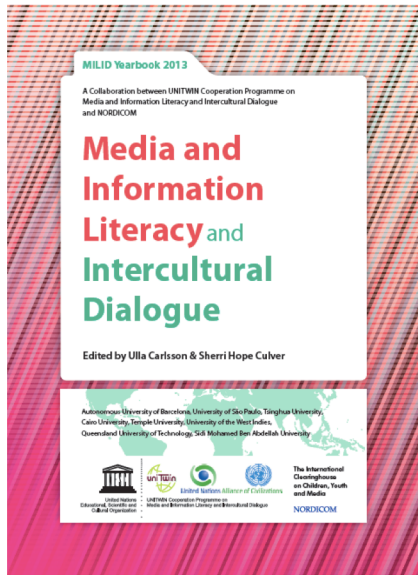


8 Steps to transforming your city into an MIL City

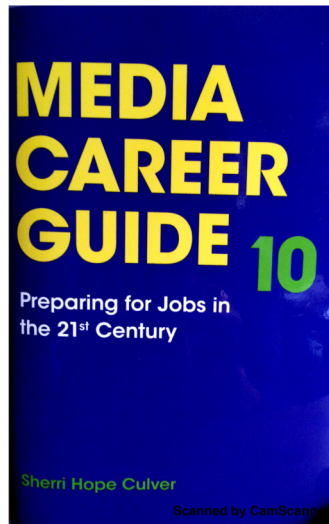
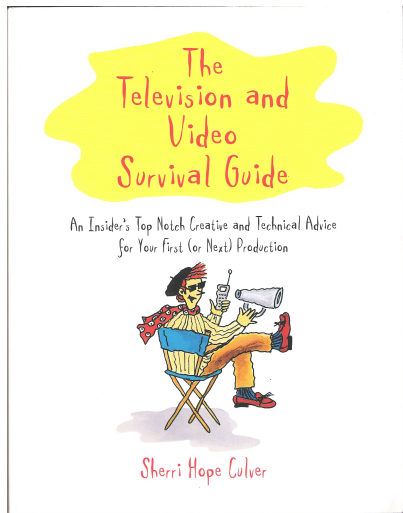


Sherri Hope Culver
Center for Media & Information Literacy
Temple University
@sherrihope1





NATIONAL ASSOCIATION FOR
MEDIA LITERACY EDUCATION



GAPMIL
GLOBAL ALLIANCE FOR PARTNERSHIPS
ON MEDIA AND INFORMATION LITERACY



United Nations
Educational, Scientific and
Cultural Organization



UNITWIN Cooperation Programme on
Media and Information Literacy and Intercultural Dialogue



United Nations Alliance of Civilizations



A nighttime photograph of Philadelphia's skyline. In the center foreground, the Independence Hall clock tower is brightly lit with a yellow glow. Behind it, several modern skyscrapers are illuminated with blue and white lights, including the Comcast Center and the One Liberty Place. The sky is a deep blue with a hint of orange from the setting or rising sun. The overall scene is a vibrant display of urban architecture.

Philadelphia

City of Brotherly Love

The 8 Steps

Plan for the future

Build the excitement

Fill the toolbox

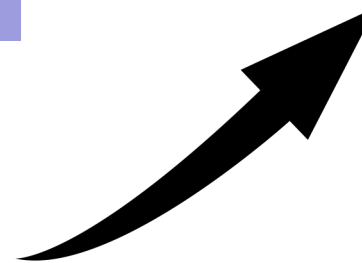
Engage & share

Place a line in the sand

Grow the rainbow

Align the vision

Assemble your dream team



Assemble your dream team

- Clarify leadership
- Include civic, NGO, education, government, arts, youth
- Make it easy to participate
- Assure diversity in age, gender, expertise, economics, race & ethnicity
- AND keep meetings brief



Align the vision

- Devote time at the start to come to agreement on what you will do, when & why





Grow the rainbow

- **Raise money**
- **Request donations**
- **Seek pro-bono help**
- **Find in-kind assistance**



Place a line in the sand

Finalize and agree on:

- **Dates**
- **Deliverables**
- **Timelines**
- **Accountability**

Engage and share

- Make it newsworthy, timely, visual, and relevant
- Always have the next element ready



Children's Media Career Symposium

Launch your career in children's TV, video games, apps, and more

Thursday, April 12., 5:30 - 8:30 p.m.
Annenberg Hall Atrium

COMPANIES INCLUDE:

- PBS Kids
- Sesame Workshop
- Dubit International
- Tinkercast
- Out of the Blue Productions
- Hispanic Telecommunications Network Corporation for Public Broadcasting
- Children's Media Association

Connect and learn from leaders in the industry. Refreshments will be served. Space is limited.

Register on Eventbrite at cmcsymposium.eventbrite.com

TEMPLE UNIVERSITY
Klein College of Media and Communication

The poster features a dark background with colorful, hand-drawn illustrations of a rocket, stars, planets, and a globe. The text is in a mix of white and yellow fonts, with some elements in a stylized, bubbly font.

Technically Philly

Fill the toolbox

Give your team the elements they need for success:

- Logos
- Website
- How-to manuals
- Photos
- Press release template
- Speakers



Build the excitement

Build a marketing plan:

- High & low tech
- Attract Influencers
- Mimic YouTubers & Instagrammers

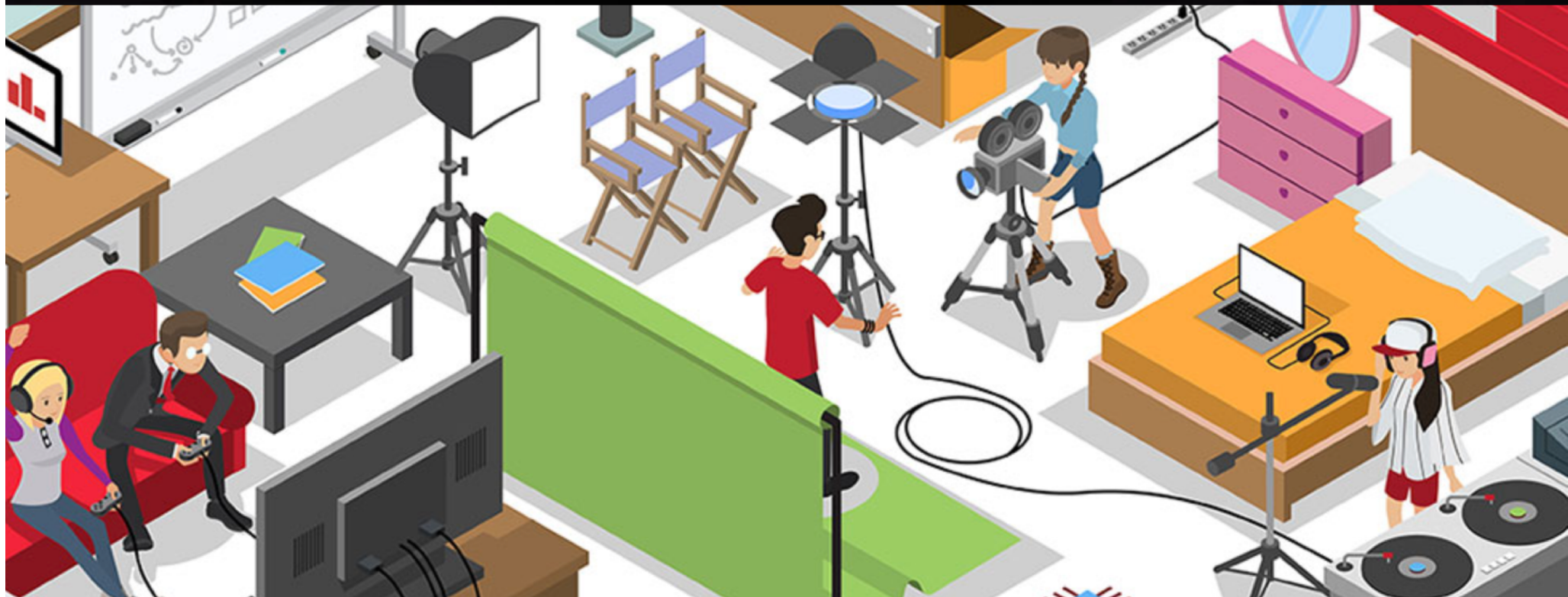
Woohoo!





Playbook for Creative Advertising

Use this guide for making expert YouTube videos people will watch, love and share.



Learn YouTube 24/7

Grow your channel with guided lessons and courses picked just for you.

Study with others

Join a boot camp and dive deep into a topic with other creators.

Watch our channel

Explore a library of original and curated content from YouTube's education gurus.

Build the excitement

HERO

- **Content that inspires**
- **Attracts browsers**
- **Create seasonal tentpoles**
- **Offer exciting moments**
- **Be attention-getting**

HUB

- **Content that is regular, engaging**
- **Attracts subscribers**
- **Offer episodic or multi-part content**
- **Stagger throughout the year**

HELP

- **Content that is relevant, informative**
Attracts searchers
- **Answer consumers questions**
- **Product tutorials**
- **How-to lessons**



Playbook for Creative Advertising

Use this guide for making expert YouTube videos people will watch, love and share.

The ABCD's of effective creative:

- **ATTRACT-** draw attention from the beginning
- **BRAND-** integrate your brand naturally and meaningfully
- **CONNECT:** connect with the viewer through emotion and storytelling
- **DIRECT:** clearly state what you want the viewer to do



**Get
Inspired!**

A light blue, stylized cloud graphic with a white outline and a soft drop shadow, containing the text "Get Inspired!" in a bold, red, sans-serif font.

Plan for the future

- **Celebrate successes**
- **Assess ups & downs**
- **Keep track of “next time we should...”**
- **Always have the next element ready to share**



The 8 Steps



Plan your future

Build the excitement

Fill the toolbox

Share to engage

Place a line in the sand

Grow the rainbow

Align the vision

Assemble your dream team

Many Thanks!



Sherri Hope Culver
Temple University
shculver@temple.edu
www.sherrihopeculver.com
@sherrihope1

CMIL
CENTER FOR MEDIA
AND INFORMATION LITERACY
www.centermil.org