

*** 2ND ANNUAL***



OCTOBER 31 – NOVEMBER 4, 2016

Hosted By

NAMLE

NATIONAL ASSOCIATION FOR MEDIA LITERACY EDUCATION

MEDIA LITERACY WEEK USA

#MediaLitWk

October 31 – November 4, 2016

▶ **EVENT OVERVIEW**

The Purpose

Who is doing it--and how you can too

Why it matters now

▶ **IMPORTANT PAGES AND LINKS**

▶ **SOCIAL MEDIA MESSAGING**

Follow NAMLE online

Media Literacy Week Logos

Sample Facebook Posts

Sample Twitter Posts

▶ **ABOUT**

Media Literacy Week U.S.

NAMLE

▶ **Q&A/MESSAGING**

▶ **CORE MESSAGES**

▶ **IMPORTANT INFORMATION FOR PARTNERS**

Conference Call Dates

Conference Call Number

Event Promotion

Referrals

Contact



Event Overview

The 2nd annual [Media Literacy Week \(#MediaLitWk\)](#) in the United States 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. Hosted by the [National Association for Media Literacy Education \(NAMLE\)](#), Last year’s inaugural Media Literacy Week U.S. saw a coalition of 117 national partners with hundreds of events and activities going on around the country. This important initiative once again has the support of a large group of partnering organizations and media literacy experts from all over the country who are dedicated, passionate media literacy practitioners.

The Purpose

- Raise the visibility on the importance and power of media literacy education and its essential role in education today.

Who is doing it and how you can too

- 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 wishing to participate, please visit [Media Literacy Week website](#) and/or contact Michelle Ciulla Lipkin at medialiteracyweek@namle.net.

Why it matters now

- Media literacy skills are vital to living and learning in the 21st century. 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. This year is especially important as our country is in the process of an

important presidential election. Media literacy skills are more important than ever when deciding on the candidate you will vote for to lead the country.



MEDIA LITERACY WEEK 2015: IMPORTANT LINKS

Key Online Pages and Links

- PRESS RELEASE:
<https://medialiteracyweekus.files.wordpress.com/2015/07/media-literacy-week-2016-press-release.pdf>
- HOMEPAGE: <https://medialiteracyweek.us/>
- SPONSORS: <https://medialiteracyweek.us/home/sponsors/>
- PARTNERS: <https://medialiteracyweek.us/home/2016-partners/>
- EVENTS CALENDAR: <https://medialiteracyweek.us/home/calendar-of-events/>
- MEDIA LITERACY WEEK LOGOS:
https://www.dropbox.com/sh/ukw0xmruu9oo20d/AAAwUOGSj7X5kEhxyTuYpfK_Ga?dl=0

Follow NAMLE online

- Twitter: [@MediaLiteracyEd](https://twitter.com/MediaLiteracyEd)
- Facebook: www.facebook.com/MediaLiteracyEd

Hashtags

- #MediaLitWk
- #MediaLiteracy
- #MediaLit

MEDIA LITERACY WEEK USA - Social Media Messaging

Sample Facebook Posts

- NAMLE is hosting Media Literacy Week USA! Join us in celebrating 21st-century skills learners and educators by attending an event or becoming a partner today: <https://medialiteracyweek.us/>
- This year, celebrate American media literacy with Media Literacy Week from October 31 – November 4! Join organizations nationwide and partner with us in this historic event: <https://medialiteracyweek.us/>
- Ready to share your work on a national stage? Orgs and educators from California to Rhode Island are participating in Media Literacy Week USA! Learn more about partnering here: bit.ly/MediaLitWkUS
- For use after 10/25 only: Media Literacy Week USA kicks off in just a few days! Check out our calendar of nationwide events to find one near you: <https://medialiteracyweek.us/home/calendar-of-events/>

Sample Twitter Posts - General

- @MediaLiteracyEd is hosting #MediaLitWk 10/31-11/4! Attend/host an online event: <https://medialiteracyweek.us/>
- USA National #MediaLitWk kicks off Oct 31! Partner w/ us, find an event & #medialiteracy resources here: <https://medialiteracyweek.us/>
- Celebrate #medialiteracy #education during #MediaLitWk! Events, partners, resources, more! <https://medialiteracyweek.us/>
- For use after 10/25 only: Just a few days till #MediaLitWk! Find an event near you: bit.ly/MediaLitWkUS
- Visit #MediaLitWk website for info on how to participate in US #MediaLiteracy Week, 10/31-11/4: <https://medialiteracyweek.us/>
- @MediaLiteracyEd is hosting #MediaLitWk 10/31-11/4! Attend/host an online event: <https://medialiteracyweek.us/home/calendar-of-events/>

Sample Twitter Posts – Partners

- Join us as partners with @MediaLiteracyEd for Media Literacy Week in the US! <https://medialiteracyweek.us/home/2016-partners/>
- Proud Partner of #MediaLitWk USA hosted by @MediaLiteracyEd: 2nd Annual Media Literacy Week in the US! --> <https://medialiteracyweek.us/home/2016-partners/>
- Proud Partner of 2nd Annual National Media Literacy Week 10/31-11/4! Join us! #MediaLitWk <https://medialiteracyweek.us/home/2016-partners/>

Sample Twitter Posts – Sponsors

- Join us as a sponsor of 2nd Annual Media Literacy Week US 10/31-11/4 hosted by #NAMLE16 ---> <https://medialiteracyweek.us/home/sponsors/>
- Support 2nd Annual #MediaLitWk in US as a Sponsor! 10/31-11/4 hosted by @MediaLiteracyEd ---> <https://medialiteracyweek.us/home/sponsors/>

- Wow! Dozens of partners joining in for 2nd Annual #MediaLitWk USA! You can be one too: <https://medialiteracyweek.us/home/2016-partners/>



FREQUENTLY ASKED QUESTIONS

1. Does it cost to be a partner for media literacy week?

No. There is no cost involved. 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.

2. Do you have to be associated with an organization to join in on the efforts?

No. Individual educators from K-16 and beyond can decide to be a part of Media Literacy Week. Instead of an event, teachers are planning events and activities in their classrooms for students to engage in during Media Literacy Week.

3. How are the U.S. Media Literacy Week plans related to the Canadian Media Literacy Week?

This year's U.S. effort was inspired by the work of our Canadian neighbors. NAMLE has collaborated with [Media Smarts](#), one of the lead partners for the [Canadian Media Literacy Week](#), on webinars for several years during Media Literacy Week. We will be joining forces again for a webinar during this year's media literacy week. We are grateful for the guidance and support we have received from Media Smarts. Media Smarts is also an organizational member of NAMLE.

4. 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 now free for individuals! Please contact NAMLE's Manager of Engagement, Alicia Haywood at ahaywood@namle.net if you want more information about membership. Or [click here](#) to join today!



CORE MEDIA LITERACY MESSAGES

Today's world is saturated by media messages.

- Youth spend an average of 10 hours and forty-five minutes with media per day. ([source](#))
- Food and beverage marketers spend \$150 million every year to reach K-12 youth directly in schools. ([source](#))
- 92% of youth go online daily. ([source](#))

Despite the amount of time youth spend with media, studies indicate they lack some basic media literacy skills.

- In one recent global study, US millennials ranked last or in the bottom 50% out of 22 countries for numeracy, literacy and problem-solving skills. ([source](#))
- Consumption of certain media content by youth has been linked to issues such as self-esteem and body image ([source](#)), suggesting that young people lack the skills to be critical of media.

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

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.

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

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



ABOUT MEDIA LITERACY WEEK U.S.

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 now in its 11th year, the National Association for Media Literacy Education's Media Literacy Week is now in its second 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.



IMPORTANT INFORMATION FOR PARTNERS

Conference Call Dates

- Friday, October 21 at 3:30pmET

Conference Call Connection Information

- Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/453822507>
- iPhone one-tap (US Toll): +1-646-558-8656, passcode 453822507# or +1-408-638-0968, passcode 453822507#
- Telephone: 646 558 8656 | ID: 453 822 507
- International numbers available: https://zoom.us/join?m=odt2C6VkHs5Xkfdg_ScgHrUsZzfAo5KY

Event Promotion

If you have not already, please send us your logo (in the 250 x 150 range please) to post on [our website](#), as well as the basic info about your Media Literacy Week event(s) for us to share. Be sure to include all of the following in a PDF for ease of posting:

- Event title
- Event date(s)
- Location (with city + state)
- Contact person
- Link to more info

Referrals

If you have suggestions of 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.