

4TH ANNUAL



Nov. 5 - 9, 2018

Hosted By

NAMLE

NATIONAL ASSOCIATION FOR
MEDIA LITERACY EDUCATION



4TH ANNUAL MEDIA LITERACY WEEK USA

#MediaLitWk • November 5-9, 2018

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Media Literacy Week U.S
NAMLE



EVENT OVERVIEW

The 4th annual Media Literacy Week (<https://medialiteracyweek.us>) in the United States is happening November 5 -9, 2018. The mission of Media Literacy Week is to highlight the power of media literacy education and its essential role in education today. Hosted by the National Association for Media Literacy Education (NAMLE), U.S. Media Literacy Week brings together hundreds of partners for events and activities around the country. This important initiative has the support of a large group of partnering organizations and media literacy experts from all over the country who are dedicated and passionate about media literacy education.

THE PURPOSE

The purpose of Media Literacy Week is to raise the visibility of the importance and power of media literacy education and its essential role in education today.

HOW TO PARTICIPATE

All over the country, sponsors and partners are organizing events, and teachers are planning media literacy lessons in an awareness week coordinated by NAMLE. Organizations or educators or anyone wishing to participate, please visit <https://medialiteracyweek.us> to learn more about ways to get involved and then contact us at medialiteracyweek@namle.net.

WHY IT MATTERS

Media literacy skills are vital to living and learning in the 21st century. As the speed and quantity of information grow exponentially, we need to critically think about the role media play in our lives, our society, and our world. At a moment when families, advocates and public officials are rethinking the way schools operate, it is important for media literacy to be part of that discussion if the movement/discipline is to grow and evolve.

MEDIA LITERACY WEEK 2018: IMPORTANT INFORMATION

MLW LEADERSHIP

contact us at medialiteracyweek@namle.net



Michelle Ciulla Lipkin
Executive Director

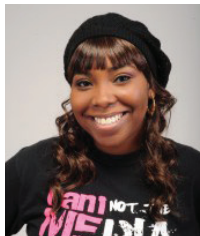


Alicia Haywood
NAMLE MLW Board Chair

MEDIA LITERACY WEEK CHAIRS



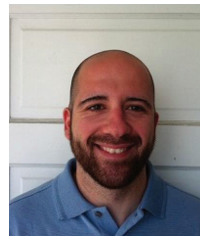
Michelle Ciccone
Northeast Chair



Jimmeka Anderson
Southeast Chair



Lena Tran
Midwest Chair



Jared Bahir Browsh
Southwest Chair



Therese Woozley
Northwest Chair



Misty McKinney
Pacific States Chair

MEDIA LITERACY WEEK RESOURCE & CONTENT DEVELOPMENT TEAM



Kate Klonowski



Alli Orton



Kerry Townsend



Benjamin Thurn



LINKS

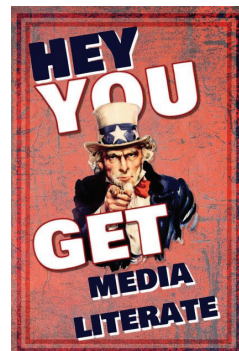
HOMEPAGE: <https://medialiteracyweek.us>
SPONSORS: <https://medialiteracyweek.us/home/sponsors/>
PARTNERS: <https://medialiteracyweek.us/home/partners/>
SUPPORTERS: <https://medialiteracyweek.us/home/supporter/>

MEDIA LITERACY WEEK LOGOS



<https://www.dropbox.com/sh/ukw0xmruu9oo20d/AAAwUOGSj7X5kEhxyTuYpfKGa?dl=0>

MEDIA LITERACY WEEK MEMES



<https://www.dropbox.com/sh/mrzygbx7ttz8jkc/AAAyA2Vemy6i6xKkn6oViwfaa?dl=0>

SOCIAL MEDIA



TWITTER: <https://twitter.com/MediaLiteracyEd>



FACEBOOK: www.facebook.com/MediaLiteracyEd



INSTAGRAM: www.instagram.com/we_are_namle/

MEDIA LITERACY WEEK USA - SOCIAL MEDIA MESSAGING

Use #MediaLitWk on all MLW posts and tweets!

SOCIAL MEDIA GRAPHICS



<https://www.dropbox.com/home/Media%20Literacy%20Week%202018%20Social%20Media%20Graphics>

Sample Facebook Posts

- ▶ **Post week of 9/24:** This year, celebrate U.S. Media Literacy Week with [insert your handle]! Join other organizations nationwide in raising awareness of the importance of media literacy education: <https://medialiteracyweek.us/>
- ▶ **Post week of 10/1:** NAMLE is hosting U.S. Media Literacy Week. Join us in celebrating 21st-century skills by attending an event or becoming a partner today: <https://medialiteracyweek.us/>

Sample Facebook Posts Continued

- ▶ **Post week of 10/15:** Share your work on a national stage. Orgs and educators from all over the country are participating in U.S. Media Literacy Week! Become a media literacy week partner here: bit.ly/MediaLitWkUS
 - ▶ **Post week of 10/22:** U.S. Media literacy week is almost here. Learn more about events happening across the country <https://medialiteracyweek.us/home/calendar-of-events/>
 - ▶ **Post week of 10/29:** U.S. Media Literacy Week kicks off in just a few days! Check out our calendar of nationwide events: <https://medialiteracyweek.us/home/calendar-of-events/>
 - ▶ **Post week of 11/5:** U.S. Media Literacy Week is in full swing. Click here to find events, activities, and screenings in your local area: <https://medialiteracyweek.us/home/calendar-of-events/>
-

Sample Twitter Posts - General

- ▶ **Post week of 9/24:** @MediaLiteracyEd is hosting #MediaLitWk 11/05-11/9! Attend/host an online event: <https://medialiteracyweek.us/>
 - ▶ **Post week of 10/1:** Visit #MediaLitWk website for info on how to participate in US #MediaLitWk ElWeek, 11/05-11/9 <https://medialiteracyweek.us/>
 - ▶ **Post week of 10/15:** US #MediaLitWk kicks off Nov 5! Partner w/ us, find an event & #medialiteracy resources here: <https://medialiteracyweek.us/>
 - ▶ **Post week of 10/22:** Amplify #medialiteracy #education during #MediaLitWk! Events, partners, resources, more! <https://medialiteracyweek.us/>
 - ▶ **Post week of 10/29:** Just a few days till #MediaLitWk! Find an event near you: bit.ly/MediaLitWkUS
-

Sample Twitter Posts - Partners

- ▶ **Post week of 10/1:** STILL TIME 2B a Partner! Join 225+ @MediaLiteracyEd partners 4 #MediaLitWk! Add your own events, webinars more. <https://medialiteracyweek.us/>
- ▶ **Post week of 10/15:** Join 225+ #MediaLitWk partners, including [insert your handle] Sign up today! <https://medialiteracyweek.us/currentpartners/>
- ▶ Partner with @MediaLiteracyEd for #MediaLitWk <https://medialiteracyweek.us/home/partners/>
- ▶ Proud Partner of #MediaLitWk USA hosted by @MediaLiteracyEd: 4th Annual Media Literacy Week in the US! --> <https://medialiteracyweek.us/home/partners/>
- ▶ Wow! Hundreds of partners joining in for 4th Annual #MediaLitWk USA! You can be one too: <https://medialiteracyweek.us/home/partners/>
- ▶ Proud Partner of 4th Annual U.S. Media Literacy Week 11/05-11/9! Join us! #MediaLitWk <https://medialiteracyweek.us/home/partners/>



FREQUENTLY ASKED QUESTIONS

1. HOW CAN I GET INVOLVED IN MEDIA LITERACY WEEK?

The very first step is to visit namle.net and become a NAMLE member for FREE. The NAMLE website will give you access to our newsletters and contact information. The next step to take would be to visit <https://medialiteracyweek.us>. Here you can find our resources, events and media literacy week activities. Our regional chairs: Michelle Ciccone, Jimmeka Anderson, Lena Tran, Jared Bahir Browsh, Therese Woozley, and Misty McKinney can help you find an event to attend and/or volunteer for in your local area. Contact them by emailing medialiteracyweek@namle.net.

2. DO YOU HAVE TO BE A MEMBER OF NAMLE TO BE A PARTNER IN MEDIA LITERACY WEEK?

No. Anyone can get involved. However, we hope you do consider becoming a NAMLE member so that you can stay engaged with media literacy education throughout the year – plus, membership is free for individuals! Please contact us at namle@namle.net if you want more information about membership. Join today <https://namle.net/membership/membership-benefits-2/>.

3. DOES IT COST TO BE A PARTNER FOR MEDIA LITERACY WEEK?

No. Partners simply commit to coordinating an event involving media literacy education to take place during Media Literacy Week. Partners are asked to join in the promotion of Media Literacy Week activities on their own website and through their own social media channels in weeks prior to and during Media Literacy Week.



FREQUENTLY ASKED QUESTIONS

4. DO YOU HAVE TO BE ASSOCIATED WITH AN ORGANIZATION TO JOIN IN ON THE EFFORTS?

No. Individual educators from PK-16 and beyond can decide to be a part of Media Literacy Week. Each year, teachers plan events and activities in their classrooms for students to engage in during Media Literacy Week.

5. HOW ARE THE U.S. MEDIA LITERACY WEEK PLANS RELATED TO THE CANADIAN MEDIA LITERACY WEEK?

The U.S. effort was inspired by the work of our Canadian neighbors. Even before U.S. efforts launched in 2015, NAMLE had collaborated with Media Smarts (<http://mediasmarts.ca>), one of the lead partners for the Canadian Media Literacy Week (<http://www.medialiteracyweek.ca>), for several years during Media Literacy Week. NAMLE and Media Smarts work closely each year to support the efforts across North America. We are grateful for the guidance and support we have received from Media Smarts. Media Smarts is also an organizational partner of NAMLE.

6. WHAT IS THE SUPPORTER LEVEL AND HOW CAN I BECOME A PART OF IT?

The Supporter Level is a new level of Media Literacy Week involvement. This supporter level comes with many benefits including additional promotion, outreach, and resource opportunities. Supporters are asked to contribute \$500 to the U.S. Media Literacy Week efforts. These funds will go directly to supporting the national initiative and helping NAMLE coordinate and organize. To become a supporter please contact medialiteracyweek@namle.net.

CORE MESSAGES

Today's world is saturated by media messages. On any given day, American teenagers (13- to 18-year-olds) average about nine hours (8:56) of entertainment media use, excluding time spent at school or for homework. https://www.common sense media.org/sites/default/files/uploads/research/common-sense-parent-census_executivesummary_for-web.pdf

Kids age 8 and under spend an average of 2 hours and 19 minutes a day with screen media. www.common sense media.org/research/the-common-sense-census-media-use-by-kids-age-zero-to-eight-2017

Parents of American tweens (age 8–12) and teens (age 13–18) average more than nine hours (9:22) with screen media each day. https://www.common sense media.org/sites/default/files/uploads/research/common-sense-parent-census_executivesummary_for-web.pdf

95% of teens have access to a smartphone and 45% say they are online 'almost constantly.' www.pewinternet.org/2018/05/31/teens-social-media-technology-2018/

Despite the amount of time youth spend with media, studies indicate they lack some basic media literacy skills. “Our ‘digital natives’ may be able to flit between Facebook and Twitter while simultaneously uploading a selfie to Instagram and texting a friend. But when it comes to evaluating information that flows through social media channels, they are easily duped.” Stanford History Education Group <https://purl.stanford.edu/fv751yt5934>

Media literacy is the ability to access, analyze, evaluate, create, and act using all forms of communication.

Media Literacy is a crucial life skill in the 21st century. Virtually all careers today require some level of critical thinking about media and media messages, as well as the ability to produce and work with a variety of media and information.

Media Literacy should be an essential part of education today. Low-income schools and communities in particular often lack the resources needed to adequately prepare them to create and criticize media and technology. “Never have we had so much information at our fingertips. Whether this bounty will make us smarter and better informed or more ignorant and narrow-minded will depend on our awareness of this problem and our educational response to it.” Stanford History Education Group

Media Literacy empowers people to be both critical thinkers and creative producers.

U.S Media Literacy Week is a celebration of the efforts by educators and organizers nationwide to prepare youth to live, learn and thrive with media.



IMPORTANT INFORMATION FOR PARTNERS

If you have not already done so, please send your logo to post on MediaLiteracyWeek.us. Please email medialiteracy@namle.net

Be sure to register your event.

<https://docs.google.com/forms/d/e/1FAIpQLSeUgaEmSpE3Q-IVIBN09E2p6k69uWfI9EcIRQFEQ5BDKz8DCg/viewform>

Referrals

We welcome your suggestions for others who would make great Media Literacy Week partners. Please let us know by contacting us at medialiteracyweek@namle.net. We would be glad to reach out.

Contact

For more info visit medialiteracyweek.us or contact medialiteracyweek@namle.net.



ABOUT U.S. MEDIA LITERACY WEEK

Media Literacy Week is designed to bring attention and visibility to media literacy education in the United States. Inspired by Canada's Media Literacy Week, the National Association for Media Literacy Education's Media Literacy Week is now in its fourth year in the U.S. For more info visit medialiteracyweek.us or contact medialiteracyweek@namle.net.

ABOUT NAMLE

The National Association for Media Literacy Education (NAMLE) is a professional association for educators, academics, activists, and students with a passion for understanding how the media we use and create affect our lives and the lives of others in our communities and in the world. The NAMLE vision is to help individuals of all ages develop the habits of inquiry and skills of expression that they need to be critical thinkers, effective communicators and active citizens in today's world. For more information, visit namle.net.