



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 4/4/2017
Agenda Placement: 11A

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Nancy Johnson - Director
Housing and Intergovernmental Affairs
REPORT BY: Michael Karath, Staff Assistant - BOS - 299-1477
SUBJECT: Support for SB 135 (Dodd) - Media Literacy in Public Schools

RECOMMENDATION

County Executive Officer on behalf of the Legislative Subcommittee seeks approval of and authorization for the Chair to communicate to the Legislature and pertinent parties support for SB 135 (Dodd), a bill that would require the State Board of Education to ensure that media literacy is integrated into social science curricula. (Unanimous vote required)

EXECUTIVE SUMMARY

In the 2016 presidential election, the ascendance and prevalence of "fake news" garnered national attention with false and misleading stories from hoax websites outperforming actual news stories in terms of social media engagement. Nearly two-thirds of American adults use social networking sites, and social media usage is ubiquitous among the youngest adults, with over 90 percent of young adults using social media.

This flood of fake and misleading content can make it difficult for the public to differentiate between reputable news sources and false or misleading claims that may influence their voting. Citizens knowing the difference between fake and real news is vital to our democracy.

Senate Bill 135 (Dodd) requires the State Board of Education to include media literacy in the next revision of instructional materials or curriculum frameworks in social sciences for grades 1 to 12. The bill requires the State Department of Education to make available on its Internet web site a list of resources and materials on media literacy and to ensure that media literacy training opportunities are made available for use in professional development programs for teachers.

California State Association of Counties: no position
Rural County Representatives of California: no position

PROCEDURAL REQUIREMENTS

1. Staff reports.
2. Public comments.
3. Motion, second, discussion and vote on the item.

FISCAL IMPACT

Is there a Fiscal Impact? No

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

SB 135 requires the State Board of Education, in the next revision of instructional materials or curriculum frameworks in social sciences for grades 1 to 12, to include media literacy.

The bill requires the State Department of Education to make available on its Internet web site a list of resources and materials on media literacy and to ensure that media literacy training opportunities are made available for use in professional development programs for teachers.

Nearly two-thirds of American adults use social networking sites, and social media usage is ubiquitous among the youngest adults, with over 90 percent of young adults using social media. The social implications of technological development are pervasive, and the reach and influence of digital media platforms will continue to evolve and expand. The prevalence of "fake news" garnered national attention in the recent presidential election, where false and misleading stories from hoax websites outperformed actual news stories in terms of social media engagement. This flood of content can make it difficult for the public to differentiate between reputable news sources and false or misleading claims. The practice of advertisements masquerading as news has also seen an increase in recent years. A recent Stanford study shows 82 percent of middle school students struggle to distinguish advertisements from news stories. It is important that California's educational standards reflect the need for increased media literacy, so that young adults have the ability to analyze and evaluate information consumed from countless media outlets.

California State Association of Counties: no position
Rural County Representatives of California: no position

SUPPORTING DOCUMENTS

A . SB 135 Media Literacy

CEO Recommendation: Approve

Reviewed By: Gladys Coil