



Say It With Graphics

■ WHAT IS IT?

Maximum information, minimum time. Engaging posters explain news literacy and the First Amendment. [“Is This Story Share-worthy?”](#) one asks, with key questions to ask on quality, accuracy and fairness. Another helps users [“E.S.C.A.P.E. Junk News”](#) by considering Evidence, Source, Context, Audience, Purpose and Execution. The posters, aimed primarily at middle, high school and university students, come with notes for teachers.

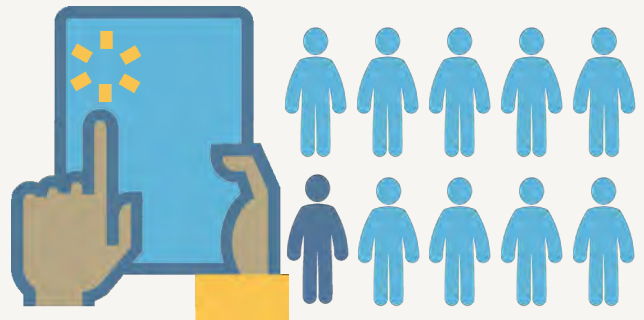


■ WHO'S BEHIND IT?

NewseumED, the education arm of the [Newseum](#) in Washington, D.C., produces the posters (and many other resources). NewseumED offers a [Media Literacy Booster Pack](#) that includes activity guides, posters and lesson plans. NewseumED is also the online home of the [Media Literacy Maven](#), with a series of videos that provide tips and ideas for navigating the news.

■ DOES IT WORK?

The posters are popular, downloaded nearly 10,000 times and shared widely. For example, the “Is It Share-worthy?” poster reached more than 630,000 in its first week and got 3,200 shares on Facebook. E.S.C.A.P.E. Junk News reached nearly 440,000 with 2,000 shares. [Nine in 10 teachers reported](#) that their students gain greater understanding of current (and historical) events through NewseumED resources.



■ HOW TO DO IT

[NewseumED](#) offers hundreds of free online resources -- “standards-aligned lesson plans, case studies and more.” Its work is supported by leading educators, including Esther Wojcicki, founder of the [Palo Alto High School Media Arts Center](#), who helped develop “Share-worthy” and other news literacy resources. You can [register](#) for free to receive unlimited access to resources on the NewseumED website.