

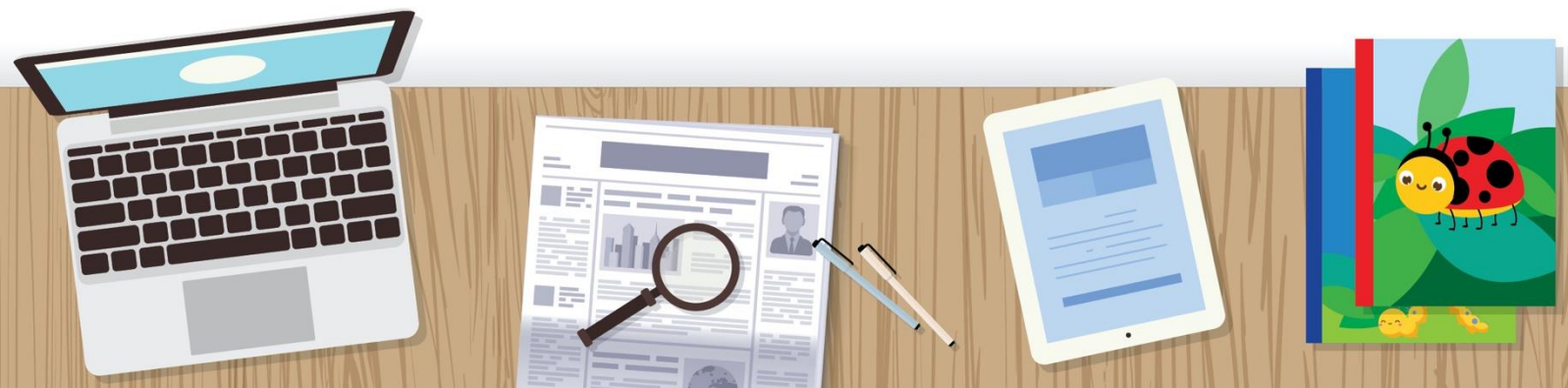
#LookToLibraries

MEDIA MENTORING

Look to a children's library professional for...

- **help finding excellent resources**
 - Print, digital, analog, you name it! Children's library professionals can help **connect children with information** that will **spark their curiosity** and satisfy their **quest for knowledge**.
 - Children's library professionals are **uniquely trained to consider a range** of resources that span from **print books** to **film to in-person programming** to keep children engaged.
 - Children's library professionals are **trained to evaluate content** intended for children. **Members of ALSC** use this expertise to select high-quality **books, recordings** and **apps** designated to receive ALSC awards and honors each year.
 - **ALSC Book and Media Awards:**
<http://www.ala.org/alsc/awardsgrants/bookmedia>
- **modeling safe and effective digital device use**
 - From **privacy and security concerns** to **in-app purchases and advertising**, children's library professionals are knowledgeable on topics parents/caregivers should consider when using **digital devices with their children**.
- **objective suggestions on creating a family media plan**
 - Children's library professionals can **help families think about resources** and **opportunities** to **mold a realistic plan** for **media use** that fits an individual family's lifestyle and needs.

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- The **American Academy of Pediatrics** has online resources for creating a Family Media Plan:
<https://www.healthychildren.org/English/media/Pages/default.aspx#home>
- Children’s library professionals encourage families to think about the “Three C’s” of **content, context**, and the **child** when considering media and its use.
 - The **Three C’s** were coined by Lisa Guernsey and Michael Levine, authors of *Tap, Click, Read: Growing Readers in a World of Screens*
- **methods of locating trustworthy information and developing media literacy**
 - Children’s library professionals can **help children develop media literacy**, which is “the ability to access, analyze, evaluate, create, and act using all forms of communication,” as defined by the National Association for Media Literacy Education (NAMLE).

RESOURCES:

Haines, Claudia, and Cen Campbell. 2016. [*Becoming A Media Mentor*](#). ALA Editions, an Imprint of the American Library Association.

Herdzina, J. & Lauricella, A. R. (2020). [*Media Literacy in Early Childhood Report*](#). Chicago, IL. Technology in Early Childhood (TEC) Center, Erikson Institute.

