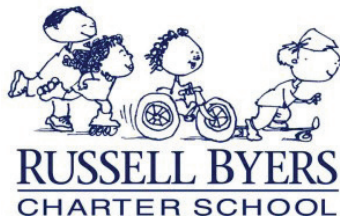




CASE STUDY

Developing A New Literacy Enterprise



“The team worked diligently and produced a recommendation I believe can work. I enjoyed my time with this very skilled group of Temple MBA students.”

- Dr. Renee Hobbs, Director, Media Education Lab at Temple University

Client Profile

Powerful Voices for Kids™ (PVK) represents a unique partnership between Laurada Byers, founder of the Russell Byers Charter School in Center City Philadelphia, and Dr. Renee Hobbs, Director of the Media Education Lab at Temple University and a nationally renowned media literacy expert. Media literacy is defined as the ability to access, analyze and critically evaluate media in a wide variety of forms.

The Project

The Fox MC consulting group was tasked with integrating Dr. Hobbs' expertise in media literacy and Ms. Byers' vision of creating a national K-12 media literacy model, with the goal of creating a viable media literacy enterprise. The team provided background research which served as the basis for deciding on the best method for PVK to achieve success in the marketplace.

Findings

The research yielded three key insights:

1. While promoted by many, media literacy has yet to demonstrate consistent, widespread demand. The impediments include a lack of empirical evidence on academic skill development; decentralized, autonomous school districts; free media literacy materials available online through a variety of sources; public anxiety regarding the politics of media literacy education; and a fragmented marketplace. Demand may crystallize if government were to proclaim support for media literacy or a large competitor were to dive into the fray.
2. Large publishers are not actively involved in media literacy but instead, small nonprofits make up most of the competitive landscape and lack the resources to fight competition.
3. PVK has the potential to differentiate itself through research based products; the use of the Russell Byers Charter School as a living laboratory; a focus on charter schools; and the ability to provide certified professional development at a summer institute which includes teachers as well as students. Moreover, PVK has the potential to create industry standards for media literacy through the production of research backed materials which help

Results

Using the work provided by the Fox MC team, PVK received a \$100,000 grant to launch the program.