



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 2/5/2018

Agenda Placement: 7A

Napa County Legislative Subcommittee Board Agenda Letter

TO: Napa County Legislative Subcommittee
FROM: Molly Rattigan for Minh Tran - County Executive Officer
County Executive Office
REPORT BY: Michael Karath, Staff Assistant - BOS - 299-1477
SUBJECT: SB 830 (Dodd) - Media Literacy

RECOMMENDATION

County Executive Officer seeks discussion and possible action on SB 830 (Dodd), a bill requiring the State Board of Education to ensure that a model curriculum for media- related literacy education is developed and adopted for social science curricula.

EXECUTIVE SUMMARY

SB 830 (Dodd) requires the State Board of Education to adopt a model curriculum for media literacy education for social science courses in kindergarten and grades 1 through 12.

The bill requires the State Department of Education to make available on its website 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.

This bill is a near duplicate of Senator Dodd's SB 135 media literacy bill that was filed last year and supported by the Napa County Board of Supervisors.

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

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.

Social media is a prime source for propagating fake news. 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.

SB 830 seeks to educate public school students to differentiate real from fake news and become more informed citizens, leading to a healthy electorate and healthy democracy.

SB 830 is a near duplicate with minor language changes of Senator Dodd's SB 135 media literacy bill that was filed last year and supported by the Napa County Board of Supervisors and Congressman Mike Thompson (D-CA). Neither California State Association of Counties nor Rural County Representatives of California have taken a position on SB 135 or SB 830.

Supporters of SB 830 include:

Common Sense Kids Action (sponsor)
Center for Media Literacy
Lieutenant Governor Gavin Newsom

SUPPORTING DOCUMENTS

A . SB 830

Recommendation: Approve

Reviewed By: Molly Rattigan