

Teaching MEDIA LITERACY SKILLS in a Fake News World



A Unique One-Day Live Online Seminar Presented by

Kristen Mattson

Outstanding School Library Expert and National Presenter

Specifically Designed for School Librarians/Media Specialists, Social Studies Teachers, English/Language Arts Teachers and Library Aides Serving Grades K-12

Practical strategies to help students effectively navigate diverse media resources for **accurate, up-to-date, factual information**

Proven methods for teaching essential media literacy skills while avoiding heated or uncomfortable discussions

Innovative approaches for relevant and timely learning that builds media literacy skills that can be utilized across the curriculum

Receive an extensive digital resource handbook with practical strategies and resources

LIVE ONLINE SEMINARS

January 31

9 AM Eastern, 8 AM Central,
7 AM Mountain, 6 AM Pacific

February 1

9 AM Central, 8 AM Mountain,
7 AM Pacific, 10 AM Eastern

CEUs and Graduate Credit Available
See page 6 for details

CAN'T ATTEND?

Order the recorded version and take the seminar online at your convenience (see page 6)

"Dr. Mattson was terrific! She is so knowledgeable and made this session go quickly."

— ANN HAZLEY, LIBRARY MEDIA SPECIALIST

Ten Key Benefits of Attending

"So much great content!"

– KATHY SKRAUSE, LIBRARIAN



1. Identify the Hot Buttons of Using the News in our Classrooms and Libraries

Identify the hot buttons and tricky areas in today's news so you can be better prepared to address them with your students

2. Make the Connection Between Media Literacy and Citizenship

Media literacy may be one of the most important things we can teach students, starting at an early age and leading up to our oldest students as they prepare to vote ... Learn practical ways to help your students make informed decisions and opinions based on factual information

3. Navigate Difficult Conversations

Learn ways to lead difficult discussions so they are productive, civil, safe, and most importantly, factual

4. Understand How Social Media Drives News Consumption

Understand how social media drives our news consumption based on our time spent reading, our likes, and our clicks ... Learn proven ways to better help students understand why they see what they see

5. Identify Charged Words in Headlines and Articles

Most news organizations are very intentional about which words they use in their headlines ... Help your students understand the implicitness of word choice so they are equipped to dissect articles for bias

6. Discover the Critical Role Responsible Media can Play in our Units

Incorporating media into our practices does not have to be "one more thing." We can use these strategies to meet the never-ending demands of our curriculum and standards ... Here's how

7. Explore the Best Resources That Help Students Access Credible Media

Discover the best resources that will help students of all ages access media that is age-appropriate and credible

8. Utilize Questioning to Encourage Students to Dig Deeper

Learn classroom-proven ways questions can be used to drive deeper student discussion and remove yourself from the "sage on the stage" position, allowing for deeper discovery and a greater knowledge base

9. Learn How to Read Horizontally and Vertically to Check for Facts

If we see something that seems too good or bad to be true, there are methods we can use to read across and down into sources to discover what is accurate and true ... Here's how

10. Receive an Extensive Digital Resource Handbook

Each participant will receive an extensive digital resource handbook with detailed descriptions of the practical applications and helpful resources presented during the seminar

Who Should Attend

School Librarians/Media Specialists, English/ Language Arts, Social Studies Teachers, and Library Aides Serving Grades K-12

Outstanding Strategies You Can Use Immediately

What You Will Learn ...

- **Proven ways to talk about critical issues** in the classroom safely and responsibly
- **How to recognize and avoid your own biases** in discussions with students, staff and parents
- Why media literacy and teaching about fake news is **an investment in our citizenship**
- **How to help your students** “fact check” any media source
- **Proven methods** for encouraging students to access and assess diverse media sources
- **How social media uses algorithms and echo chambers** to promote falsehoods
- **Practical strategies** to help your students understand the difference between facts and opinions
- **How media sources use charged words in headlines and articles** to implicitly mislead
- **Proven ways to help students** identify misinformation and disinformation
- How to **recognize when** quotes and data are cherry picked to promote false information
- **Effective ways** to authentically include media into your units
- How to help your students **consume and produce media responsibly**
- **Practical strategies** for using questions with students to drive deeper research
- **Strategies** for reading and researching horizontally and vertically to assess the accuracy of media information
- **How and why** different news sources structure their articles certain way



“Excellent program!”

– JENNIFER LEMKE, SCHOOL LIBRARY MEDIA SPECIALIST

Practical Ideas and Strategies

We all know the role misleading claims, fake news, and false statements play in our society, so how do we incorporate learning about them in our classrooms without chaos, outbursts, or angry parent phone calls? How do we understand the art and science behind what our media organizations do to increase likes and clicks? How can we teach about bias without our own bias seeping through? In this timely **NEW** seminar, award-winning school librarian, **KRISTEN MATTSON** will help you better understand how and why media plays such a critical role in all of our lives. You’ll learn proven ways to more effectively teach critical media literacy skills in your classrooms and libraries, so you are better equipped to lead your students through savvy dissections and informed discussions. **You’ll leave this seminar with an abundance of timely, proven ways to help your students assess diverse media sources enabling them to make decisions and formulate opinions based on factual, accurate and up to date information.**



A Message From Seminar Leader, Kristen Mattson



Uniquely Qualified Instructor

As an experienced school librarian, **KRISTEN MATTSON** has had many opportunities to work with a wide range of students, teachers and librarians. A sought-after conference presenter and on a variety of school library topics, Kristen encourages librarians to make libraries student-centered, collaborative environments where students are enabled to be strong readers and users of information. She is the author of *Teaching MEDIA LITERACY SKILLS in a Fake News World*, the extensive digital resource handbook each participant will receive at the seminar. Kristen's presentations are energizing, relevant, and equipped with a wealth of practical plans and resources ready for immediate implementation!



Dear Colleague:

I became an educator 20 years ago because I believed in the voice of our students. But in recent years, it has become alarmingly common for my students to use their voices armed with inaccurate information. While research and media literacy have always played an important role in my classroom and library, it has become increasingly important that our practices must evolve with the media which has become partisan, click baiting, and often driven by social media.

It's been my experience that many teachers and librarians feel unprepared to explore these topics because of the potential conflict that could arise, but I have found that with the right approaches, we can have productive, analytical, respectful conversations about what is in the news, how it is written, and why.

My goal in this seminar is to show you the "how and why" media is created and help you feel confident with implementing meaningful and impactful media literacy strategies. Our students expect that if something is important, we will address it in our classrooms and libraries. They trust us. After attending this seminar, I hope that you will have greater trust in yourself in providing excellent resources and using these strategies with your students.

I look forward to meeting you at the seminar.

Sincerely,

Kristen Mattson

P.S. Teaching research and media literacy is an act of citizenship and I am grateful to share **proven ways** to help you and your students on this journey!

"My goal in this seminar is to show you the 'how and why' media is created and help you feel confident with implementing meaningful and impactful media literacy strategies."

What Your Colleagues Say About Kristen Mattson

*"Dr. Mattson **covered a wide span of topics and supplied a variety of high quality resources that I can put to use immediately!** Thank you for the time and thoughtfulness put into helping librarians stay relevant. It is not easy to keep up with all that is changing in our world, for teachers or students, and these resources and activities will help our students develop and practice the skills they need."*

– Alyssa Eisner, School Library Media Specialist

*"So many great resources and ready-to-use ideas! It will take me some time to digest all of it but **really has my mind thinking of new ways to work with students and faculty.**"*

– Debbie Hubler, Library Media Specialist

*"**SOOOO many resources!**"*

– Jenna Moore, Media Specialist



About BER Seminars

Outstanding Instructors

All programs are led by outstanding, top-rated BER national trainers.

Extensive Digital Resource Handbook

You'll receive an extensive digital Resource Handbook full of practical strategies and resources.

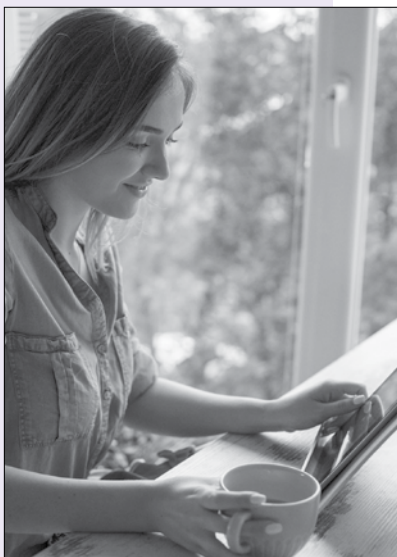
Highly Interactive

You'll be able to ask questions, consult with the instructor, and share ideas with other participants.

Program Guarantee

As we have for 45 years, we guarantee the high quality of our programs. If you are not satisfied, we'll give you a 100% refund.

Special Benefits of Attending



"Funny, dynamic,
relatable ...
Walking away
with ideas I can
implement tomorrow!"

– ADAM DYCHE,
HIGH SCHOOL TEACHER

On-Site Training

Most BER seminars can be brought to your school or district in-person or online. See the options at www.ber.org/onsite or call 877-857-8964 to speak to one of our On-Site Training Consultants.

Extensive Digital Resource Handbook

Each participant will receive an extensive digital resource handbook giving you access to countless strategies. The handbook includes:

- Lesson plans and ideas to immediately implement in your classroom and library
- Examples of misleading and accurate information side by side
- Lists of digital resources for you to access after the seminar

Share Ideas with Other Educators

This seminar provides a wonderful opportunity for participants to meet and share ideas with other educators interested in strengthening their media literacy program.

Consultation Available

Kristen Mattson will be available at the seminar for consultation regarding your questions and the unique needs of your own program.

Meet Inservice Requirements / Earn State CEUs

Participants of Live Online Seminars and those completing the Recorded Version online can receive a certificate of participation that may be used to verify five continuing education hours. For details about state CEUs available, visit www.ber.org/ceus

Earn One to Four Graduate Semester Credits



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Up to four graduate level professional development credits are available with an additional fee and completion of follow up practicum activities.

Details may be found at www.ber.org/credit

Can't Attend?

Other Professional Development Options:



Recorded Version of the Seminar

Order the recorded version of this seminar to take online at your convenience. You'll have access to the entire course and to the extensive digital resource handbook. To enroll, see registration form on page 7, and for optional CEUs and graduate credit, please visit www.ber.org/credit



Related On-Demand Online Courses

A related On Demand Video-Based Online Learning course, *MAKERSPACES: Creating Motivating, Engaging Work Spaces for Your Library*, for Grades K-12, is available for immediate registration. To enroll, visit www.ber.org/online

Teaching MEDIA LITERACY SKILLS in a Fake News World

Registration (BLM3W1)

1. **January 31, 2023** (Start time: 9 AM Eastern)
2. **February 1, 2023** (Start time: 9 AM Central)
- or —
3. **I'd like to order the recorded version of this seminar**

FIRST NAME _____ M.I. _____ LAST NAME _____

POSITION, SUBJECT TAUGHT _____ GRADE LEVEL _____

SEMINAR NUMBER: _____ (Please see list above)

List additional registrants on a copy of this form

SCHOOL NAME _____

SCHOOL MAILING ADDRESS _____

CITY & STATE _____ ZIP CODE _____

SCHOOL PHONE NUMBER _____ HOME PHONE NUMBER _____

() ()

Registration confirmations and login details are sent via e-mail

E-MAIL ADDRESS (**REQUIRED** FOR EACH REGISTRANT) _____

HOME MAILING ADDRESS _____

CITY & STATE _____ ZIP CODE _____

IMPORTANT – PRIORITY ID CODE: **EBLM3W1**

METHOD OF PAYMENT – Team Discount Available


The registration fee is \$279 per person,
for teams of three or more registering at the same time, the fee is \$259
per person. **Payment is due prior to the program.** No cash, please.

- A check (payable to **Bureau of Education & Research**) is attached
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FIVE EASY WAYS TO REGISTER:

 **REGISTER ONLINE** at: www.ber.org

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 **PHONE toll-free:** **1-800-735-3503**
(Weekdays 5:30 am - 5:00 pm Pacific Time)

 **FAX this form to:** **1-425-453-1134**

 **MAIL this form to:** **Bureau of Education & Research**
915 118th Avenue SE • PO Box 96068
Bellevue, WA 98009-9668

Program Hours

All **Live Online Seminars** are scheduled 9:00 AM – 3:30 PM in the time zone indicated. Check in 15 minutes prior. Registrants will be sent login information by email four days before their Live Online Seminar.

Fee

The registration fee is \$279 per person, \$259 per person for groups of three or more registering at the same time. Call us at 1-800-735-3503 for groups of ten or more. **Payment is due prior to the program.**

Fee includes seminar registration, a certificate of participation and an extensive digital resource handbook. The fee is the same for Live Online Seminars or Recorded Seminars.

Cancellation/Substitutions

100% of your paid registration fee will be refunded if you can't attend and notify us at least 10 days before the seminar. Late cancellations made prior to the event date will be refunded less a \$15 service fee. Substitutions may be made at any time without charge.

Program Guarantee

We stand behind the high quality of our programs by providing the following unconditional guarantee: If you are not satisfied with this program, we'll give you a 100% refund of your registration fee.

Further Questions

Call the Bureau of Education & Research (800) 735-3503 or visit us online at www.ber.org. The Bureau is North America's leading presenter of PD training for professional educators. Programs are based on sound research, are highly practical in content and consistently receive excellent evaluations.



BLM3W1

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Includes an extensive digital Resource Handbook

Can't Attend Live? Order the Recorded Version
to access online at your convenience

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Enhance Student Media Literacy Skills In a Fake News World

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Teaching MEDIA LITERACY SKILLS in a Fake News World

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or Recorded Version



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Presented by

Kristen Mattson

Outstanding School Library Professor and Presenter

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