

Commit2MediaLit! Media Literacy Week 2016

(October 25, 2016) “Commit to MediaLit!” is the call in a campaign coordinated by the Center for Media Literacy and conducted by media literacy advocates throughout the world, in recognition of Media Literacy Week in the U.S., Canada and abroad from Oct. 31 – Nov. 4.

Reporting during Media Literacy Week will be provided through short video interviews of college students, taught by Dr. Natasha Casey and Spencer Brayton at Blackburn College in Carlinville, IL., and Brooklyn College students and high school students taught by Dr. Belinha De Abreu. In addition, media literacy practitioners attending major meetings in San Francisco, Sao Paulo and Rome will be interviewed, and all of these encounters will be available during Media Literacy Week on YouTube through a channel sponsored by the Center for Media Literacy: <https://www.youtube.com/user/medialitkit> and on Twitter #Commit2MediaLit

“These videos will capture authentic and timely voices from throughout the world, demonstrating how media and information literacy affects our daily lives and the importance of -- indeed, the human right -- of every citizen to have access to media education in our global, mediated world,” said Tessa Jolls, president and CEO of the Center for Media Literacy, who was honored with the inaugural Global Media and Information Literacy Award from the UNESCO-initiated Global Alliance for Partnerships in Media and Information Literacy (GAPMIL) in 2015.

“We want to show the support that media literacy education has, and how advocates from U.S. and Canada contribute to dialogue throughout the world, so that we can advance media literacy as a movement, as a field, and as a pedagogy,” De Abreu stated. “Through these interviews, we can hear directly from the people involved and from youth who are demanding the opportunity to participate in a global media culture.”

“Every day, we work to embed media literacy into our curriculum and into the habits of mind of our students, so that they are prepared for life and careers in the 21st Century,” said Casey. “These young people must be prepared to represent themselves in a competitive and inter-connected world, and reporting from the field and from abroad during Media Literacy Week provides insights into the current state of media literacy practice and implementation.”

Reports directly from the following conferences will be provided during Media Literacy Week:

Viewpoints from San Francisco: The Digital Citizenship Summit held on Oct. 28 is the kickoff for U.S. Media Literacy Week to unite people, organizations, and companies across the globe committed to the SAFE, SAVVY, and ETHICAL use of social media & tech. Beth Thornton, CML’s director of communications, will conduct interviews shared on [CML’s YouTube channel](#).

Viewpoints from Rome: The International Media Education Summit held in Rome on November 4-5, 2016 brings together a global network of media educators and media to share research, pedagogy and innovation. Now in its 10th year, the Summit is sponsored by the Centre for Excellence in Media Practice. Natasha Casey, Communications professor, Blackburn College, and Spencer Brayton, Director, Lumpkin Learning Commons, Blackburn College, will conduct interviews shared on [CML's YouTube channel](#).

Viewpoints from Sao Paulo: The Sixth Media and Information Literacy and Intercultural Dialogue (MILID) Conference and the First General Assembly of the Global Partnerships on Media and Information Literacy (GAPMIL) on Nov. 2-5 will, for the first time in Brazil, connect international organizations, universities, associations, research groups and educators, media professionals, information specialists and librarians, policy makers and regulators, NGOs and practitioners in MIL from around the world. The aim is to heighten public awareness of the importance of media and information literacy at a global level while fostering cooperation, mobility and sharing. This year, the event will also highlight artists, journalists, and professionals who work on after-school and community-based MIL programs. Tessa Jolls, CML's director, will conduct interviews shared on [CML's YouTube channel](#).

Other links of interest regarding Media Literacy Week include:

[CML Website](#)

[CML Facebook Page](#)

[NAMLE Website for ML Week](#)

[MediaSmarts Website for ML Week](#)

[UNESCO MIL Week Website](#)

[North American Chapter of the Global Alliance for Partnerships in Media and Information Literacy](#)

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