

BECAUSE ENGAGED YOUTH MATTERS!

This three-part series will celebrate the 2012 winners of the Colleen Willoughby Youth Civic Education Awards in Washington State and show you how you can be informed, get involved and take action in your community. For information about the upcoming 2013 awards program visit SeattleCityClub.org/youthawards.

BE INFORMED



YTech provides access to technology and skills training to teach young people to be producers of meaningful media content. YTech engages Seattle's youth in advocacy work, harnessing the power of media and technology to amplify their voices about the issues they care about most, such as youth violence, respectful relationships, healthy living and teen dating violence. YTech runs **PugetSoundOff.org**, which is funded by the City of Seattle to give youth a platform for thoughtful discussion, artistic expression, civic connections and community action. Follow YTech's success at youthdigitalmedia.com.

Media literacy

YTech has tips to help you to become a better media consumer by building your media literacy skills. Media literacy is the ability to access, analyze, evaluate and create media in a variety of forms. When consuming any piece of media content — TV show, video game, news article, advertisement, book — consider these five key concepts and questions.

Five key concepts of media literacy

1. All media messages are carefully crafted.
2. Media messages are constructed using creative techniques.
3. Different people experience the same media many ways.
4. Media have their own internal values and points of view.
5. Often, media messages are created and sent to gain profit and/or power.

Five key questions for deconstructing media

1. Who is the creator of this message?

2. What attention-getting, creative tactics are used?
3. What are some other ways people might interpret this message?
4. What value, lifestyles and points of view are portrayed, or left out, of this message?
5. Why did the creator send this message?

Try this:

Apply your media literacy skills by asking yourself these five questions about the last news article you read.

Information courtesy of YTech at the Metrocenter YMCA

Student Mock Election



The Mock Election, sponsored by the Office of the Secretary of State, gives students the opportunity to apply their media literacy skills. You can make your voice heard by participating in a mock election in November. The Washington state student Mock Election is held every year the week before national Election Day. Students may vote online through the week and are able to view results on Friday afternoon. Students in grades 6-12 vote on the measures and candidates that appear on the actual ballot voters use. Younger students vote on more age-appropriate versions of the ballot. Learn how you can participate in November at sos.wa.gov/elections/mock/.

Is that a fact?

When you locate reliable sources and are able to separate fact from opinion, you are becoming a critical consumer of information. A fact is a statement that can be proved true, while an opinion is a statement that shows how a person thinks or feels about something and cannot be proved true. Some sources go beyond simply stating opinions and actually use sophisticated techniques to persuade voters. Review the following techniques and campaigning terms below:

- **Bandwagon:** A cause or movement that is gaining popularity and support; to join in something only because it is fashionable or likely to be profitable.
- **Mudslinging:** To make malicious charges against an opponent.

- **Rhetoric:** Speech or writing that persuades or influences people.
- **Reliable source:** A person, organization or document that supplies accurate information or evidence.
- **Warm and fuzzy:** Candidates kissing babies, shaking hands with elderly voters, petting ponies on a farm — activities or images that make them seem like regular, friendly people.

Try this:

Find examples of the above vocabulary in campaign literature. How might the rhetoric be rewritten in more neutral language?

Information courtesy of Mock Election curriculum, Teaching Elections in Washington State

2013 Colleen Willoughby Youth Civic Education Awards

CityClub's
Youth Civic
Education
Awards

Call for Nominations

We're looking for youth civic education programs! CityClub is shining a spotlight on programs in Washington state, and we want you to apply.

Nominations for the 2013 Youth Civic Education Awards open April 1 and close June 24. Five winners will be selected and honored among peers and community leaders at a celebration in the fall. For eligibility and application information, visit SeattleCityClub.org/youthawards or call (206) 682-7395.

\$500
AWARD!



CityClub is a trusted place for civic conversation, inspiration and action, strengthening the civic health of our region. To learn more about CityClub, go to SeattleCityClub.org.

Program Sponsor:



To register for NIE, visit us at seattletimes.com/nie or call 206/652-6290.