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MISSION

As we move into the 21st century, it is clear that we live in the most heavily mediated society in world history. Powerful new digital tools—social media, the Internet, print, radio, television—can bring a rich diversity of information into every home and school. Yet just a few multinational corporations (Big Media) own much of the media that shape our 21st century culture. Independently-funded media education plays a crucial role in challenging Big Media’s monopoly over our culture, helping to move our world toward a more just, democratic, and sustainable future.

Free of any funding from Big Media, ACME is an emerging SmartMediaEducation network, a global coalition run by and for media educators that champions a three-part mission:

1. Teaching media education knowledge and skills—through keynotes, trainings, and conferences—in classrooms and communities to foster more critical media consumption and more active participation in our democracy.
2. Supporting media reform. No matter what one’s cause, media reform is crucial for the success of that cause, and since only those who are media-educated support media reform, media education must be a top priority for all citizens and activists.
3. Democratizing our media system through education and activism.

TESTIMONIALS



“With students spending 6 to 9 hours in front of a screen with entertainment media, far surpassing the amount of hours they spend in school, it is more critical than ever that we develop the skills young people need to critically examine media. ACME’s approach to media education should be an integral part of every school curriculum.”

— Margo Austin Med LADC,
Student Assistance Program (SAP) Counselor

“Media are like the air we breathe. ACME’s work with media education is about the key task of making us see more critically this omnipresent reality.”

— Bill McKibben,
environmentalist and author



“ACME’s independent and critical approach to media education is an essential part of re-creating a 21st century news and journalism culture that is less censored, more participatory, and more democratic.”

— Dr. Peter Phillips,
author, researcher, scholar,
and executive director of
Project Censored

“Media literacy is so dangerous to media corporations that they have moved to hijack the movement as it builds momentum. ACME’s formation and launch represents a vital alternative to corporate-friendly media education.”

— Dr. Sut Jhally,
author, researcher, scholar,
filmmaker, and founder of the
Media Education Foundation



“As the online media environment becomes more ‘personalized,’ commercial interests literally choose the news, information, opinion, and products we have access to. ACME’s approach to media education helps us understand that these choices are being made for us in the name of profit—not democracy. Armed with this knowledge, we can insist on public access to all kinds of information, media production, and distribution. Otherwise our hands are tied and our communities are doomed.”

— Lauren-Glenn Davitian, CCTV executive director