



PARTNERSHIP FOR
21ST CENTURY SKILLS

**Request for Information Submission
Year 2**

Date Submitted

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Contact Information

Your Name: Frank Baker

Your Title: Media Educator

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Your Organization: n/a

Organization's Address: 1400 Pickens St. 5th Floor

City: Columbia

State: SC

Zip Code: 29211

Organization's URL: www.med.sc.edu/medialit

Existing Programs

Description: I maintain the Media Literacy Clearinghouse, www.med.sc.edu/medialit, a website designed to assist teachers in implementing media literacy in K-12. In 1999, I conducted the first national survey of state standards which found media literacy in most states. The results of this survey are posted on my site. I also conduct professional development workshops upon request by schools, districts or others, who wish to help bring their teachers up to speed on standards based media literacy, providing educators with easy ways to integrated media education into instruction,

Highlighted Examples

See my website, www.med.sc.edu/medialit which contains for example: Film Study Guide to TO KILL A MOCKINGBIRD; deconstructing tobacco ads; how TV toy commercials influence our kids, and lots of other original content...

Implementing ICT and/or Technology Literacy Requirements

See www.med.sc.edu/medialit

Terms Applicable to Initiative or Research

- Media Literacy