WHO IS NAMLE?

NAMLE is a national non-profit membership association in the United States for educators, academics, activists, and students with a passion for understanding how the media we use and create affects our lives and the lives of others.
WHO IS NAMLE?

RESOURCES

CONVENOR

THOUGHT LEADER
WHO IS NAMLE?

• 6,500+ individual members across all 50 states and beyond
• 55+ organizational partners
• Core Principles of Media Literacy Education
• Journal for Media Literacy Education
• U.S. Media Literacy Week National Conferences
• Regional Events
AS THE LEADING VOICE, CONVENER AND RESOURCE FOR MEDIA LITERACY EDUCATION, NAMLE AIMS TO MAKE MEDIA LITERACY HIGHLY VALUED AND WIDELY PRACTICED AS AN ESSENTIAL LIFE SKILL.
What is Media Literacy?

The ability to access, analyze, create, evaluate and act using all forms of communication.
The purpose of Media Literacy Education 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.
How do we keep kids safe? vs. How do we prepare kids for success?
Media literacy is about preparing kids to thrive in the media-saturated world. It is about empowerment, engagement, and participation.

WE WANT KIDS TO BE SUCCESSFUL
“Media literacy changes the way I look at everything, not just TV, computer, iPod; it changes the way my eyes work. It teaches me how to learn.”

-G. Shapiro

High School Student, Ithaca, NY
What is the state of media literacy in the U.S.?

• Where is it being practiced?
• What are the challenges?
• Where are the opportunities?
• What are our recommendations moving forward?
Where is it being practiced?

• PK-12
• Higher Education
• Community
What are the challenges?

- Relies on an individual
- No one model
- Competition for funding
- Debates within the community
- Lack of public understanding
What are the opportunities?

• National community
• Public Awareness
• Legislation and Advocacy
• Increased practice
  Growing demographic
• Educational standards
U.S. Media Literacy Policy Report 2020

A state-by-state survey of the status of media literacy education laws for K-12 schools
THE FINDINGS

This is an all-hands-on-deck issue. We need to wake up.

—Utah State Representative Keven Stratton

14 STATES have media literacy language on the books today
To promote digital citizenship and media literacy.

IN THE SENATE OF THE UNITED STATES

JULY 23, 2019

Ms. KLOBUCAR (for herself, Mr. BENNET, Ms. SMITH, and Mr. PETERS) introduced the following bill, which was read twice and referred to the Committee on Health, Education, Labor, and Pensions

A BILL

To promote digital citizenship and media literacy.

1 Be it enacted by the Senate and House of Representa-
2 tives of the United States of America in Congress assembled,

3 SECTION 1. SHORT TITLE.

4 This Act may be cited as the “Digital Citizenship and
5 Media Literacy Act”.

6 SEC. 2. FINDINGS.

7 Congress finds the following:

8 (1) People in the United States rely on inform-
9 ation from mass media, social media, and digital
10 media to make decisions about all aspects of social,
11 economic, and political life, including products and
The purpose of this SNAPSHOT is to inspire dialogue and create momentum to support research, training, practice, and policy efforts needed in order to grow the field of media literacy more fully as we enter 2020 and beyond.
What did we discover?

- Practitioners are self-taught
- Struggle with outreach to diverse populations
- Shift in topic focus (ex. violence in the media & advertising to news literacy)
- Lots of resources but no organization
- Practitioners are most challenged by lack of time and competing curricular demands
Where do we start?
JOIN THE MOVEMENT

MEMBERSHIP IS FREE!

WWW.NAMLE.NET
PBS Education

We believe that the greatest teachers ignite a love of learning and a sense of possibility that motivates students to reach their full potential.

What are you looking for?

- Learning Media: Instructional Resources for Your Classroom
- Teacher Line: Online Professional Development
- Digital Innovators: Classroom Changemakers
- Teachers Lounge: Ideas to Teach Boldly
Broadening Youth Voting

Young people can decide elections, and their participation is central to our politics. Expanding the electorate and addressing inequities in youth voting is a crucial task for strengthening democracy.

Learn More

Equitable K-12 Civic Learning

A strong civic education must give students the knowledge and skills they'll need to participate in civic life, and must be available and relevant to all young people in a school or community.

Learn More
PEN America and the Trust Project have partnered to create a first-of-its-kind digital tool that tracks the transparency of over 50 leading national and regional media outlets by surfacing the policies, practices, and people behind the news.

The Newsroom Transparency Tracker encourages media outlets to be accountable to the public and empowers the public to make informed choices about the news outlets they watch, listen to, and read.
We are a national alliance working to strengthen student learning about elections and informed voting.

The Teaching for Democracy Alliance (TFDA) currently consists of 13 members who believe in providing students with the tools to become civically engaged and informed citizens. The organizations part of the TFDA are working together to equip teachers and administrators to talk about elections & voting in a safe, productive and educational way.