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The National Association for Media Literacy Education to Host 7th Annual U.S. Media Literacy Week

NEW YORK, N.Y. (Oct. 21, 2021) — The [National Association for Media Literacy Education](#)[®] (NAMLE) hosts the 7th annual U.S. [Media Literacy Week](#) from Oct. 25 - 29, to call attention to the need for media literacy education in the United States.

As the leading voice, convener and resource for media literacy education, NAMLE and its partners coordinate efforts to amplify the role of media literacy as an essential 21st-century life skill. “By showcasing the relentless grassroots efforts and the unwavering passion of our educators, organizations and institutions, we hope to see media literacy grow to be highly valued and widely practiced in this country,” Executive Director of NAMLE, Michelle Ciulla Lipkin said.

This year’s Media Literacy Week [theme](#) focuses on NAMLE’s definition of media literacy, which is “the ability to **access, analyze, evaluate, create, and act** using all forms of communication.” Each day focuses on one of the key components and offers resources and events geared towards media literacy.

Hundreds of organizations, institutions, schools, educators, practitioners and supporters are coordinating efforts to raise awareness about the importance of developing strong media literacy skills and habits. U.S. Media Literacy Week aligns with [Australia’s Media Literacy Week](#), [Canada’s Media Literacy Week](#) and [UNESCO’s Global Media and Information Literacy Week](#). This global movement illustrates the growing need for media literacy education in today’s information age.

Events are entirely virtual and free, ranging from classroom lesson plans and panel discussions to film screenings and more. Everyone is invited to [participate](#) and [register](#) as either a supporter, creator, educator or organizer. If participants organize events, NAMLE requests to register the event on the U.S. Media Literacy Week Events page of the website to show support and alignment with global activities.

Event highlights include:

- Making Media Literacy A National Priority: A conversation with the National Media Literacy Alliance, Oct. 25 from 11 a.m. to 12 p.m. Details found [here](#).
- When YOU are the story: A conversation with Amanda Knox, Oct. 25 from 7 p.m. to 8 p.m. EST. Details found [here](#).

- The Role of Play in “Building” Media Literacy, Oct. 26 from 8 p.m. to 9 p.m. EST. Details found [here](#).
- A Conversation on Digital and Media Literacy with TikTok®, Oct. 27 from 8 p.m. to 9 p.m. EST. Details found [here](#).
- Equity and Impact in Media Literacy Practice: Mapping the Field in the United States, Oct. 28 from 5 p.m. to 6:30 p.m. EST. Details found [here](#).
- Exploring the Cyber Citizenship Hub: A conversation with the resource creators, Oct. 28 at 6:30 p.m. to 7:30 p.m. EST. Details found [here](#).
- Annual MLW Event with NAMLE and Thomson Reuters®, Oct. 29 from 11 a.m. to 12:30 p.m. EST. Details found [here](#).

View the full list of events [here](#).

U.S. Media Literacy Week is sponsored by Thomson Reuters, TikTok, Trend Micro™, Facebook®, Twitter®, Nickelodeon™, LEGO® Systems Inc., DoGoodery® and Arizona State University® Walter Cronkite School of Journalism and Mass Communication. Companies interested in [sponsorship opportunities](#) can email Lipkin at mciullalipkin@namle.net.

To stay up to date with the latest information, visit our website and follow us on social media. When sharing information or resources, please use the hashtag #MediaLitWk.

[Twitter](#) | [Facebook](#) | [Instagram](#) | [TikTok](#) | [LinkedIn](#)

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](#). View our funding policies [here](#).

[NAMLE Website](#) | [U.S. Media Literacy Week Website](#)

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