

**LEGISLATIVE EDUCATION STUDY COMMITTEE
BILL ANALYSIS**

Bill Number: HB 233

50th Legislature, 1st Session, 2011

Tracking Number: .183572.1

Short Title: Media Literacy as Elective in Public Schools

Sponsor(s): Representative Antonio “Moe” Maestas

Analyst: James Ball

Date: February 10, 2011

Bill Summary:

HB 233 amends the *Public School Code* to require that, beginning in school year 2014-2015, media literacy be offered in all public schools as an elective in grades 6 through 12.

Fiscal Impact:

HB 233 does not contain an appropriation.

Fiscal Issues:

According to the analysis of HB 233 by the Public Education Department (PED), requiring specific elective courses to be offered can create a financial burden on school districts. In lieu of creating their own course, however, districts can provide the course through IDEAL-NM at \$200 per student or use IDEAL-NM’s standards-based curriculum and provide a teacher locally.

Substantive Issues:

Current statute provides that districts may offer media literacy, along with two other electives:

- pre-apprenticeship programs; and
- financial literacy as a mathematics requirement.

In addition, current statute requires that districts offer the following electives:

- driver’s education;
- at least two years of the same language other than English;
- student service learning; and
- financial literacy.

PED also notes that, if high school students take media literacy through IDEAL-NM, they could satisfy one-half of the requirement to take an honors, Advanced Placement, distance learning, or dual credit course for graduation because the IDEAL-NM course counts for .05 unit.

Background:

According to PED, the New Mexico Media Literacy Project (NMMLP) was established in 1993 as an outreach project of the Albuquerque Academy, and it serves as a media literacy resource to school districts. NMMLP defines media literacy as the ability to critically consume and create media, including understanding the text (surface content) and subtext (hidden meanings) in messages received from television, radio, newspapers, magazines, books, billboards, signs, packaging, marketing materials, video games, recorded music, the internet, and other media.

Related Bills:

HB 364 *Financial Literacy Offered 6-8 Grades*

HB 366 *Financial Literacy as Graduation Requirement*