



MEDIA LITERACY ACADEMY

PRESENTED BY

WXXI Education

Are you looking for ways to amp up your students' media literacy habits? Do you want more support creating media content for your learning space? Are you trying to find ways to help your students analyze online content?

WXXI Education is recruiting educators to be part of a local PBS Media Literacy Academy! A small cohort of educators from our region will work together to work towards PBS Media Literacy Educator Certification.

WXXI's Media Literacy Academy will run from January through June 2021.

Participating educators will:

- Receive NYS CTLE professional development credit
- Be supported individually and as a group to work through 2-3 microcredentials towards PBS Media Literacy Educator Certification
- Receive training on a variety of media literacy related topics
- Use existing instructional content and materials to achieve microcredentials

The ideal Media Literacy Academy educator*:

- Serves middle/high school learners
- Is already integrating media and using technology in their instruction
- Has experience creating media content
- Might be: technology coordinator, library media specialist, digital innovator, technology or media arts coach
- Is interested in or already using PBS content in their classroom or learning space
- Has bandwidth or capacity for a project like this

*An educator is anyone who is working directly with students at the middle/high school level—could be in a traditional school setting, museum, after-school or out-of-school program, library, homeschool, etc.

Interested in participating?

1. Email Cara Rager at CRager@wxxi.org, or
2. Scan the QR code, or
3. Fill out this quick survey: bit.ly/WXXIMediaLiteracyAcademy



Participating educators will also have an opportunity to partner with WXXI Education staff to facilitate professional development trainings on media literacy, receive PBS swag, be featured on WXXI's website, receive media-creation materials, and more! **Plus, one of WXXI's Media Literacy Academy participating educators will be selected to be part of a national PBS project and receive a \$3000 stipend!**