





**FOR IMMEDIATE RELEASE CONTACT:** [NAME]

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**WQED Multimedia and iQsmartparent Present a**

 **Special, Live National Webcast**

**"Media Literacy for the 21st Century: We Are All Journalists Now."**

**WQED’s nationally-distributed television program *iQ: smartparent* comes to the web with a special one-hour live webcast on March 2, 2018 at 11:30am EST. The title of this episode is "Media Literacy for the 21st Century: We Are All Journalists Now."**

**The episode is available at** [**www.iqsmartparent.org**](http://www.iqsmartparent.org)**/webcasts beginning at 11:30am EST on March 2.**

Viewers will be able to submit questions for the panel through social media and have those questions answered live during the program, and people also can submit questions in advance through social media.

What is the future and fate of journalism – and our democracy – now that technology gives every citizen the chance to be his or her own broadcast tower?

In this chaotic and saturated 21st century media landscape, every citizen needs the skills of a well-trained journalist in order to be both a better consumer of media and a responsible creator of media.

This special one-hour live webcast will include regional and national experts who provide crucial information to help young people and adults develop critical thinking skills; learn how to authenticate information; improve accuracy and clarity in writing; and distinguish the different types of information they encounter on the internet and in the news media.

The program’s panel of experts and educators also will discuss and debate challenges facing the media industry in the current politically charged and partisan atmosphere in our country; and they will debate ways to counter “journalism of affirmation,” a political media strategy that attracts viewers by cherry-picking information and propaganda that affirms the biases and pre-conceived notions of its audiences.

Viewers will be able to submit questions for the panel through social media and have those questions answered live during the program. WQED Multimedia also will provide customizable marketing/promotion materials and Discussion Guides for groups to hold off-site Watch Parties and town hall meetings.

Panel guest for this episode is **Barbara McCormack**, vice president of education at the Newseum Institute in Washington, DC. As part of the founding staff when the Newseum opened in 1997, Barbara established the education department when the Newseum moved to Pennsylvania Avenue in 2008. She leads the team responsible for extending and enriching the museum experience for learners of all ages, with a reach of more than 1.5 million students each year through on-site and online programming and resources.

**About *iQ: smartparent***

WQED launched *iQ: smartparent* in 2013 in response to a [research study of parents](http://www.wqed.org/smartparent) who expressed their desire to build their confidence with educational, 21st century media and expand their capacity for co-learning with their digitally savvy children. Today, *iQ: smartparent* airs in more than 70 markets around the country and is distributed by American Public Television (APT). Through the five seasons of the series and a robust online community, *iQ: smartparent* has equipped parents and caregivers with tools and resources to aid their understanding and use of digital media and technologies for learning.

**About APT**

[American Public Television](file:///%5C%5C192.168.200.21%5CCommunication%5CAPT%20Boilerplate%5CAPTonline.org) (APT) has been the leading syndicator of high-quality, top-rated programming to the nation’s public television stations since 1961. For more than 10 years, APT has annually distributed one-third or more of the top 100 highest-rated public television titles in the U.S. Among its 250 new program titles per year, APT programs include prominent documentaries, news and current affairs programs, dramas, how-to programs, children’s series and classic movies. *AfroPoP, America’s Test Kitchen From Cook’s Illustrated*, *Rick Steves’ Europe*, *Front and Center*, *Doc Martin*, *Nightly Business Report*, *Midsomer Murders*, *Vera*, *NHK Newsline*, *Lidia’s Kitchen*, *Globe Trekker*, *Simply Ming*, and *P. Allen Smith’s Garden Home* join numerous documentaries and performance programs popular with public television viewers. APT licenses programs internationally through its [APT Worldwide](http://aptww.org/) service. Now in its 11th year, [Create® TV](file:///%5C%5C192.168.200.21%5CCommunication%5CAPT%20Boilerplate%5CCreateTV.com) — featuring the best of public television's lifestyle programming — is distributed by American Public Television. APT also distributes [WORLD](file:///%5C%5C192.168.200.21%5CCommunication%5CAPT%20Boilerplate%5Cworldchannel.org)™, public television’s premier news, science and documentary channel. To find out more about APT’s programs and services, visit [APTonline.org](file:///%5C%5C192.168.200.21%5CCommunication%5CAPT%20Boilerplate%5CAPTonline.org).

**About WQED**

WQED changes lives by creating and sharing outstanding public media that educates, entertains, and inspires. It is the parent company of WQED-TV (PBS); WQED World; WQED Create; WQED Showcase; WQED PBS KIDS Channel; Classical WQED-FM 89.3/Pittsburgh; Classical WQEJ-FM 89.7/Johnstown; the Pittsburgh Concert Channel at WQED-HD2 (89.3-2FM) and online at [www.wqed.org/fm](http://www.wqed.org/fm); local and national television and radio productions; WQED Interactive ([www.wqed.org](http://www.wqed.org)) and iQ: smartmedia, WQED’s Educational initiative ([www.wqed.org/edu](http://www.wqed.org/edu)).

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