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National U.S. “Media Literacy Week” Returns for Second Year October 31 thru November 4, 2016

(New York, NY – September 6, 2016) – [Media Literacy Week](#) (#MediaLitWk) in the U.S. is being held October 31 – November 4, 2016. The mission of Media Literacy Week is to highlight the power of media literacy education and its essential role in education today.

Sponsored by [Trend Micro](#) and hosted by the [National Association for Media Literacy Education](#) (NAMLE), Media Literacy Week already has the support of numerous partnering organizations and dedicated, passionate media literacy experts and practitioners across the nation. Kicking off U.S. Media Literacy Week will be the [Digital Citizenship Summit](#) on October 28 at Twitter’s San Francisco headquarters with panels and presentations highlighting the themes of “Citizenship, Literacy, and Advocacy.”

Media Literacy Week is designed to bring attention and visibility to media literacy education in the U.S. Inspired by [Canada’s Media Literacy Week](#) now in its 11th year, NAMLE is leading the efforts to create an annual media literacy week in the U.S that showcases the work of amazing media literacy educators and organizations nationwide and drives conversation that creates positive social change.

“The importance of media literacy is continuing to rise, especially given the increasing influence of mobile technologies, live streaming platforms and accelerated influx of tech use in the classroom,” said NAMLE Board Member, Lynette Owens, and Global Director, Internet Safety for Kids & Families Program, Trend Micro. “For these reasons and more, Trend Micro is thrilled to be a proactive participant with NAMLE in helping kids be safer and more responsible digital citizens during Media Literacy Week in the United States and beyond.”

“It is vital in today’s participatory culture for learners of all ages to understand how to access, analyze, evaluate, communicate, and create all forms of media especially in the midst of the presidential election season,” explains NAMLE Executive Director, Michelle Ciulla Lipkin. “It is the mission of this year’s Media Literacy Week to shine a spotlight on the power of media literacy education and its vital role in education today.”

In an effort to raise national awareness of the escalating demand for media literacy education at home and in schools, affiliated Media Literacy Week partners are working with NAMLE to execute participatory events including #MediaLitWk classroom lessons, live webinars, tweet chats, screenings, PSAs and more.

“These are exciting times for media literacy education. We are fortunate to see people all over the country already making plans to get involved in U.S. Media Literacy Week on a local and national level,” adds Lipkin. “We are exhilarated by the amazing ideas that have started to evolve by returning partners, teachers, and collective brain trusts. We look forward to watching the initiative’s impact grow.”

Organizations and Educators Welcome to Contribute

All are welcome to participate in Media Literacy Week efforts.

If you are an organization interested in being a Media Literacy Partner, email mlwpartners@namle.net.

If you are a teacher interested in getting involved, email mlwteachers@namle.net.

If you are interested in sponsoring, email Michelle Ciulla Lipkin, Executive Director at mciullalipkin@namle.net.

It’s up to each educator and organization to decide how they will participate, but given the proximity to the presidential election, NAMLE is encouraging the exploration of news literacy and civic engagement. For help planning, feel free to visit <http://medialiteracyweek.us> for tips and ideas or reach out directly to medialiteracyweek@namle.net.

About NAMLE (Host)

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 to develop the habits of inquiry and skills of expression they need to be critical thinkers, effective communicators and active citizens in today’s world. For more information, visit www.namle.net.

About Trend Micro (Sponsor)

Trend Micro Incorporated, a global leader in security software, strives to make the world safe for exchanging digital information. Built on 25 years of experience, our solutions for consumers, businesses and governments provide layered data security to protect information on mobile devices, endpoints, gateways, servers and the cloud. Trend Micro enables the smart protection of information, with innovative security technology that is simple to deploy and manage, and fits an evolving ecosystem. All of our solutions are powered by cloud-based global threat intelligence, the Trend Micro™ Smart Protection Network™ infrastructure, and are supported by more than 1,200 threat experts around the globe. For more information, visit TrendMicro.com.

Trend Micro’s Commitment to the Internet Safety of Kids and Families

To support its vision of making the world safe for exchanging digital information, Trend Micro aspires to make a difference by using its expertise to make the world at large a

better place. Trend Micro has made a commitment to make the Internet a great place for young people around the world through its world-wide education and volunteer program, grants and donations, and partnerships with those who share its mission. For more information visit: internetsafety.trendmicro.com.

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