WXXI Education is recruiting educators to be part of the 2021-2022 Media Literacy Academy! Join a small cohort of P-12 educators from our region who will work towards PBS Media Literacy Educator Certification.

WXXI’s Media Literacy Academy will run from October 2021—June 2022.

**The Ideal WXXI Media Literacy Academy Educator:**
- Serves P-12 learners
- Is already integrating media and using technology in their instruction or learning experiences
- Has experience implementing media-driven projects and creating media content
- Might be a: technology coordinator, library media specialist, digital innovator, technology or media arts coach, super star media educator, or techie teacher
- Is interested in or already using PBS content in their classroom or learning space
- Has bandwidth or capacity for an ongoing commitment like this
- Is motivated and inspired to engage students through media literacy work

*An educator is anyone who is working directly with P-12 students — could be in a traditional school setting, museum, after-school or out-of-school program, library, homeschool, etc.*

**Participating educators will:**
- Attend monthly virtual meetings/trainings
- Have access to ongoing monthly office hours
- Receive NYS CTLE professional development credit for trainings
- Be supported individually and as a group to work through the 8 microcredentials needed to obtain PBS Media Literacy Educator Certification
- Receive training on a variety of media literacy related topics
- Use existing instructional content, projects, and materials to submit for microcredentials

Interested or want to learn more?

Fill out this quick form [bit.ly/WXXIMediaLit2122](http://bit.ly/WXXIMediaLit2122) or scan the QR code
PBS Media Literacy Educator Certification

Are you looking for ways to amp up your media literacy habits? Do you want more support creating media content for your learning space? WXXI’s Media Literacy Academy is for you!

- A new professional learning opportunity created through a partnership between PBS and KQED
- A competency-based certification, earned by completing 8 micro-credentials
- Validates and showcases media literacy skills
- For all kinds of educators: classroom teachers, technology coaches, librarians, STEM/Makerspace, after-school and out-of-school staff & more
- Free!
- Get recognized by leading organizations in public media!
- A way to demonstrate your expertise and receive validation for your leadership.

To learn more about PBS Media Literacy Educator Certification, visit: edu-landing.kqed.org/certification/

“Media literacy is not taught in one lesson or even one unit. It is a series of small steps that takes the students on a journey of empowerment to become active citizens in the digital world.”

Mariana Garcia Serrato
Middle school STEM teacher
PBS Certified Media Literacy Educator

“I just needed the foundational validation to feel like ‘OK I got this.’ As I went through the micro-credentials, I realized what I needed to learn more of, and what I knew already.”

Heather Duhamel, MEd
Early Education Consultant
Vermont