



Media Experts in Schools





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Welcome to this guide to Young Citizens Media Experts in Schools programme. This leaflet contains an overview of the programme and explains how your business can take part.

If you'd like any further information, details about how to contact us can be found at the end of the leaflet.



About Young Citizens

Young Citizens helps young people become active, engaged and motivated citizens, who are able to contribute positively to their communities – whether those communities are local, national or global.

We believe that by helping young people play a full part in their communities, we can help strengthen democratic society. At a time when so many of our democratic institutions are under threat, our work is more important than ever.

Our work ranges from immersive learning projects where young people learn about the legal justice system to empowering children to take action on social issues they care about most. We also empower teachers and volunteering professionals with specialist training and resources for classroom delivery. All of our work has a single aim: to help young people be active citizens for life.


About Media Experts in Schools

As the world becomes increasingly digitalised, society's need for young people to be media literate becomes more and more pressing.

Media Experts in Schools partners businesses with local schools to enable communication professionals to improve young people's media literacy.

Over the course of a three hour workshop volunteers work with small groups of students, aged 13-14, to facilitate engaging activities. The session covers the evolution of media consumption, the rise of fake news and the regulation of the media.

This new programme offers young people a unique opportunity to learn about the media from people whose day-to-day is spent navigating and creating media content. It's a truly rewarding volunteering experience for professionals and is of enormous value to the young people who take part.



Media Experts in Schools is a skills-based volunteering opportunity that has a powerful, proven impact on the young people that take part. Covering topical issues that young people face in modern society - from fake news to media bias - this is an opportunity for your employees to use their expertise to make a real difference.

Students that took part stated they had developed the following skills

Analytical skills	Critical thinking	Communication
Confidence	Team working	Ability to interact with adults

How the programme makes a difference

99% of students stated they understood the concept of 'bias', compared to just 61% before the programme

100% of students stated that they felt confident that they could spot online advertising following participation

100% of teachers who observed the sessions said taking part had raised their students' aspirations

"I liked learning new things about the media - like how to spot fake news. And working in small groups meant we all got to talk" Yr.9 student, Swanlea School

"The best thing about this programme is that we feel confident we are making significant impact and it's a programme which answers a real need that young people have." Kirsty Christie, Head of Corporate Citizenship, FTI Consulting



By working in partnership with schools and businesses we can ensure that the next generation have the knowledge, the skills and the confidence that they need to become active and engaged members of our democracy.

We rely on the commitment and loyalty of thousands of skilled volunteers, sponsors and donors to help us make our unique impact to strengthening society.

Without your contribution we would not be able to provide our youngest citizens with the same breadth of reach or quality of experience.

Thank you for your support and making our shared vision a reality.

You might also like...

Legal Experts in Schools

This programme provides a unique opportunity for legal professionals to use their specialist skills and knowledge to volunteer in local schools. Over the course of six sessions, the lawyers use Young Citizens high quality resources to facilitate discussion and develop students' understanding and awareness of the law.

Economic Experts in Schools

This opportunity partners professionals with small groups of students to help them to understand the basics of economics and to see how a changing economic climate impacts them and the world they live in. Professionals use specially created resources to explore the potential implications of current events.

Bespoke Projects

We provide tailored education projects, designed to meet your businesses' specific corporate responsibility objectives. Using our educational expertise and extensive UK schools' network we are able to create effective solutions helping you to meet your strategic goals.

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www.youngcitizens.org

