

MEDIA DECODED

2024-2025 Fact Sheet + Project Progress

EXAMINE QUESTION INTERPRET EXPLAIN



PURPOSE

Media Decoded is a community and information literacy project aimed at providing resources for better understanding of how we process and interpret information. The student-led work focuses on providing an easy-to-digest process to help media consumers better understand messages — and get through the noise. All materials produced are provided free of charge. We encourage reuse and remixing of the content.

PROJECT NEED

Stockton, Calif. is considered a “news desert” with fewer reporters covering the city and San Joaquin County than 20 years ago. A misinformation website is now a core source of information for the county. We aim to increase media and information literacy.

SCOPE OF WORK

The project was funded by an \$18,640 grant from the **California Teachers Association Institute for Teaching** intended to bring innovative practices to the classroom. Work included actions from students and project faculty.

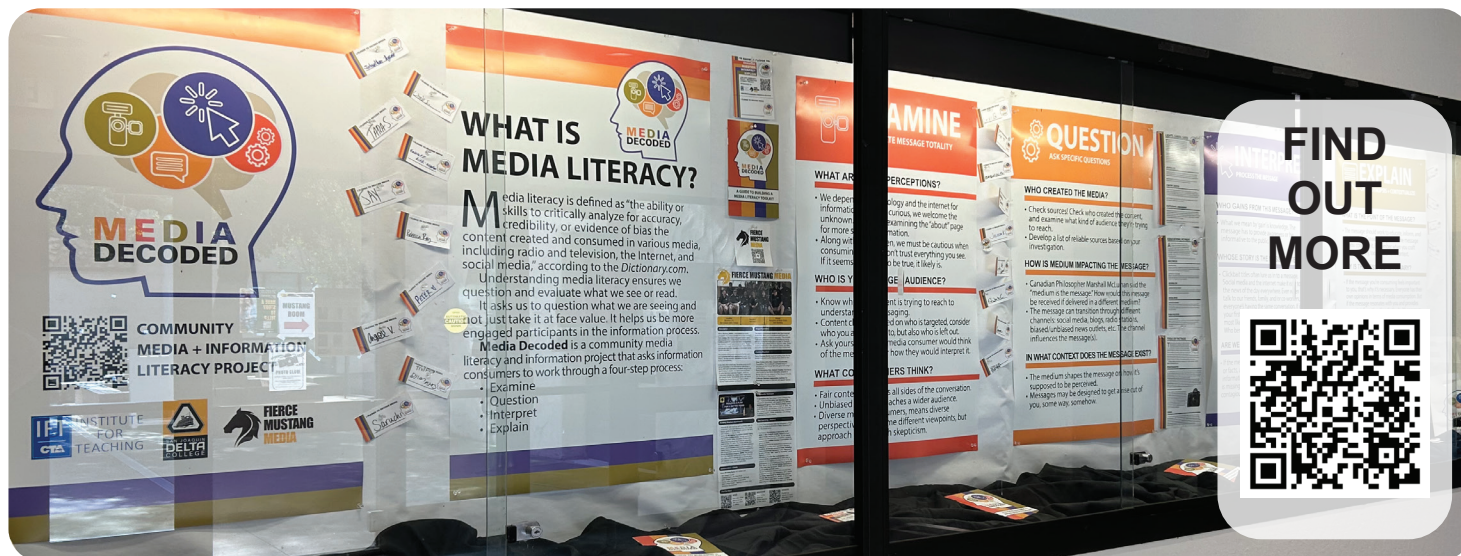
STUDENT RESPONSIBILITIES

- Development of four-step plan for media literacy: Examine, Interpret, Question, and Explain
- Develop media literacy resources, including pocket guide, media literacy one-page fliers (educational pathways, careers, equipment)
- Creation of slide presentations for kindergarten through adult-student lessons in media literacy
- Development of free, public handout materials including a media literacy guide and activity booklet

FACULTY RESPONSIBILITIES

- Development of curriculum for instruction in conjunction with student creative projects
- Supervision of student work and projects





PUBLIC EVENTS

Media Literacy Researchers + Ambassadors presented information at the following public events held on the Delta College campus (includes estimated reach of reach event):

- **DINNER + DEMOCRACY (OCT. 2024):** 100
- **FIERCE'S FALL FEST IN CTE LAND (Oct. 2024):** 6,000
- **DELTA COLLEGE DIGITAL MEDIA FILM FESTIVAL (DEC. 2025):** 200
- **PULITZER ON THE ROAD (FEB. 2025):** 250
- **STUDENT PRESS FREEDOM DAY (FEB. 2025):** 300
- **ARTS + MULTIMEDIA EXTRAVAGANZA (MAY 2025):** 300



PROJECT REACH

1,000	10+	1
Media Literacy Guides Printed	Creatives for Free Public Use	Public Pledge Card Display
7,150	350	6
Estimated Reach of Public Events	Media Literacy Pledges	Public Event Tabling Sessions

WHAT'S NEXT

Understanding the importance of the project, the student media groups will continue the work into the 2025-2026 school year. The push will be to move **Media Literacy Researcher** on to **Media Literacy Ambassadors** and into local classroom spaces across San Joaquin County.

The funding has seeded greater work on this effort.

FUNDING SOURCE + SPONSORS



The Collegian

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