

22x20 Stakeholder Summit
September 15-16th, 2017 / New York City
thelamp.org/22x20

The 22 Million Voters by 2020 (aka 22x20) is a non-partisan campaign to help teenagers become active and engaged participants in our democracy through the adoption of innovative media literacy and civics education in classrooms & communities. We envision **three enabling pillars** of the program:

1. The creation of scalable tools & pedagogy, aligned to existing standards, that enable educators to teach civics and media literacy in an integrated and modern way.
2. National and state-level partnerships to embed civics and media literacy in classrooms, libraries and after-school spaces during the 2020 election season.
3. Educator support networks to enable the teachers to adapt and effectively deliver civics and media literacy in their contexts.

The LAMP is convening approximately 60 stakeholders in September 2017 to develop actionable plans for each of these pillars and to build a platform that participating organizations can collaboratively drive forward between now and 2020. For more, contact 22x20@thelamp.org.

Background

There are 22 million teenagers in the United States who will be of voting age for the first time by the 2020 presidential election. Teens have never known a world without an internet, and most teachers don't have the support they need to teach media literacy and civics in a modern way. It is our aim to help as many of them learn how to challenge harmful, misleading and untrue messages before 2020. This is an ambitious initiative because it has to be: 50% of Millennials did not vote in the 2016 election. But it isn't a new affliction. Several studies show that every group of newly-eligible voters since 2000 has only participated at the 50% level. We need new approaches that integrate media literacy with civic engagement, that remain open and inclusive to as many stakeholders as possible.

22x20 will be coordinated by The LAMP because it has demonstrated the ability to embed media literacy into diverse communities directly in New York City and virtually through its online video remix tool [MediaBreaker](#). 22x20 will be unlike previous efforts to engage young voters because it will leverage existing social media platforms where young people already participate online. However, in order to achieve impact, no one organization can drive this effort. This is why The LAMP is building a coalition of partner organizations, each of which are positioned to support and execute within one of the **three pillars** of the program.

This campaign will take place in two phases – Build and Execute:

- **Build Phase** (Sept 2017-Jan 2020): We will use the summit in fall of 2017 as the commencement of the Build Phase of 22x20, extending through to the beginning of 2020. During this phase, we will harness several political milestones such as the 2018 State of the Union Address, 2018 mid-term debates/elections and the 2019 State of the Union Address to prototype and test 22x20's ability to excite and engage teenagers. All of this will peak in our Execute Phase which will begin in 2020.
- **Execute Phase** (Jan 2020-Jan 2021) - The Execute Phase will include a virtual convention and culminate in an election 2020 post-mortem. Throughout, young people will be empowered to lead critical conversations online about what kind of democracy they want.

The Summit will help us collaboratively develop every aspect of this ambitious campaign. We are looking for partners to:

- Run sessions to gather requirements

- Discuss/compile risks
- Identify funding sources
- Identify steps to establish essential partnerships to develop
 - Curriculum
 - Distribution of curriculum
 - Policy/advocacy
 - Communications
 - Professional Development
 - Anything we've missed

Participants

We anticipate participation from many civics and media literacy educators, as well as organizations like ALA, Data & Society, Facebook, Generation Citizen, National Council for Social Studies, Internet Archive, MIT Center for Civic Media, Mozilla, NAMLE, National Endowment for Democracy, Facing History, National Speech and Debate, Nieman Foundation, NYU, PBS, Common Sense Media, Snapchat, Stanford, Superdeluxe, The LAMP, The News Literacy Project, KQED, National Writing Project, Univision and Wikimedia.

Reading

[Common Sense Media report](#); [Stanford Online Civic Reasoning report](#); [Quartz piece on overhauling education for democracy's sake](#); [danah boyd's article about the need for active vs. passive media literacy](#); [Bloomberg piece on coping with the deluge of misinformation](#); [Mark Galeotti's NYT op-ed on how to fight misinformation](#)

How you can help

If you are passionate about closing the teenage gap of democratic participation, have experience running large-scale campaigns or curricular adoptions, or can help grow networks and resources to accomplish this ambitious goal, we invite you to join our collaborative campaign.

1. Sign up for [our mailing list](#)
2. Fill out this brief [interest form](#) to attend the summit, partner or get involved
3. [Provide financial support](#) to make 22x20 happen