Project Overview presented on November 16, 2020 to

Zena George
The New York Public Library
Managing Librarian, Programming and Outreach
Stavros Niarchos Foundation Library

John Daquino
The New York Public Library
Supervising Librarian, Outreach and Community Programs
Stavros Niarchos Foundation Library
Table of Contents

Media and Information Literacy
We Believe
Our Mission and Approach
Public Pedagogy Partner - SNFL
Our Goals
Teaching Methods
Learning Outcomes
Modules and LibGuides
MIL Week 2021
Meet the Team
The Importance of Media and Information Literacy
Media is **central** to every aspect of our lives.
Trends indicate the media we interact with and how we assess, evaluate, create, and share it is as important as ever.

We live in a world where the **quality of information we receive largely determines our choices and ensuing actions**, including our capacity to enjoy fundamental freedoms and the ability for self-determination and development.

Empowerment of people through Media and Information Literacy (MIL) is an important prerequisite to fostering equitable access to information and knowledge as well as promoting free, independent and pluralistic media and information systems.

MIL recognizes the primary role of information and media in our everyday lives. It lies at the core of freedom of expression and information, as it empowers citizens to understand the functions of media and information providers to critically evaluate their content, and to make informed decisions as users and producers of information.

Information Literacy and Media Literacy are traditionally seen as separate and distinct fields. UNESCO’s strategy brings the two together as a combined set of competencies (knowledge, skills and attitude) necessary for living and working today. MIL considers all forms of media and other information providers, such as libraries, archives, museums, and the Internet, irrespective of technologies used.

Media and Information Literacy is a basic human right in an increasingly digital, interdependent, and global world, and promotes greater social inclusion.

The **benefits** of media and information literacy education

- **Acquiring skills** in critical thinking and making informed decisions
- **Understanding responsibility** in media and information sharing
- Preventing misinformation
- **Understanding** how institutions shape messages and media forms
- **Gaining confidence** in self-expression and interacting with technology and copious forms of media content
Information literacy and lifelong learning are the beacons of the Information Society, illuminating the courses to development, prosperity and freedom.

We believe that every community member must have access to accurate, diverse, and representative sources of news to inform their everyday lives and enable them to fully participate in our democracy.

Democracy Fund. (2019). The Role of Media by and for Diverse Communities in America.
We Believe

An empowered democracy is composed of media literate citizens equipped with the skills to examine content critically, evaluate sources, leverage new technology, and protect their privacy.
Our Mission

To provide citizens of all knowledge bases with the ability to safely and confidently interact with information and media.
Our **Approach**

Applying public pedagogy, a teaching method focused on education that takes place outside of schools, Media Smart Citizens is to be hosted online and disseminated in collaboration with institutions such as community centers and libraries.

Our content is centered on a series of user-friendly, multimedia learning modules that will provide clarity on good practices for engaging with media and information.
“Libraries make democracy possible by bringing people together, ensuring open access to information, and fostering strong communities.”

Public Pedagogy Partner - SNFL

Media Smart Citizen project is aligned with The New York Public Library’s mission to advance knowledge, inspire lifelong learning, and strengthen our communities.

In collaboration with the Stavros Niarchos Foundation Library, we aim to provide digital programming for virtual asynchronous learning in the most common native languages of New Yorkers — English, Spanish, Chinese, and Russian.

For more than 125 years, The New York Public Library has served as an essential provider of free books, information, ideas, and education for all New Yorkers. Founded in 1895, NYPL is the nation’s largest public library system, serving more than 17 million patrons a year, and millions more online. The Library holds more than 55 million items — from books and e-books, to DVDs and renowned research collections used by scholars around the world.

The Stavros Niarchos Foundation Library (SNFL) — is NYPL’s largest and busiest circulating library, with more than 1.7 million visits a year and an annual circulation of 2 million items.
Our Goals

1. Define an **innovative public pedagogy** for 21st-century media and information literacy (MIL).


3. Establish a LibGuide for Media and Information Literacy (MIL) and promote MIL Week 2021 activities.

4. Launch a public-facing website and social media presence to promote cross-promote the Media Smart Citizens initiatives with SNFL.
Teaching Methods

Our teaching and learning methodology empowers individuals to enhance their critical thinking and media creation skills, making them more responsible media consumers, managers, and creators.

In the module development process, we will explore a broad range of modern-day media subjects and issues while observing good practices in MIL education and distance learning.

Methods will incorporate proven practices from learner-centered design; cognitive load theory; transformative teaching; active learning; information process theory; visual and UX design; and universal design learning (UDL).
Learning Outcomes

By examining MIL through the lens of individual expression, we identified a learning journey that meets three key outcomes in our first Module and LibGuide series:

1. Understand how the media enables individuals to be informed, communicate, and feel empowered.

2. Discover media as a powerful amplifier, connector, and accessible tool for sharing diverse perspectives.

3. Construct media narratives using good practices for storytelling across platforms.
Modules and LibGuides

The Phase One plan is to create and publish Modules 1.1, 2.1, 3.1 and 4.1 in English. The aim is to then translate all to next most common native languages of New Yorkers – Spanish, Chinese, and Russian.

Original Series Working Title: **Express Your Power**

<table>
<thead>
<tr>
<th>Modules</th>
<th>LibGuides</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Freedom of Expression</strong></td>
<td><strong>Your Voice Your Power</strong></td>
</tr>
<tr>
<td>1.1 Understanding the First Amendment</td>
<td>2.1 Why Your Authentic Voice and POV Matters</td>
</tr>
<tr>
<td>1.2 Witnessing Freedom of Speech in Action - NYPL examples from books, film, news</td>
<td>2.2 The Impact of Local + Personal Storytelling - Describe types of impact</td>
</tr>
<tr>
<td>1.3 Opinion vs Fact</td>
<td>2.3 Examples of Local + Personal Stories - NYPL examples from books, film, news, social justice.</td>
</tr>
<tr>
<td>1.4 Critical Analysis - Awareness - Research tools (fake news)</td>
<td>2.4 What story will you tell?</td>
</tr>
</tbody>
</table>
Media Literacy Week 2021

Media Smart Citizens welcomes the opportunity to explore with SNFL the creation of MIL Week 2021 programming for patrons and the public. Every year, leading media literacy organizations, libraries, schools and media outlets worldwide help raise awareness about MIL by providing an array of events and activities open to the public, students and educators.

This year, Media Smart Citizens partnered with UNESCO, Global Alliance for Partnerships on MIL (GAPMIL), MIL Clicks, and NAMLE to promote MIL Week 2020 through the launch of a new media literacy activity, Tribute Media Project. Our efforts continue beyond MIL week with plans for group workshops and activities.

The Tribute Media project is an innovative media archive that celebrates the best of humanity. Our digital environments bring the community together to honor the heroes among us, celebrate the lives of loved ones lost, and create a media archive for generations to remember them.

We invite all to participate as co-creators in a project focused on publishing more diverse and inclusive narratives that reflect our communities. Visit @heroestribute and @lovetribute on Instagram.
Meet the Team

Media Smart Citizens is powered by a talented team of experts, students and alumni of The New School Media Management Graduate Program and Parsons.

We look forward to working with the SNFL librarians, programming and community outreach team members. An advisory committee comprised of experienced academic and media industry professionals will be structured to support the project’s establishment and expansion over time.

Together we can realize the potential of individuals, media, education and collaboration to create positive societal impact.

Linda Saint Marc
Founder & Managing Director

“The media capital of the world, New York City, is the ideal place to launch an innovative public pedagogy to help individuals thrive in a global media and information society. It is an honor to collaborate with the experts at NYPL, the nation’s largest public library system, on the Media Smart Citizens project.”

Linda is an Associate Professor of Professional Practice with the School of Media Studies’ Media Management Graduate Program at The New School.

As a C-level media executive and publisher, Linda launched and managed 128 category-leading international magazine editions with corresponding digital media assets on six continents. As a brand strategist, she is recognized for reimagining and expanding organizations to optimize connectivity with audiences worldwide. Linda is also the founder of Media x Women, an organization providing young women with the resources they seek to rise and succeed as media professionals with confidence (mediaxwomen.com).
Meet the Team

Nelly Kobanenko
Operations Project Manager

“As a journalist and an advocate of media literacy with a multinational perspective, I am excited to be part of the initiative with NYPL that empowers citizens to develop their media literacy and storytelling skills.”

Nelly is a trilingual journalist and experienced media project manager based in New York City. She has employed her global media expertise and content development skills at companies including SAP, RIA Novosti, and Prime. As a content creator, she collaborated with SAP to build a landing page featuring cloud-based ERP software for small and medium businesses.

Nelly has received numerous awards for excellence and professional recognition for her exceptional contributions to the media industry and journalism, including an honor for Parliament’s best news coverage. International conferences and workshops have invited her to present how to maintain quality media practices in the era of fake news.

May Do
Research Project Manager

“As media and information literacy is becoming more important than ever to each citizen, the prospect of serving our community in New York on this matter with NYPL is timely and necessary.”

May is a trilingual content strategist from Hanoi, Vietnam. She has worked in communications, social media, and content strategy for various NYC nonprofits including the Asia Society and The Guyana Economic Development Trust. As a student in The New School’s Media Management program, she is focused on content creation, media research methods, and user experience research.

An aspiring author, May’s book, “All that’s Not Korean about K-pop” is scheduled to be published in the fall of 2021 by New Degree Press. May received her BA in Political Science and Journalism from New York University.
Meet the Team

Andrea Zarczynski
Copywriting & Content

“When I first moved to New York 17 years ago, the New York Public Library quickly became my favorite cultural destination in the city. The library equips citizens with the best books, information, ideas, events, and educational tools with which to empower themselves and improve not only the community but also the world - and media literacy is the cornerstone of this spirit.”

Andrea is a trilingual, professional, award-winning journalist and an M.S. Media Management student at The New School. Also an experienced editor, she has directed editorial operations for leading media companies nationwide.

Her expertise includes copywriting, brand and website/app implementation and management, digital marketing, analytics, audience development, social media, and strategic content and project management. She excels at leveraging the advanced tools and strategies needed to succeed as a leader in today’s rapidly evolving media industries.

Stephanie Pichardo
Copywriting & Content

“I’m overjoyed to give back the city that raised me with the Media Smart Citizens Project in collaboration with the NYPL, an institution that has always supported my pursuit of information.”

Stephanie is a senior undergraduate student majoring in Liberal Arts with concentrations in writing, illustration, and politics at The New School. She is also a member of Tau Sigma National Honor Society.

As a former public programs intern, Stephanie worked in curriculum creation, strategic planning, and copywriting at El Museo Del Barrio. Her passions lie within written and visual storytelling, as well as community advocacy. After graduation, she will continue her advocacy by supporting creatives of color in book publishing.
Meet the Team

Carly Consalvo  
Video & Voiceover

“Now more than ever, we are overwhelmed by a myriad of media formats. As part of the Media Smart Citizens team, I am excited to provide people with the knowledge to take ownership of their media consumption and creation experience.”

Carly is a sophomore in The School of Drama at The New School. She is working towards earning a BFA in Dramatic Arts, with concentrations in acting and writing. Her passion for leadership and creating artistic opportunities for others pushed her to jumpstart a school organization for virtual theatre called Play Online, which provides students with resources and a platform to produce their work.

As an experienced actor working with many people on and offstage (or screen), Carly is keenly aware of how one’s work ethic and dedication can ultimately benefit the entire team.

Esther Chen  
Social Media

“Connecting with the NYPL patrons and the public is key to the social good aspect of Media Smart Citizens. I am excited to bring my cross-culture and digital marketing experience to our social media strategy.”

Esther is a freelance journalist, fan-fiction publisher, and graduate student in The New School’s Media Management program. She has proven success managing social media accounts for multiple brands in the art world and digital media marketing business.

Currently based in Taiwan, Esther is translating album reviews from English to Chinese for music audiences. She looks forward to exploring New York culture in a post-pandemic world.
Meet the **Team**

**Hong Yu**  
UX/UI Design

“Growing up in an immigrant family, my parents have often felt it beyond their capacity to leverage new technology to access information, much less effectively fact-check it. As a designer, I am proud to help make media literacy content visually accessible to the immigrant community.”

As a design strategist, Hong's work spans three continents and focuses on coordinating mass-productions with Chinese garment factories, sourcing innovative materials for a wearable tech firm in Berlin and facilitating textile re-purpose workshops in Brooklyn.

Hong's adaptability with diverse topics and teams allows her to effectively identify and solve problems using various research techniques.

**Kennis Keying Chen**  
Video Production & Graphic Design

“In New York City, one of the great metropolises of the world, we value diversity. It is an honor to collaborate on media literacy with NYPL to empower individuals to express themselves and share their experiences.”

Kennis specializes in design and storytelling. Her work illustrates a unique skill set of design strategy, user research, visual aesthetics, and narrative architecture. She expresses a passion for novelty by incorporating multimedia in her filmmaking.

As an explorer who is keen on new skills, Kennis is driven and motivated by the possibilities and challenges ahead.
Meet the Team - Advisors (details to follow)
Thank You!

Contact: Linda Saint Marc
lindasaintmarc@newschool.edu