

Dear Educator:

Welcome to Common Sense Media's Parent Media Education Program!

You are joining a community of more than ten thousand Common Sense schools around the world that share a common goal: helping families raise kids who are safe, smart, and responsible media creators and consumers.

Our Parent Media Education Program gives you all of the materials you need to get parents in your community engaged in their kids' media lives. Use this program together with our classroom curriculum — Digital Literacy and Citizenship in a Connected Culture — or on its own to bolster your existing parental engagement strategies.

The enclosed kit contains resources that address parents' questions and concerns about the TV shows, movies, and online content their kids consume, the games they play, and the ways they interact with one another using digital media such as social networking sites and cell phones. These are topics at the top of parents' minds today, and we hope that addressing them in your community will help to strengthen the bridge between home and school.

The resources are flexible and modular so that you can:

- » Tailor the program to topics of most interest to your school community
- » Launch an all-school initiative or focus more narrowly on specific grades
- » Leverage your school's existing channels and styles of communicating with parents
- » Determine a pace for roll-out that fits with your school's calendar and priorities

We suggest that you start with:

1. "How to Be a Common Sense Media School: An implementation plan for parent media education at your school," a blueprint to get you started; and
2. "How to use Common Sense Media's Parent Media Education Program materials," an introduction to the many resources available to you as a Common Sense Media School.

Be sure to visit www.common sense media.org/educators often to get the latest information and materials and to participate in a community of educators and parents who share media-related concerns and best practices. We also hope you'll look forward to our monthly email newsletter, which brings these best practices right to your inbox and suggests different ways to use our resources.

We look forward to hearing from you with suggestions or comments about the program. If you have any questions, call us at 415-863-0600 or email us at schools@commonsensemedia.org.

Sincerely,



Rebecca Randall
Vice President of Outreach
Common Sense Media