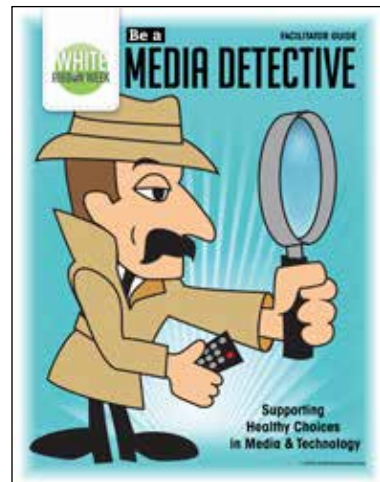


Sneak Peek

# Media Detective



**Be a Media Detective** gives kids real skills to analyze media critically. It empowers them to be purposeful in their choices.

Student Detectives search the school for 36 hidden positive media messages and analyze media to earn their Media Detective Mustache.

Excitement is in the air as Student Detectives search the school for 36 “hidden” positive media messages.



Boys and girls create a half-page “Detective Clue Book” to analyze media and earn their Media Detective Mustache.



“We had **unbelievable discussions** every morning. The learning extends beyond the classroom. The students take it home and teach their families. They discuss it around the dinner table. Kids are using it and keeping it in their lives for years to come.”

—Monica Rottermund  
4th grade teacher

## Facilitator Guide

### Media Message Hunt

Just prior to your White Ribbon Week, “hide” the 36 Media Message cards in plain sight around your school — in the lunchroom, on a ceiling, by the drinking fountain.

The students’ job is to search for these messages. Teachers may choose to take students together as a class to search or allow students to quietly search on their own.

Students DO NOT remove cards, but memorize the messages to share with the class, where they are recorded on a classroom poster. Your White Ribbon Week Committee can offer a special reward to classes that find all thirty six “hidden” messages.

Teachers can keep the poster in their classroom for several weeks after White Ribbon Week to remind students of positive media behaviors.



Instruct students when they may search and how to do it without disturbing other classes.



Adhesive poster makers can be cut into strips and adhered to a blank 24” x 28” poster board. Teachers or students write the message next to its number as students find each card.



Teaches kids to think twice before they click.

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Daily video links included in each lesson.



Each day of White Ribbon Week, student “Detectives” explore a new T.H.I.N.K. question to ask about media.

- It is **TRUE?**
- HOW** does it get my attention?
- I can choose how to respond to media. Is this a good choice for me?
- What are they **NOT** telling me?
- Do I **KNOW** who made the message and why?

Classroom discussions require **no advance preparation for teachers**. True stories, thought-provoking visuals, and meaningful questions are included.

Each day students enjoy a **media walk** to evaluate a gallery of real-life media examples.

Kids learn an important “**Word of the Day**” such as “Clickbait” or “Phishing”.

