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National U.S. “Media Literacy Week” - November 6-10, 2017

(New York, NY – September 14, 2017) – The [National Association for Media Literacy Education](#) (NAMLE) today announced U.S. [Media Literacy Week](#) (#MediaLitWk) will be held November 6 –10, 2017. The mission of Media Literacy Week is to raise awareness about the need for media literacy education and its essential role in education today. Organizations, schools, educators and Media Literacy Week partners from all over the country will work with NAMLE to participate in events including #MediaLitWk classroom lessons, virtual events, online chats, screenings, PSA’s, panel discussions and more.

Sponsored by Trend Micro, Nickelodeon, Twitter, and Facebook and hosted by NAMLE, U.S. Media Literacy Week has the support of numerous partnering organizations, media literacy experts and educators across the nation. The third annual U.S. Media Literacy Week will kick off with a launch event hosted by Reuters in NYC on November 6. The event will bring together journalists, pre-K to grade 12 educators, higher education professors and researchers to create dialogue around teaching media literacy and providing the tools students need to develop critical thinking skills around news and the media. A wrap up event will be held at Twitter Headquarters in San Francisco on November 10.

Media Literacy Week is designed to bring attention and visibility to media literacy education in the U.S. NAMLE hosts Media Literacy Week to showcase the work of amazing media literacy educators and organizations nationwide and drives conversation that creates positive social change and increased civic engagement.

“In just three years U.S. Media Literacy Week has grown into a truly nationwide event. We anticipate more than 200 partners with events occurring in all 50 states. Media Literacy, the ability to access, analyze, evaluate, communicate, and create all forms of media, is proving vital especially with the current political climate and information onslaught the public must navigate,” said NAMLE Executive Director, Michelle Ciulla Lipkin. “Our goal with Media Literacy Week is to shine a spotlight on the work educators and researchers are doing in this field and the need for a media literacy mandate in education today.”

Organizations and Educators Welcome to Contribute

All are welcome to participate in Media Literacy Week efforts. Regional chairs are ready to help and provide tools, tips and materials for events. It’s up to each educator and

organization to decide how they will participate. For help planning, feel free to visit <http://medialiteracyweek.us> for tips and ideas or reach out directly to medialiteracyweek@namle.net.

Organizations and teachers interested in being a Media Literacy Partner, should email medialiteracyweek@namle.net.

Sponsors interested in supporting Media Literacy Week, NAMLE's Conference or other efforts, can email Michelle Ciulla Lipkin, Executive Director at mciullalipkin@namle.net.

About NAMLE

The National Association for Media Literacy Education (NAMLE) is a national non-profit organization with more than 4,000 individual and organizational members, dedicated to media literacy as a critical life skill for the 21st century. NAMLE is the leading voice, convener and resource to foster critical thinking and effective communication across all forms of media. Our members are a network of educators, scholars, researchers, practitioners, media makers, and thought leaders in the field of media literacy. NAMLE Membership for individuals is free. NAMLE produces a biennial conference and hosts the annual U.S. Media Literacy Week (November 6-10, 2017). The official publication of NAMLE is [The Journal of Media Literacy Education](#), an online, peer-reviewed interdisciplinary journal, with more than 50,000 downloads per year that supports the development of research, scholarship and the pedagogy of media literacy education. Sponsorships and organizational partnerships are welcomed at namle.net, and donations to support NAMLE's efforts to improve media literacy education can be made [here](#).

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