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**NEW CENTER FOR MEDIA LITERACY WEBSITE COMPRISES
A 'VIRTUAL ENCYCLOPEDIA' OF FREE TOOLS AND INFORMATION
FOR TEACHERS, PARENTS, STUDENTS AND COMMUNITY GROUPS**

SANTA MONICA, CA October 28, 2003 – More than 1,000 pages of useful tips, tools, educational resources, articles, case studies and research for media literacy education are now available at a new website launched by the pioneering Center for Media Literacy (CML). The web address of this “virtual encyclopedia” of media literacy is: **www.medialit.org**

“Medialit.org has quickly become one of the most referenced sites on media literacy according to Google.com,” said Elizabeth Thoman, CML Founder and Program Chair. “As educators define what it means to teach in the 21st century, this site will provide not only practical advice and tools for teaching but also a well-organized collection of background articles and relevant research that will expand as the field continues to grow.”

Two years in development, the site features a number of unique contributions based on CML’s 25-year history in media literacy education:

- **Pull-down search menus** connect users with relevant articles and teaching resources for over 30 media literacy topic areas -- from advertising and the news, to stereotyping and media violence.
- **A free downloadable framework** for teaching media literacy in K-12 education -- the *CML MediaLit Kit*[™] -- offers handouts, a 28-page Orientation Guide and a Classroom Guide featuring the “Five Key Questions that can change the world.” This dynamic approach reflects the Center’s philosophy of ‘Empowerment through Education.’

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- **Two document archives available nowhere else on the Internet.** The first is a collection of over 350 articles from *Media&Values*, a magazine published by Thoman from 1977 – 1993 and containing the seeds of today’s U.S. media literacy movement. The second archive traces the history and evolution of media literacy in the U.S. through original source documents, conference reports and Thoman’s personal papers. All are cross-indexed, searchable and linked to relevant teaching resources. New materials are added regularly.
- **An online catalog of more than 275 selected and evaluated books, videos, posters, CD-Roms, DVD’s and curricular materials** available through CML’s e-commerce ordering service in association with GPN Educational Media, a nonprofit service agency of Nebraska Educational Television and the University of Nebraska, Lincoln.

“Media literacy is an emerging field in the world of education and CML’s new site is an important contribution to its continuing growth,” said Tessa Jolls, CML’s President and CEO. “Users now have access to one comprehensive site where they can learn about professional development opportunities, search for articles and reports, find curriculum and lesson plans, and identify resources that can be used in classrooms, in community settings and at home.”

In addition to the website, CML publishes *CML C*O*N*N*E*C*T*, a free monthly e-newsletter, for the worldwide media literacy community. It includes news, trends, links to lesson plans, research and teaching ideas -- plus announcements of hot-off-the-press teaching materials. Those interested in receiving it may subscribe at www.medialit.org/newsletter.html

Incorporated in 1989, the Center for Media Literacy works to help citizens, especially the young, develop the critical thinking and media production skills needed to live fully in the 21st century media culture. The ultimate goal of media literacy is to make *wise choices* possible.

CML is an independent, nonpartisan 501(c)(3) nonprofit organization and is supported by grants, contributions and income from professional training fees and sale of resources.

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