



Why ACME?

We live in the most mediated society in history. Powerful media, print, radio, television, movies, video games, and the Internet, bring rich diversity into home, school and community, yet a small number of powerful transnational corporations own the media that shape our culture and politics. Often, they co-opt media education curricula. This threat demands reform. Reform necessitates media education.

Democracy, Health and Justice

"The problem we face with a hyper-commercial, profit-obsessed media system is that it does a lousy job of producing citizens in a democracy.

A solution is real media literacy education that doesn't just make people more informed consumers of commercial fare, but makes them understand how and why the media system works, so they may be critics, citizens and active participants.

This is the type of media education ACME is committed to doing."

Dr. Robert McChesney, author of *Rich Media, Poor Democracy*, *Our Media, Not Theirs* and *The Problem of the Media*

Independent Media Education

"Media literacy is so dangerous to media corporations that they have moved to hijack the movement as it builds momentum.

ACME is the organization that cannot be hijacked.

ACME's formation, therefore, is an important political moment."

Dr. Sut Jhally author, filmmaker, and founder of the Media Education Foundation



ACME

Committed to Education, Reform and Activism. Details on Reverse Page

Join us today!



ACME

ACTION COALITION FOR MEDIA EDUCATION

What is ACME?

ACME is a network of educators, students, health professionals, journalists, media-makers, parents, activists, and other citizens joined as a member-supported, independent, nonprofit coalition.

What does ACME do?

Using multimedia curricula and resources, ACME helps individuals and organizations gain the skills and knowledge to access, analyze, and produce a variety of independent media and, hopefully, work for media reform.

What is the problem?

Kaiser Family Foundation research reveals that the average American child spends about 38 hours per week with media devices, while the average U.S. home typically owns three televisions, three tape players, three radios, two VCRs, two CD players, one video game player and at least one computer. All are increasingly controlled by a handful of giant corporations.

The threat to democracy posed by pervasive media commercialization and consolidation is being challenged by an emerging national coalition, and ACME is a key partner in this coalition.

Systematic Approach

ACME offers a systematic "media literacy" approach to helping citizens understand and manage their media "consumption" and fight the media monopolization that impacts our economy, our democracy, our relationships, and our health.

ACME's Three-Part Solution

- Developing, distributing, reviewing, and promoting media-education curricula and initiatives that (a) encourage critical thinking and free expression, (b) examine our consolidated media system, and (c) inspire active civic participation in our democratic society;
- Promoting truly independent media-making (video, digital, print, radio, 'zine, blog, etc.) as a critical part of education and an essential component of a democratic society; and
- Supporting and linking media education with civic engagement at local and national levels while encouraging individuals to move away from cynicism and apathy, to engagement and civic activism.

Where is ACME?

Founded in 2002 in Albuquerque, N.M., ACME works with a continental network and local chapters in the United States and Canada. Collaboration occurs via the Internet, telephone, local meetings, public outreach, and continental Summits. ACME's board members abide by a code of ethics and are elected by dues-paying ACME members.

ACME's Support

Membership dues, individual donations, and grants support ACME. **ACME takes no money from Big Media corporations.** Much of ACME's work is carried on by volunteers able to appropriately leverage existing resources and relationships.

Why Join ACME Now?

Your \$50 ACME membership (\$25 seniors/students/limited income; \$100 organizations) supports independent media education and provides you with:

- **Resources:** Discounts on the purchase of dozens of multimedia teaching materials (DVDs, CD-ROMS, books, etc.).
- **Networking:** Participation in ACME conversations through our listserv, e-bulletin, web site, databases and "blog" resources.
- **Communication:** Automatic electronic subscription to BACME, our regular e-bulletin, featuring articles, links and valuable information about media education, independent production, and media reform efforts.
- **Civic Participation:** Join action groups and state, regional and local chapters (50% dues "recruitment rebate" to local chapters) that support media education, production, and reform.
- **Organization:** Discounts on ACME merchandise: bumper stickers, buttons and more. The right to use and distribute ACME curricula and materials.
- **Citizenship:** The opportunity to make a difference on behalf of our children, our culture, our media system, and our democracy.

Join us today!

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