



NATIONAL ASSOCIATION FOR  
MEDIA LITERACY EDUCATION

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**Leading U.S. Education Organizations Unite to Create  
National Media Literacy Education Alliance**

NAMLE Launches Network to Serve Millions of Educators and Advance  
Media Literacy Education in United States

(NEW YORK CITY – June 2, 2020) - The National Association for Media Literacy Education (NAMLE) today announced the formation of the *National Media Literacy Alliance* (Alliance). The Alliance is a network of leading education associations united in an effort to advance media literacy education as a necessary element of a complete 21st-century education in America. At a time when misinformation threatens civil discourse and the very nature of our democracy, the Alliance will work to ensure that students across our nation have the critical thinking skills necessary to navigate our ever-expanding modern media landscape.

Joining NAMLE as founding members of the Alliance are:

- American Association of School Librarians (AASL)
- International Society for Technology in Education (ISTE)
- Journalism Education Association (JEA)
- National Association for the Education of Young Children (NAEYC)
- National Council for the Social Studies (NCSS)
- National Council of Teachers of English (NCTE)
- National Council of Teachers of Mathematics (NCTM)
- National Science Teaching Association (NSTA)
- National Writing Project (NWP)

- Public Broadcasting Service (PBS)
- Young Adult Library Services Association (YALSA)

Alliance members will work together to support their network of educators in integrating media literacy education into their classrooms, reference media literacy in their instructional standards, include media literacy content in their respective national and regional conferences, and contribute to NAMLE's annual *State of Media Literacy Report* to better track and analyze the practice across the country. Twitter provided initial funding for the Alliance.

“Forming the Alliance has been a long-term goal for NAMLE. Media literacy education is taught across disciplines, and in order to understand promising practices and fine-tune scaling efforts, we need to work together across subject areas,” said NAMLE Executive Director Michelle Ciulla Lipkin. “We envision a world where media literacy is widely practiced and highly valued in this country. The massive reach of Alliance members will supercharge the practice of media literacy education on a huge scale throughout the U.S.”

Alliance members serve millions of educators across the United States and will work collectively to:

- Deliver media literacy education resources and activities to the widest possible audience.
- Help educators, administrators, and other stakeholders build awareness of media literacy's value and importance.
- Foster the sharing of curricular materials, professional development experiences, and key findings that support media literacy in every classroom and community center across the country.
- Provide a structure to media literacy learning in all its forms—traditional, virtual, blended—especially during a time when the American education system is rapidly transforming online.

Together, these efforts will foster a future where learners have the knowledge and critical thinking skills to actively navigate our media landscape and fully participate as citizens.

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### **About NAMLE**

The National Association for Media Literacy Education ([@medialiteracyed](#)) is a national non-profit organization dedicated to media literacy as a basic life skill for the 21st century. 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. NAMLE membership for individuals is FREE. Sponsorships and organizational partnerships are welcomed at [namle.net](#), and donations to support NAMLE's efforts to improve media literacy education can be made [here](#).

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