



**CREATING CHANGE IN MEDIA WITH**  
**ENGAGEMENT**

**ENGAGE INITIATIVE BY SARAH M. CLARK**

# MY WHY



## I engage with media because:

- My undergraduate degree is in communications
- I was a reporter
- I want to make the world a better place
- I am a human in the 21st century

# OUR WHY

## (MEDIA LITERACY'S VERSION)

We should care about media literacy because:

- We evaluate messages in media
- Our lives are shaped by media
- We can make the world a better place
- **We are all humans in the 21st century**

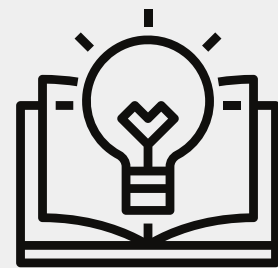




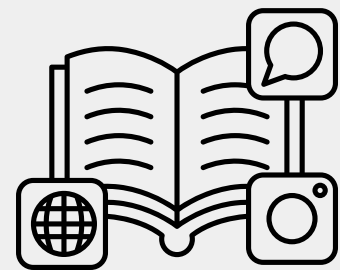
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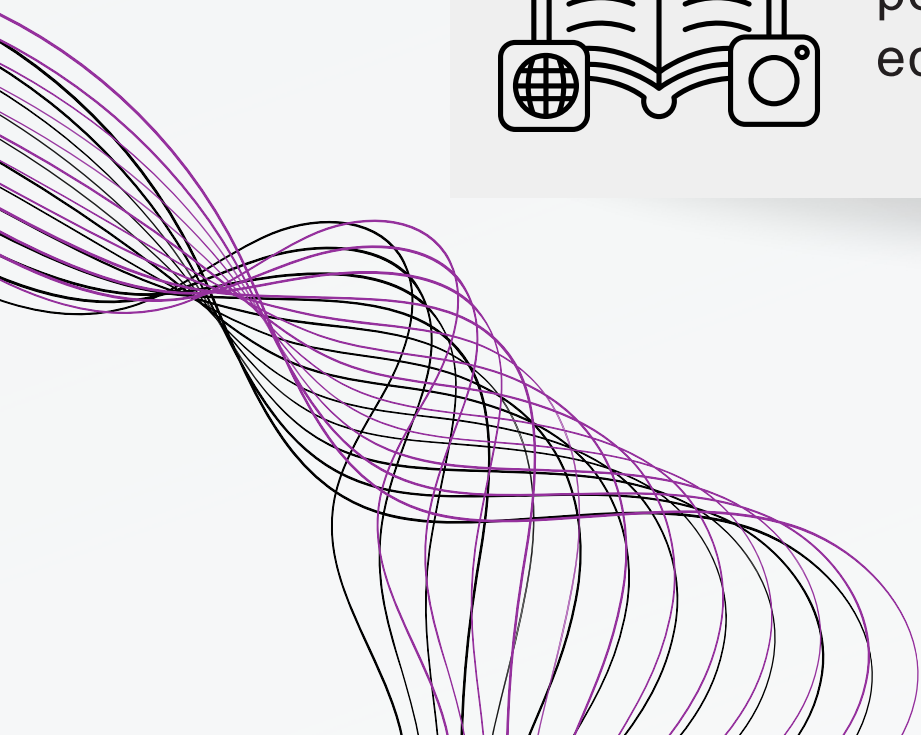
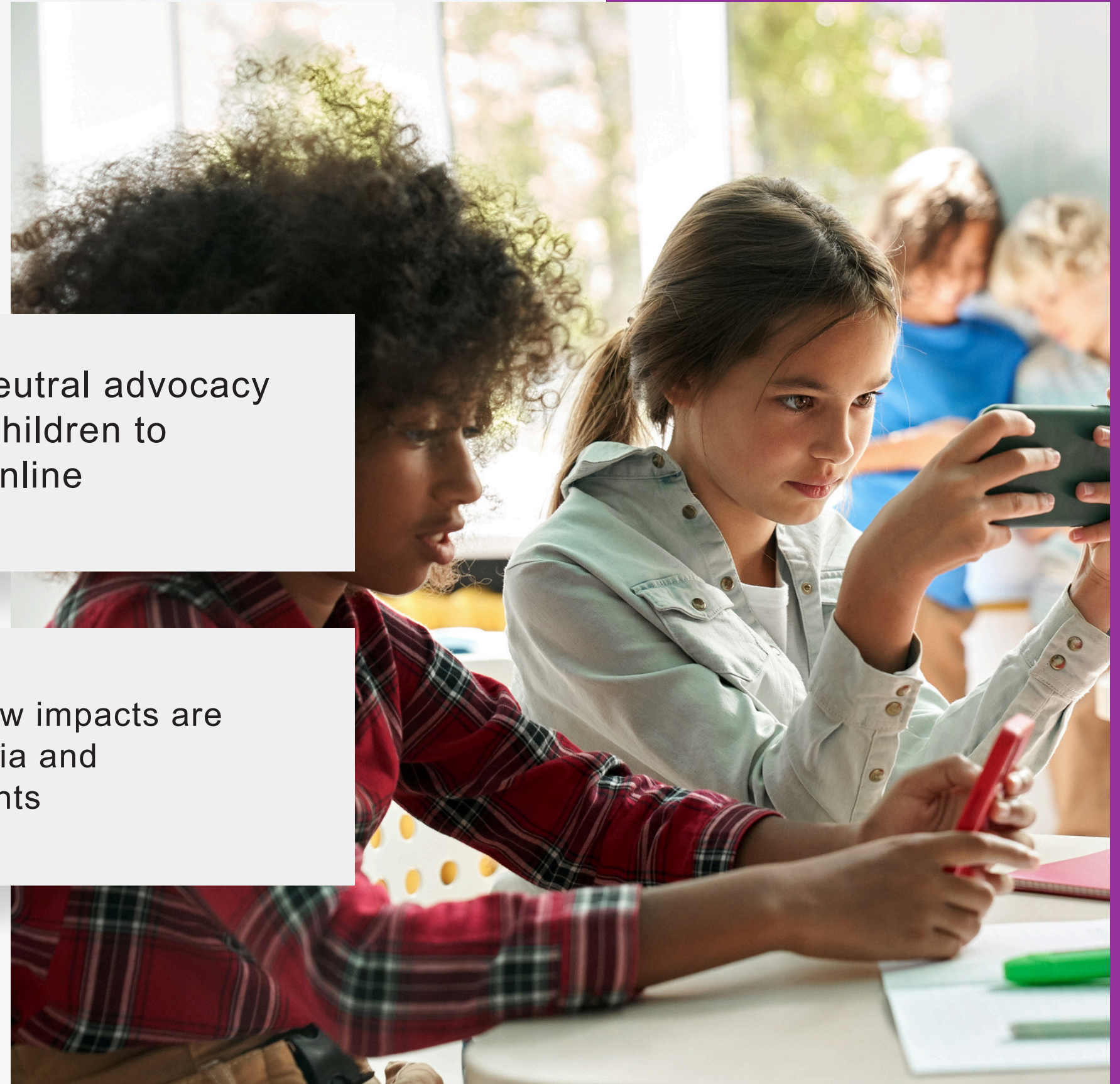
# OVERVIEW



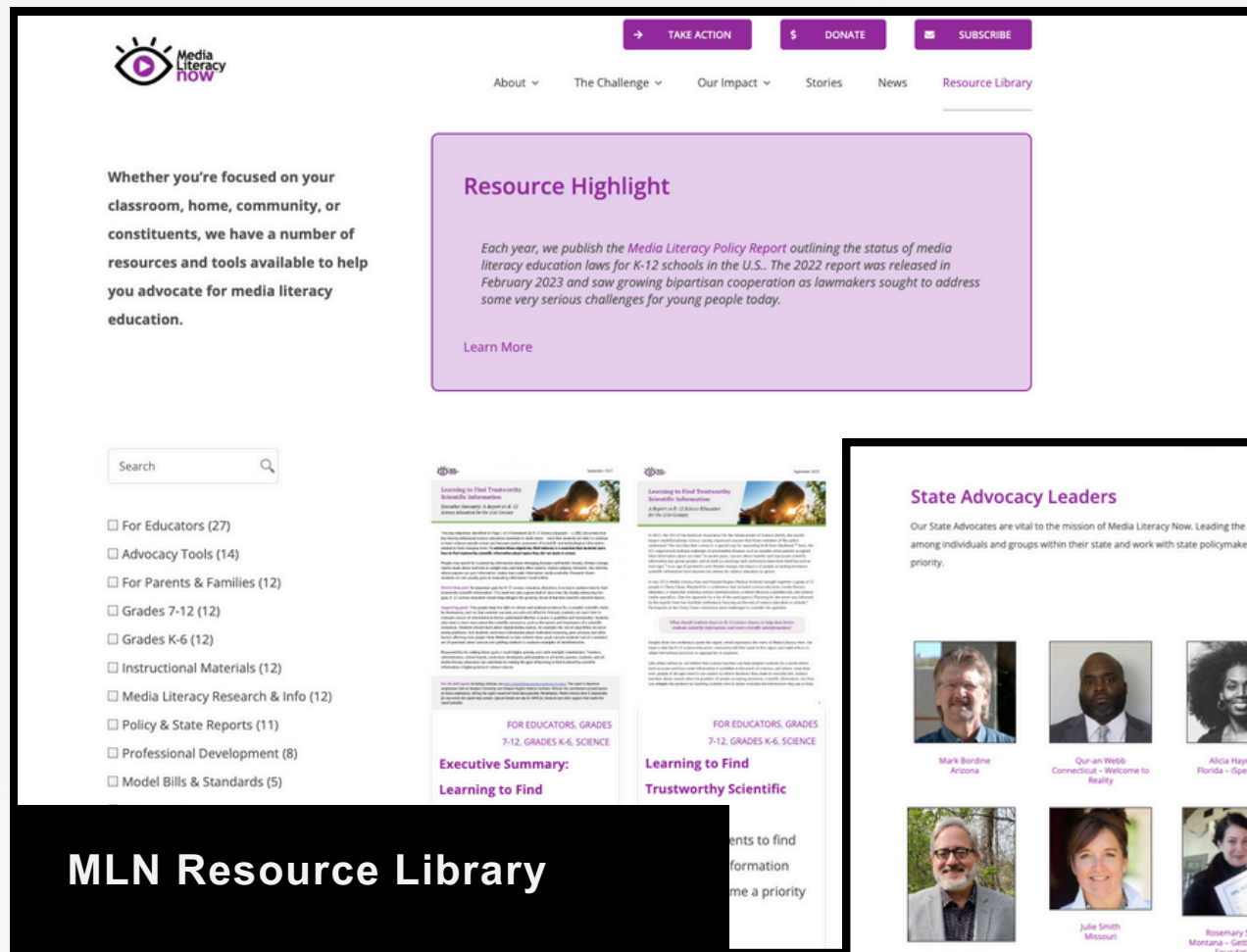
Media Literacy Now is a politically neutral advocacy nonprofit that teaches school-aged children to consume and evaluate information online



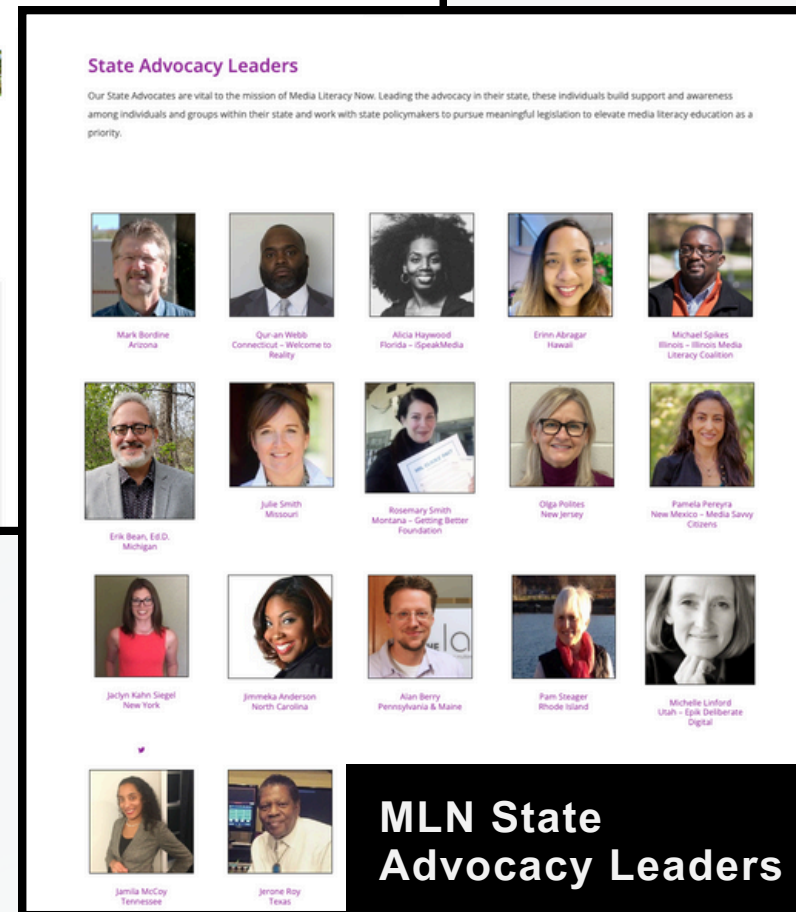
The target audiences Media Literacy Now impacts are policymakers, advocates in various media and education settings, educators, and parents



# ANALYSIS



MLN Resource Library



MLN State Advocacy Leaders

## Strengths

- Media Literacy Now's Resource Library
- State Advocacy Leaders

## Weaknesses

- A lack of stories
- Not enough State Advocacy Leaders
- The attitude surrounding media and journalism

## Opportunities

- More stories written by MLN members
- Recruitment of more State Advocacy Leaders
- Collaborations with multiple entities

## Threats

- Interest and bandwidth for organizing events
- Monetary support

# SITUATION

State Advocacy Leaders



SUCCESS

More State Advocacy Leaders means:

- More published stories
- Community events
- More lobbying
- An increase in volunteers, public funding, and partnerships



# COMPETITIVE LANDSCAPE



NAMLE and the organization's goals are similar, but Media Literacy Now has differentiated itself by centering goals around influencing legislatures, whereas the competitor targets primarily educators. To compete with NAMLE, Media Literacy Now should prioritize implementing public events.



Media Literacy Now is different from Take Two Media Initiative because there is more of a focus on targeting legislators and members of the community. However, to become more of an asset to the media and digital literacy landscape, Media Literacy Now should consider opportunities to directly support programs for schools, especially in underserved communities.

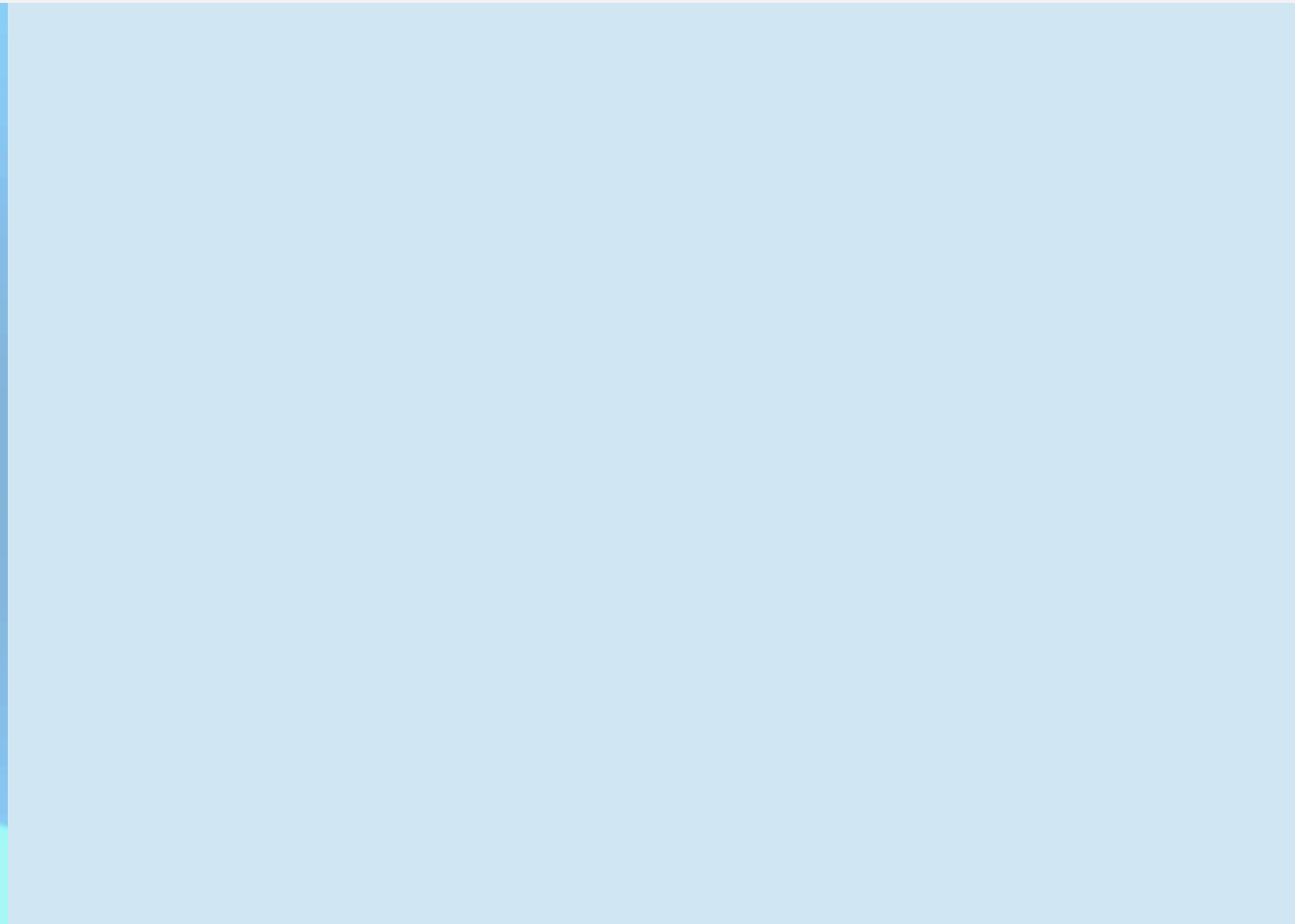


Media Literacy Now has not differentiated itself from this competitor, and there is a lot the organization should do in order to compete with the News Literacy Project. The News Literacy Project is an award-winning organization, and they use podcasts and their free mobile app as two of their tactics. Implementing similar initiatives would benefit Media Literacy Now.

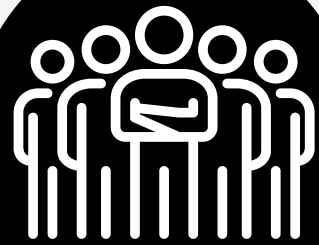


# **CAMPAIGN GOAL**

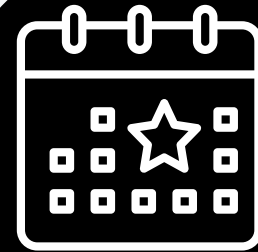
**The campaign will aim to expand Media Literacy Now's national presence, provide educational materials to the public, and advocate for media and digital literacy policies to legislators.**



# OBJECTIVES



**Increase the number of State Advocacy Leaders from 18 to 25 in the first six months of the campaign.**



**Host 15 events within six months across all current chapters with a minimum number of 25 attendees at each event.**



**Recruit 75 new volunteers across all Media Literacy Now chapters by the end of the 12-month campaign.**



**By the end of the 12-month campaign, propose a new bill to state legislators in 10 states where chapters exist.**

# STRATEGIES & TACTICS



## Objective #1:

Increase the number of State Advocacy Leaders from 18 to 25 in the first six months of the campaign.

### Strategy #1:

Promote MLN and its mission to graduate students and industry professionals in education and communications

### Strategy #2:

Fundraise and apply for grants to offer State Advocacy Leaders stipends

### Strategy #3:

Partner with similar organizations to increase the following and visibility of MLN

### Tactics

- Create and distribute informational materials
- Create online advertisements that target graduate students and industry professionals in education and communications
- Send press materials to local media outlets
- Create a list of local, state, and federal grants for Media Literacy Now to apply to
- Publicize job openings for experienced grant writers to help with obtaining grants
- Create a list of similar organizations to track collaboration efforts
- Send Media Literacy Now's information to similar organizations to develop relationships
- Send offers for paid partnerships to similar organizations

# STRATEGIES & TACTICS



## Objective #2:

Host 15 events within a six-month period across all current Media Literacy Now chapters with a minimum number of 25 attendees at each event.

## Strategy #1:

Target education, media, and political advocacy professionals

## Strategy #2:

Advertise MLN events in areas with larger populations, and in libraries, on college campuses, and community centers

## Tactics

- Create advertisements to be placed in relevant areas
- Promote the events via social media campaigns
- Send event materials to the press and relevant organizations
- Create a master document of the cities and the locations in which MLN events will be advertised
- Send event and promotional materials to libraries
- Create a calendar on MLN's website that documents all events

# STRATEGIES & TACTICS



## Objective #3:

Recruit 75 new volunteers across all Media Literacy Now chapters by the end of the 12-month campaign.

## Strategy #1:

Promote MLN and its mission to college students and professors, as well as librarians and community advocates

## Strategy #2:

Offer incentives for volunteers such as free courses, scholarships, and community service hours

## Tactics

- Create advertisements and place them around college communities
- Host mixers
- Create advertisements specifically for libraries
- Reach out to colleges, universities, and online course platforms to work out deals for different educational incentives
- Interview current and previous volunteers
- Publicize benefits on the organization's social media pages

# STRATEGIES & TACTICS



## Objective #4:

By the end of the 12-month campaign, propose a new bill to state legislators in 10 states where Media Literacy Now Chapters exist.

## Strategy #1:

Collaborate with political science educators, media professionals, and education advocates

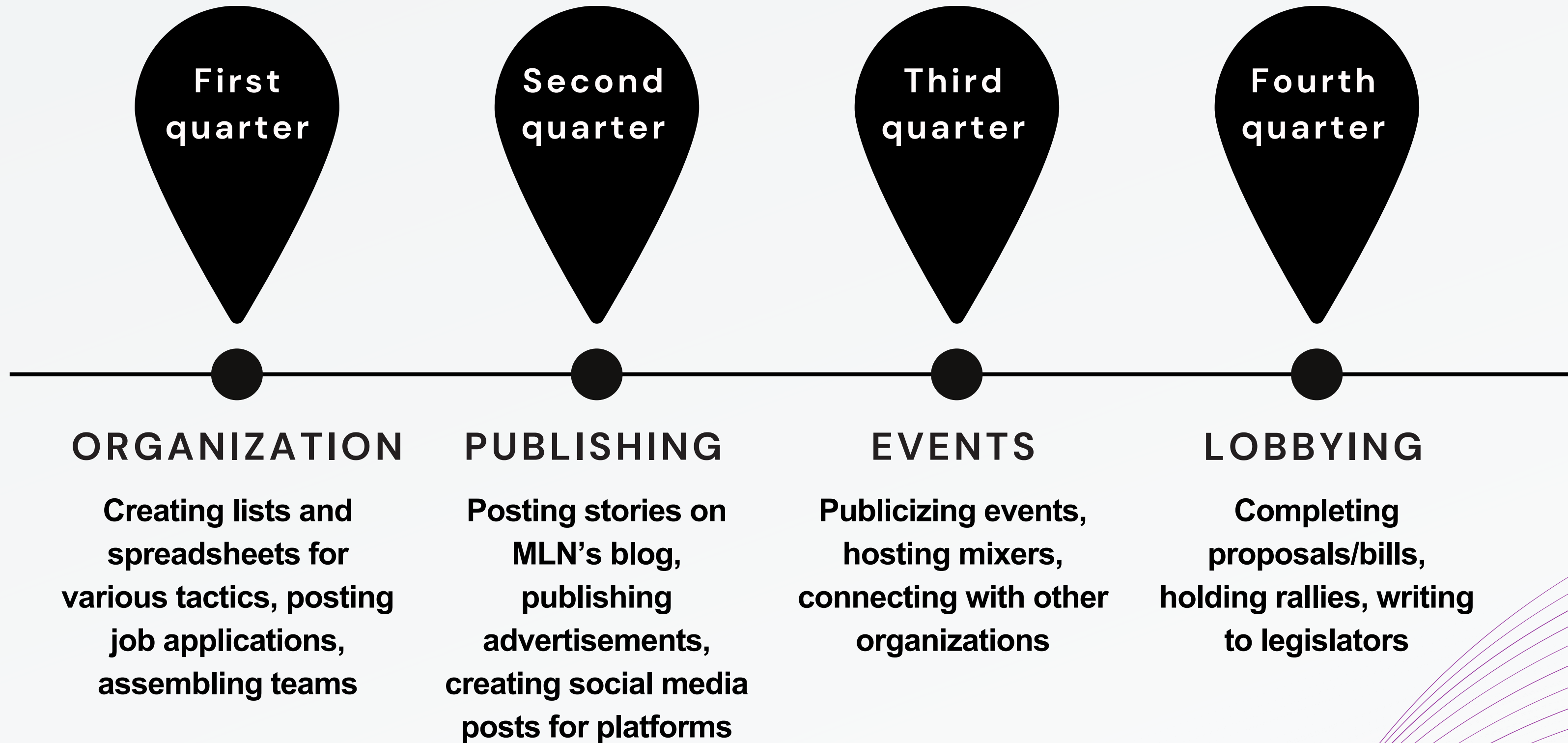
## Strategy #2:

Have a Media Literacy Now representative at town/city hall meetings to form relationships with local and state legislators

## Tactics

- Create a list of reputable figures in the political science, media, and education sectors who are interested in government
- Create a document to track other bills introduced by similar organizations or by government officials themselves
- Provide the representative with materials to give to local and state legislators
- Send information to the offices of local and state legislators

# TIMELINE



# COST & MEASUREMENT

Tactic	Cost	Measurement
Create and distribute informational materials to university communications departments (This is owned media as the organization creates it)	\$500; VistaPrint	QR code scans
Create online advertisements that target graduate students and industry professionals in education and communications (Paid media as the organization pays for this advertisement)	Instagram Ads = \$500 LinkedIn Ads = \$500 TikTok Ads = \$500	In-app analytics
Publicize job openings for experienced grant writers to help with obtaining grants (This is owned media as it belongs to the organization)	\$500; Indeed Professional Subscription	Analytics from Indeed
Send offers for paid partnerships to similar organizations (This is paid media as the organization is paying to have this tactic completed)	\$3,000	Amount of organizations Media Literacy Now can partner with
Create advertisements to be placed in relevant areas (This is paid media as the organization pays to have this complete)	Instagram Ads = \$3,000 Facebook Ads = \$3,000 TikTok Ads = \$3,000	In-app analytics
Promote the events via social media campaigns (This is owned media as it belongs to the organization)	Instagram Ads = \$3,000 LinkedIn Ads = \$3,000 Facebook Ads = \$3,000	In-app analytics and event attendance
Create advertisements for Media Literacy Now and place them around college communities (paid media)	\$2,000; Printing for all materials	The amount of resources distributed and the QR code analytics
Host mixers within the communities where Media Literacy Now is aiming to establish connections (paid media)	\$20,000; event food, spaces, beverages, and misc. materials	Attendance at the mixers and success of engagement post-events
Create advertisements to display at libraries (paid media)	\$1,000; printing materials and cost of advertising at libraries	QR code scans
Provide the Media Literacy Now representatives with materials to give to local and state legislators (owned media)	\$5,000; Marketing materials for all Media Literacy Now representatives	Connections maintained with representatives
Send letters to local and state legislators after meeting thanking them for their time, whether the conversation is brief or not (owned media)	\$3,000; mailing materials	Responses to letters
Send Media Literacy Now materials and information to the offices of local and state legislators (owned media)	\$3,000; mailing materials	Responses to letters and materials



# IN CONCLUSION

The Engage campaign will offer Media Literacy Now the opportunity to grow as an organization and share its resources to better society



**HOW WILL YOU CHOOSE  
TO ENGAGE IN MEDIA?**

