



Introducing:

CONTENT ANALYSIS RATING TOOL

CART: The Media Literacy Platform for Educators

With the Content Analysis Rating Tool (CART, for short) you can teach students how to analyze news sources using the Ad Fontes Media methodology. Our structured, step-by-step process allows students to practice critical thinking skills by rating news articles.

CART is a Software-as-a-Service platform accessible through any internet browser and available by monthly subscription, which includes:

1. Access to CART interface for educators and students

Students	Educators
<ul style="list-style-type: none"> ✓ Receive assigned news articles to rate from across the media landscape ✓ Use interactive sliders to evaluate each factor and give each article a reliability and bias placement on the Media Bias Chart ✓ View assignment progress ✓ View ratings in individualized Media Bias Chart 	<ul style="list-style-type: none"> ✓ Give students access to CART so they can rate news articles on a blank Media Bias Chart interface ✓ Customize the methodology and ratings interface according to your students' needs and skill level ✓ Use for in-class or at-home assignments ✓ View students' ratings on their individualized Media Bias Charts ✓ Compare students' ratings on a class-average Media Bias Chart ✓ Compare students' ratings to our own Analysts' ratings

2. Pre-loaded articles all year long

Each week, Ad Fontes Media uploads six current articles from across the media landscape about the same general topic from the current week's news cycle. Students can learn about current events while developing their media literacy skills. Our trained Analysts at Ad Fontes Media rate these same six articles and we publish the ratings each week for comparison within the platform.

3. Extensive educator and student training materials, methodology instructions, technical use guides, and lesson plan ideas in written and video format

Each content analysis concept is broken down into short, printable handouts and three-to-six-minute-long videos. Training materials can be used for pre-assigned reading and/or viewing

- PLUS:**
- ✓ Weekly conference calls with Ad Fontes Media Founder and methodology developer Vanessa Otero for Q&A about content analysis
 - ✓ Downloadable versions of the Media Bias Chart for in-class and at-home reference while using the CART platform

SUBSCRIPTION PRICING

Educator Subscription: One teacher, up to 150 students	\$39.99/mo. or \$399/year
Department Subscription: Unlimited teachers, up to 1000 students	\$149.99/mo. or \$1499/year
School Subscription: Unlimited teachers, up to 5000 students	\$399.99/mo. or \$3999/year

To schedule a demo, email us: cart@adfontesmedia.com. For more info or to purchase, visit adfontesmedia.com