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For Immediate Release

**The National Association for Media Literacy Education to
Host 5th Annual U.S. "Media Literacy Week"
October 21-25, 2019**

Hundreds of participants will come together to raise awareness for media literacy

New York, N.Y. - Oct. 1, 2019 - The [National Association for Media Literacy Education](#) (NAMLE) is hosting the 5th annual U.S. [Media Literacy Week](#), Oct 21-25, 2019, to raise awareness of the critical need for media literacy education across the country. [Hundreds](#) of organizations, schools, educators, partners, and supporters are coordinating efforts to amplify the role of media literacy as an essential 21st century life skill. #MediaLitWk will be promoted through public outreach activities, classroom lessons, film screenings, virtual events, panel discussions, and more. Details can be found at [MediaLiteracyWeek.us](#).

U.S. Media Literacy Week showcases the work of media literacy educators and organizations that work year round to create positive social change and increase civic engagement. As NAMLE serves as a resource hub, its partners coordinate efforts to raise awareness of how media literacy aligns with the strength of our democracy. This year's events are sponsored by Trend Micro, Britannica, Thomson Reuters, Facebook, and Boulder-based advertising firm Crispin, Bogusky and Porter.

"Now in our 5th year, U.S. Media Literacy Week is our most important initiative furthering our mission to see media literacy highly valued and widely practiced. This grassroots effort highlights the passion and commitment of media literacy educators across the country and the globe. We are committed to seeing media literacy recognized as a vital part of education in today's media driven society," said NAMLE Executive Director, Michelle Ciulla Lipkin.

This year U.S. Media Literacy Week (October 21 - 25, 2019) has been scheduled to overlap with the [Global Media and Information Literacy Week](#) (October 24 - 31, 2019). The goal is to work together to grow Media Literacy Week into a robust worldwide initiative.

Highlights of U.S. Media Literacy Week 2019 Include:

- NAMLE and Facebook are coordinating a kick-off event for Media Literacy Week on Monday, October 21 in Detroit, Michigan at Wayne State University.

- NAMLE and Thomson Reuters are partnering on two events which will bring together educators and students to explore relevant topics related to the coverage of 2020 Presidential Election as well as issues regarding navigating misinformation and disinformation. On October 22, 2019, a ½ day event will take place at the Thomson Reuter's NYC office and on October 25, 2019, Thomson Reuter's Minneapolis office will host the Media Literacy Week wrap up event.
- NAMLE and [Media Education Foundation](#) are coordinating screenings of [Killing Us Softly 4](#) and organizing a virtual event with [Jean Kilbourne](#).
- NAMLE and PBS will co-promote the free [PBS Media Literacy Educator Certification by KQED program](#) through social media by highlighting the eight micro-credentials required to complete it.
- [Children's Media Association](#) will be hosting a discussion about Social Media Kidfluencers on October 23 at Fordham University.

Organizations and Educators Welcome to Contribute

All are welcome to participate in Media Literacy Week. Anyone interested in becoming a Media Literacy Week Partner can fill out the registration form [here](#). It's up to each educator and/or organization to decide how they will participate. NAMLE offers a [Media Literacy Week Tool Kit](#), downloadable for free at [MediaLiteracyWeek.us](#), to anyone ready to get started. This year to show support and alignment with global activities, NAMLE is asking all U.S. Media Literacy Week partners to register their event [on the Global MIL site](#).

Companies interested in sponsorship opportunities for Media Literacy Week 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 almost 6,000 individual members and organizational partners, dedicated to media literacy as a critical life skill for the 21st century. NAMLE is a network of educators, scholars, researchers, practitioners, media makers, and thought leaders in the field of media literacy. NAMLE membership for individuals is free. In addition to its annual Media Literacy Week, NAMLE produces a biennial conference. NAMLE's official publication is the [Journal for Media Literacy Education \(JMLE\)](#), an online, peer-reviewed interdisciplinary journal, with more than 50,000 downloads per year. Sponsorships and organizational partnerships are welcome at [namle.net](#). Donations to support NAMLE's efforts to improve, support, and raise awareness for media literacy education can be made [here](#).

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