



### Why ACME?

Our heavily mediated society can bring valuable information into homes, schools, and communities. Yet, just a very few global corporations (Big Media) increasingly own most of our media, limiting our culture and politics. Perhaps worse, Big Media pays educators to write media literacy curricula, which is often soft on Big Media and its advertisers, posing an Orwellian threat to society. Protecting children, health and our democracy depends upon media education.

### What do media experts say about ACME?

*"Media education 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 and launch therefore is an important political moment."*

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

*"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."*

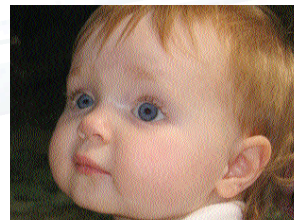
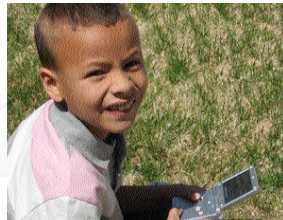
Dr. Robert McChesney  
Co-founder of Free Press and  
author of nine books  
about the media

### ACME's Mission:

Facing these opportunities and threats, ACME embraces a three-part mission:

1. Teaching media education skills and content to children and adults so they can become more critical media consumers and more active participants in our democracy;
2. Media reform: No matter what one's cause, media reform is crucial for the success of that cause, and since only the media educated support media reform, media education must be a top priority for all activists;
3. Democratizing our media system through education, activism, diversity and reform.

Accepting no corporate media funding, having a Code of Ethics and practicing financial disclosure, ACME connects media educators, health advocates, researchers, reformers, media makers, community organizers and many others working to achieve these goals.



### Why You Should Join ACME !

1. **ACME Summits & Trainings:** Members receive discounts on our national Summits & regional trainings--invaluable places to learn, meet, share resources, collaborate and strategize.
2. **Students/Teachers:** Access up to date news and resource lists about ACME-endorsed or created curricula (much free), as well as resources from ACME partners.
3. **Independent Media Makers:** Members can disseminate information and previews of their media and be listed in our online indy media database for further exposure.
4. **Web 2.0:** Activists and reformers will enjoy our highly interactive site. You can
- organize members, blog, publicize local reform efforts, educate and spread the word about interests and projects.
5. **Researchers & Public Health Advocates:** Access our evidence-based database with the latest information regarding media, health and public policy.
6. **Resource Discounts:** Members get discounts on dozens of educational resources.
7. **ACME Merchandise:** Get discounts on bumper stickers, buttons and T-shirts at the online ACME General Store.
8. **E-Newsletter & Listserve:** Filled with news, resources, links and events.

**Join us today! Go to <[www.acmecoalition.org](http://www.acmecoalition.org)>**

**Or for more info, email Bob McCannon <[mccannon@flash.net](mailto:mccannon@flash.net)> or Dr. Rob Williams <[robw@acmecoalition.org](mailto:robw@acmecoalition.org)>**