

Teaching MEDIA LITERACY SKILLS in a Fake News World



A Unique One-Day Live Online Seminar Presented by

Kristen Mattson

Outstanding School Library Expert and National Presenter

Specifically Designed for School Librarians/Media Specialists, Social Studies Teachers, English/Language Arts Teachers and Library Aides Serving Grades K-12

Practical strategies to help students effectively navigate diverse media resources for **accurate, up-to-date, factual information**

Proven methods for teaching essential media literacy skills while avoiding heated or uncomfortable discussions

Innovative approaches for relevant and timely learning that builds media literacy skills that can be utilized across the curriculum

Receive an extensive digital resource handbook with practical strategies and resources

LIVE ONLINE SEMINARS

October 26

9 AM Eastern, 8 AM Central,
7 AM Mountain, 6 AM Pacific

November 5

9 AM Central, 8 AM Mountain,
7 AM Pacific, 10 AM Eastern

CEUs and Graduate Credit Available
See page 6 for details

CAN'T ATTEND?

Order the recorded version
and take the seminar online at
your convenience (see page 6)

*"So much
great content!"*

— KATHY SKRAUSE, LIBRARIAN

Ten Key Benefits of Attending

"Dr. Mattson was terrific! She is so knowledgeable and made this session go quickly."

– ANN HAZLEY,
LIBRARY MEDIA SPECIALIST



Who Should Attend

School Librarians/Media Specialists, English/ Language Arts Teachers, Social Studies Teachers, and Library Aides Serving Grades K-12

1. Unpack the Term Fake News

Help students recognize that misinformation, disinformation, and malinformation exist on a continuum and that we cannot simply categorize information as 'fake' or 'real', 'AI' or 'Not AI'

2. Make the Connection Between Social and Emotional Learning and Media Literacy

Help students understand the role their feelings, experiences, and biases play in the media landscape ... Learn how audiences are part of the information equation and how to better navigate media

3. Better Understand How the Internet Impacts Media Consumption

Discover how the dynamic process of reading is impacted by "likes", comments, shares, app design and algorithms ... Learn how all play an important role in our digital diets

4. Incorporate Media Literacy Lessons Into Any Content Area

It doesn't need to be "one more thing" added to your plate ... Learn strategies for helping students critically question the materials that are already part of your curriculum

5. Ditch Outdated Methods of Fact Checking

Learn best practices for verifying the information we see online ... Find out which of our traditional methods have failed miserably and what to do instead

6. Best Curricular Resources to Bring More Media Literacy to Your Classroom

You do not need to reinvent the wheel ... Amazing, ready to use resources that exist to support teachers in all grade levels

7. Understand Key Concepts and Questions

More easily incorporate media literacy in your classroom ... Better understand the concepts and questions needed to be more successful

8. Utilize Questioning to Increase Critical Thinking

Learn classroom-proven methods for questioning that position students in the center of their learning and encourage deep discovery and reflection

9. Navigate Difficult Conversations

Learn strategies for leading media discussions that are more productive, civil, safe, and factual

10. Receive an Extensive Digital Resource Handbook

Each participant will receive an extensive digital resource handbook with detailed descriptions of the practical applications and helpful resources presented during the seminar

Outstanding Strategies You Can Use Immediately

What You Will Learn ...

- Various types of **misinformation, disinformation, and malinformation** so you are better prepared to spot them and help your students do the same
- **Techniques and digital tools** to aid in fact checking
- How to **recognize your own biases** in news consumption, lesson design, and classroom conversations around media
- **Key concepts and vocabulary around** media and media literacy
- **Motivations behind misinformation** and key tools and tactics used to help it spread
- How **information triggers emotion** and emotion triggers action
- Key factors that impact critical thinking when **accessing information on a mobile device**
- How to **“hack” your learning targets, questions, teaching materials, and assessments** to ensure media literacy is integrated into your content area meaningfully
- **Strategies for reading and researching horizontally and vertically** to assess the accuracy of media information
- **Proven ways to talk about critical issues** around media both safely and responsibly
- The **best professional development resources** to help you continue your learning after the seminar



"Excellent program!"

– JENNIFER LEMKE, SCHOOL LIBRARY MEDIA SPECIALIST

Practical Ideas and Strategies

We all know the role misleading claims, fake news, and false statements play in our society, so how do we incorporate learning about them in our classrooms without chaos, outbursts, or angry parent phone calls? How do we understand the art and science behind what our media organizations do to increase likes and clicks? How can we teach about bias without our own bias seeping through? In this timely seminar, award-winning school librarian **KRISTEN MATTSON** will help you better understand how and why media plays such a critical role in all of our lives. You'll learn proven ways to more effectively teach critical media literacy skills in your classrooms and libraries, so you are better equipped to lead your students through savvy dissections and informed discussions. **You'll leave this seminar with an abundance of timely, proven ways to help your students assess diverse media sources enabling them to make decisions and formulate opinions based on factual, accurate and up to date information.**



A Message From Seminar Leader, Kristen Mattson



Uniquely Qualified Instructor

As an experienced school librarian, **KRISTEN MATTSON** has had many opportunities to work with a wide range of students, teachers and librarians. A sought-after conference presenter on a variety of school library topics, Kristen encourages librarians to make libraries student-centered, collaborative environments where students are enabled to be strong readers and users of information. She is the author of *Teaching MEDIA LITERACY SKILLS in a Fake News World*, the extensive digital resource handbook each participant will receive at the seminar. Kristen's presentations are energizing, relevant, and equipped with a wealth of practical plans and resources ready for immediate implementation!

Dear Colleague:

I became an educator 22 years ago because I believed in the voice of our students. But in recent years, it has become alarmingly common for my students to use their voices armed with inaccurate information. While research and media literacy have always played an important role in my classroom and library, it has become increasingly important that our practices must evolve with the media which has become partisan, click baiting, and often driven by social media.

It's been my experience that many teachers and librarians feel unprepared to explore these topics because of the potential conflict that could arise, but I have found that with the right approaches, we can have productive, analytical, respectful conversations about what is in the news, how it is written, and why.

My goal in this seminar is to show you the "how and why" media is created and help you feel confident with implementing meaningful and impactful media literacy strategies. Our students expect that if something is important, we will address it in our classrooms and libraries. They trust us. After attending this seminar, I hope that you will have greater trust in yourself in providing excellent resources and using these strategies with your students.

I look forward to meeting you at the seminar.

Sincerely,

Kristen Mattson

P.S. Teaching research and media literacy is an act of citizenship and I am grateful to share **proven ways** to help you and your students on this journey!

"My goal in this seminar is to show you the 'how and why' media is created and help you feel confident with implementing meaningful and impactful media literacy strategies."



What Your Colleagues Say About Kristen Mattson

*"Dr. Mattson **covered a wide span of topics and supplied a variety of high quality resources that I can put to use immediately!** Thank you for the time and thoughtfulness put into helping librarians stay relevant. It is not easy to keep up with all that is changing in our world, for teachers or students, and these resources and activities will help our students develop and practice the skills they need."*

– Alyssa Eisner, School Library Media Specialist

*"So many great resources and ready-to-use ideas! It will take me some time to digest all of it but it **really has my mind thinking of new ways to work with students and faculty.**"*

– Debbie Hubler, Library Media Specialist

"SOOOO many resources!"

– Jenna Moore, Media Specialist

*"**GREAT, GREAT seminar!** I will be recommending this BER seminar to anyone who wants a great overview of Media Literacy!"*

– AnnMarie Jenkins, School Librarian



About BER Seminars

Outstanding Instructors

All programs are led by outstanding, top-rated BER national trainers.

Extensive Digital Resource Handbook

You'll receive an extensive digital Resource Handbook full of practical strategies and resources.

Highly Interactive

You'll be able to ask questions, consult with the instructor, and share ideas with other participants.

Program Guarantee

As we have for 49 years, we guarantee the high quality of our programs. If you are not satisfied, we'll give you a 100% refund.

Special Benefits of Attending



*"Funny, dynamic,
relatable ...
Walking away
with ideas I can
implement tomorrow!"*

– ADAM DYCHE,
HIGH SCHOOL TEACHER

On-Site Training

Most BER seminars can be brought to your school or district in-person or online. See the options at www.ber.org/onsite or call 877-857-8964 to speak to one of our On-Site Training Consultants.

Extensive Digital Resource Handbook

Each participant will receive an extensive digital resource handbook giving you access to countless strategies. The handbook includes:

- Lesson plans and ideas to immediately implement in your classroom and library
- Examples of misleading and accurate information side by side
- Lists of digital resources for you to access after the seminar

Share Ideas with Other Educators

This seminar provides a wonderful opportunity for participants to meet and share ideas with other educators interested in strengthening their media literacy program.

Consultation Available

Kristen Mattson will be available for consultation regarding your questions and the unique needs of your own program.

Meet Inservice Requirements / Earn State CEUs

Participants of Live Online Seminars and those completing the Recorded Version online can receive a certificate of participation that may be used to verify five continuing education hours. For details about state CEUs available, visit www.ber.org/ceus

Earn One to Four Graduate Semester Credits



University of
Massachusetts
Global
A nonprofit
affiliate

Up to four graduate-level professional development credits are available with an additional fee and completion of follow up practicum activities. Details may be found at www.ber.org/credit

Can't Attend?

Other Professional Development Options:



Recorded Version of the Seminar

Order the recorded version of this seminar to take online at your convenience. You'll have 90-day access to the entire course and to the extensive digital resource handbook. To enroll, see registration form on page 7, and for optional CEUs and graduate credit, please visit www.ber.org/credit



Related On-Demand Online Courses

Related On-Demand Video-Based Online Learning courses, *School Library Tips, Tools and Timesavers*, for Grades K-12, and *Teaching Media Literacy Skills in a Fake News World*, Grades K-12, and other Media Literacy related courses are available for immediate registration. To enroll, visit www.ber.org/online

Teaching MEDIA LITERACY SKILLS in a Fake News World

Registration (BLM7F1)

- ☐ 1. **October 26, 2026** (Start time: 9 AM Eastern)
☐ 2. **November 5, 2026** (Start time: 9 AM Central)
—or—
☐ 3. **I'd like to order the recorded version of this seminar**

FIRST NAME M.I. LAST NAME

POSITION, SUBJECT TAUGHT GRADE LEVEL

SEMINAR NUMBER: _____ (Please see list above)

List additional registrants on a copy of this form

SCHOOL NAME

SCHOOL MAILING ADDRESS

CITY & STATE ZIP CODE

SCHOOL PHONE NUMBER HOME PHONE NUMBER

() ()

Registration confirmations and login details are sent via e-mail

E-MAIL ADDRESS (REQUIRED FOR EACH REGISTRANT)

HOME MAILING ADDRESS

CITY & STATE ZIP CODE

IMPORTANT – PRIORITY ID CODE: EBLM7F1

METHOD OF PAYMENT – Team Discount Available

The registration fee is \$295 per person, for teams of three or more registering at the same time, the fee is \$275 per person. **Payment is due prior to the program.** No cash, please.

- ☐ A check (payable to **Bureau of Education & Research**) is attached
☐ A purchase order is attached, P.O. # _____
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FIVE EASY WAYS TO REGISTER:



SCAN QR code or visit:
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(Weekdays 5:30 am - 5:00 pm Pacific Time)



FAX this form to: **1-425-453-1134**



MAIL this form to: **Bureau of Education & Research**
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Program Hours

All Live Online Seminars are scheduled 9:00 AM – 3:30 PM in the time zone indicated. Check in 15 minutes prior. Registrants will be sent login information by email four days before their Live Online Seminar.

Fee

The registration fee is \$295 per person, \$275 per person for groups of three or more registering at the same time. Call us at 800-735-3503 for groups of ten or more. **Payment is due prior to the program.** Fee includes seminar registration, a certificate of participation and an extensive digital resource handbook. The fee is the same for Live Online Seminars or Recorded Seminars.

WA residents: visit www.dor.wa.gov/TaxRateLookup to find your required WA sales tax rate.

Cancellation/Substitutions

100% of your paid registration fee will be refunded if you can't attend and notify us at least 10 days before the seminar. Late cancellations made prior to the event date will be refunded less a \$15 service fee. Substitutions may be made at any time without charge.

Program Guarantee

We stand behind the high quality of our programs by providing the following unconditional guarantee: If you are not satisfied with this program, we'll give you a 100% refund of your registration fee.

Further Questions

Call the Bureau of Education & Research (800) 735-3503 or visit us online at www.ber.org



BLM7F1

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An outstanding one-day Live Online Seminar

Includes an extensive digital Resource Handbook

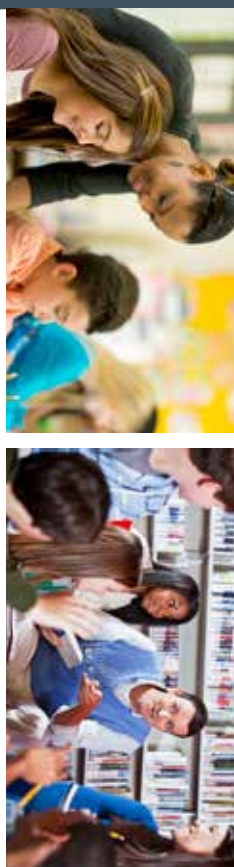
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Enhance Student Media Literacy Skills in a Fake News World

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Teaching MEDIA LITERACY SKILLS in a Fake News World

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Recorded Version

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(Or Order a Recorded Version to Access Online at Your Convenience)**

Presented by

Kristen Mattson

Outstanding School Library Expert and Presenter

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