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MEDIA ADVISORY

**JobScout Selected as Finalist in
HASTAC Digital Media and Learning Competition**

*Interactive learning and social gaming platform seed funded by the
California State Library Advances in National Technology Competition*

San Francisco, CA—Announced today, digital literacy and job skills social gaming site JobScout has been selected from a national pool of applicants to advance to the finals of HASTAC's Digital Media and Learning Competition.

JobScout, seeded by funding from the California State Library, is a project of the LINK AMERICAS Foundation and web strategy consultancy REALPOLITECH. JobScout's interactive online environment uses game design to teach job-hunting skills and the digital literacy basics that are necessary for finding employment in a technology-driven job market. A mobile version of the site is available for use on web-enabled phones.



The Digital Media and Learning Competition, a HASTAC competition, is supported by a grant from the John D. and Catherine T. MacArthur Foundation to the University of California, in collaboration with Duke University.

"We are thrilled to have advanced in this competition and to be building a platform and online community for a user population that no one caters to: those who don't know how to use the Internet yet. We hope to welcome new users to the Internet and use JobScout to help all Americans become digital citizens and develop skills to find employment," says JobScout Founder Christina Gagnier of the platform's advancement as finalists.

The JobScout team will compete in the finals in San Francisco from February 28-February 29 at the [California Academy of Sciences](#). Winners will be announced March 1, 2012 at the Mozilla Science Fair, which will be held at the [Parc 55](#) Hotel near Union Square from 6pm on Day 1 of the [Digital Media and Learning Conference](#).

JobScout is currently being piloted in nearly 140 library branches in California, including branches in Los Angeles, San Jose, Santa Cruz and Yolo County.

About JobScout

JobScout is the first in a series of online learning tools based on the Technology Resources and Internet Learning (TRAIL) technology, which is designed to teach fundamental digital literacy skills and help people apply them to aspects of their work, education, civic involvement and health. JobScout uses game design to teach and reinforce basic digital literacy skills particularly for those populations traditionally disenfranchised by the digital divide by 1) engaging users in self-paced online activities that focus on digital literacy competencies, 2) assisting users in mastering these skills in order to apply online for a job and 3) enabling users to network on and offline.

<http://www.jobscout.caltrail.com>



About the Badges for Lifelong Learning Competition

Created in 2007, the Digital Media and Learning Competition is designed to find and inspire the most innovative uses of new media in support of *connected learning*. Projects supported by the Competition explore how digital technologies are changing the way people learn and participate in daily life, through interaction with each other in connected, participatory ways, often involving the production and not just the consumption of knowledge, ideas, designs, and artifacts. The Badges for Lifelong Learning Competition, launched in collaboration with the Mozilla Foundation, will focus on badges as a means to inspire learning, confirm accomplishment, or validate the acquisition of knowledge or skills.

<http://www.dmlcompetition.net/>