyCommunity events are local gatherings organized by passionate advocates who seek to promote media literacy, foster constructive dialogue, and strengthen democratic discourse within their local communities.

MisinfoDay @ MyCommunity events are fully planned and coordinated independently under a mutual agreement by the UW Center for an Informed Public's MisinfoDay. It is designed to enable event organizers to create their own MisinfoDay @ MyCommunity experience with and for their local communities. Event organizers are provided with resources to help with event organizing and content curation.

Before You Start

MisinfoDay @ MyCommunity events are rewarding experiences that build excitement around media literacy in your community. They also consist of many components, so please read the following information thoroughly to ensure you understand all that is involved in being a host. This guide is intended to provide you with key information, checklists, and guidance on how to best organize your very own MisinfoDay event. If you have any questions, please reach out to us at misinfoday@uw.edu.



Basic Eligibility

All organizers are required to obtain approval from the UW CIP MisinfoDay Program Coordinator to organize a MisinfoDay @ MyCommunity event.

MisinfoDay and MisinfoDay @ MyCommunity events are strictly non-partisan and shall not be used to promote spiritual or religious beliefs or commercial products.

Please contact misinfoday@uw.edu to schedule a meeting with the UW CIP MisinfoDay Program Coordinator to discuss eligibility and requirements. If all requirements are met, we will provide a CIP-approved badge that indicates you as a formal MisinfoDay @ MyCommunity event organizer.

Organizer Responsibilities

With the support of the MisinfoDay team, MisinfoDay @ MyCommunity organizers will be responsible for the following, but not limited to:

- ❖ Identifying a designated coordinator to lead, organize, and run the event;
- ❖ Adhering to [rules and standards](#) established by UW CIP MisinfoDay;
- ❖ Meeting with the UW CIP MisinfoDay team at the beginning of planning, midpoint of planning, and after the event to ensure all learning objectives are met;
- ❖ Securing event space, volunteers, and session speakers and facilitators;
- ❖ Consulting the UW CIP MisinfoDay coordinator to ensure programming and activities meet the core learning objectives of the MisinfoDay program;
- ❖ Promoting your event among your community; and
- ❖ Deploying a post-event survey (provided) to capture lessons learned.



Available Support

The UW CIP MisinfoDay team is committed to providing the following to support all organizers:

- ❖ MisinfoDay Program Coordinator's guidance (must hold the first meeting with the MisinfoDay Program Coordinator at least 6 months in advance);
- ❖ MisinfoDay SWAG graphics and vendor list;
- ❖ Core session speaker (based on availability; must request from MisinfoDay Program Coordinator at least 3 months prior to event date);
- ❖ Templates and resources relevant to MisinfoDay; and
- ❖ Participant survey analysis and report (anticipate at least 8 weeks for final report).

We will NOT be able to provide support in the following areas: registration, marketing, on-the-ground support, funding, or fundraising.

Timeline

We recommend allocating at least 6 months for a successful event:

- ❖ **Opening registration:** At least 2 months prior to the event.
- ❖ **Finalizing event program:** At least 1 month prior to the event.
- ❖ **Closing registration:** At least 2 - 4 weeks prior to the event.
- ❖ **Training staff & volunteers:** No later than 2 weeks prior to the event.



Event Requirements & Checklist

The checklist below provides an overview of the process for hosting MisinfoDay and event requirements. All resources linked in the checklist can also be found in the At-a-Glance: Organizer Resources section.

- ☐ **Choose your MisinfoDay coordinator and team.** Must have at least two designated individuals to lead and run the event.
- ☐ **Choose your audience and capacity.** Will your event serve the general public or specific groups? How many participants do you plan to host?
- ☐ **Choose a date.** Must avoid February and March as the UW MisinfoDay team will be unavailable during those months. Be mindful of your audience's calendar as you choose a date.
- ☐ **Choose a start and end time.** If you're hosting students for a field trip, our experience has shown that a half-day event (3 hours) is better than a full day.
- ☐ **Choose a location and reserve space(s).** Will you hold the entire event in one room or use breakout spaces for part of the day?

Please Note: MisinfoDay @ MyCommunity events should be in-person. Hybrid and remote formats are only permitted if the organizer has a robust infrastructure and proven experience hosting hybrid and remote learning events.

- ☐ **Check if your university / institution has requirements around engaging with youth, if they are part of your audience.** For example, the University of Washington [Office of the Youth Protection Coordinator](#) has guidelines that must be met when we bring youth on campus to ensure their safety.
- ☐ **Create your event schedule.**
 - ☐ **Optional: Choose one MisinfoDay [Core Session](#) to feature.** Please request a CIP speaker for your preferred session at least 3 months in advance; subject to speaker availability.
 - ☐ **Secure presenters or workshop leaders to lead sessions.** These could be university or college faculty or local journalists, teachers, or librarians known for their passion and expertise in media and information literacy. Their presentations should meet the [MisinfoDay program requirements](#) and [MisinfoDay presenter guidelines](#), including core learning objectives.
 - ☐ **Submit your event schedule.** To ensure rigorous and credible programming, organizers must get approval of the final event program by the UW CIP MisinfoDay Program Coordinator.



- ☐ **Optional: Submit material to the MisinfoDay Resource Library.** If you create a lesson or resource for your event that you would like to share with other educators for use in their own classroom or library, please submit it to the UW CIP MisinfoDay Program Coordinator for consideration.
- ☐ [Sample schedules.](#)
- ☐ **Promote your event & track registration.**
 - ☐ **Ensure a free and organized event.** MisinfoDay @ MyCommunity events must not charge a fee to attend and must implement a registration system to document the number of attendees.
 - ☐ **Follow MisinfoDay @ MyCommunity [branding & naming guidelines](#).** These include important requirements for the event name and logo.
 - ☐ [Sample invitations](#) & registration form ([Google form](#); [Google doc](#))
- ☐ **Recruit and train volunteers.**
 - ☐ **Decide your volunteer needs & secure volunteers.** Use this sample [volunteer needs list](#) and sample [recruitment messages](#) to support your efforts.
 - ☐ **Request escape room training.** If you are playing the escape room game, you should plan to have a facilitator for the whole group and one volunteer per 20 participants. The CIP MisinfoDay Program Coordinator is happy to arrange a virtual training session for escape room volunteers with at least six weeks' notice.
- ☐ **Purchase and prepare all needed materials.**
 - ☐ Sample print list *[Coming soon]*
 - ☐ [Potential expenses](#)
- ☐ **Have a great event!**

At-a-Glance: Organizer Resources

The resources below are also embedded into the Event Requirements & Checklist section (above).

PROGRAMMING

- [Program rules & requirements](#)
- [Presenter guidelines](#)
- [Sample event schedules](#)

PROMOTIONAL MATERIALS

- [Branding & naming guidelines](#)
- [Sample invitation & confirmation emails](#)
- Sample registration form: [Google form](#) (Google sign in required); [Google doc](#)

RECRUITING VOLUNTEERS

- [Sample volunteer needs list](#)
- [Sample volunteer recruitment email](#)

EVENT MATERIALS

- Sample print list [Coming soon]
- [Potential expenses](#)

Get Started!

Ready to host MisinfoDay @ MyCommunity at your institution? Reach out to us at MisinfoDay@uw.edu to schedule your initial brainstorming and orientation meeting.

