



My Name, My Identity Initiative is a collaboration between the Santa Clara County Office of Education and the National Association for Bilingual Education (NABE). Here is an update on the media coverage on the campaign.

Media Coverage in the United States

[Mispronouncing Students' Names: A Slight That Can Cut Deep](#)

Corey Mitchell, *Education Week* - May 10 2016

[A Teacher Mispronouncing a Student's Name Can Have a Lasting Impact](#)

Corey Mitchell, *Education Week via PBS NewsHour* - May 11 2016

[Pronouncing Student Names Correctly: A Quick Guide](#)

Corey Mitchell, *Education Week* - May 12 2016

[Note to Teachers: Butchering Students' Names Could Impact Learning](#)

LiLi Tan, *NBC Bay Area* - May 17 2016

[#ActuallyMyNameIs: Why It Matters When We Butcher Students' Names](#)

Kenya Downs, *PBS NewsHour* - May 20 2016

[Why Getting a Student's Name Right Matters](#)

Kenya Downs, *PBS NewsHour* - May 27 2016

[Mispronouncing Kids' Names Can Leave Lasting Scars](#)

Grace Hwang Lynch, *Mom.me* - June 6 2016

[My Name, My Identity: Educators Promote Cultural Awareness in Campaign](#)

Sylvia Cunningham, *NBC News* - June 9 2016

['My Name, My Identity' Campaign Stresses Cultural Awareness](#)

Daphne Morales, *San Jose Insider* - Aug 3 2016

[How 'My Name, My Identity' Can Create a Global Consciousness Locally](#)

Yee Wan, *Education Week* - Aug 26 2016

[The Lasting Impact of Mispronouncing Students' Names](#)

Clare McLaughlin, *NEA Today* - Sept 1 2016

Media Coverage in England

[Teachers who pronounce students' names incorrectly have negative impact on their learning, say US campaigners](#)

Aftab Ali, *Independent* - May 23 2016

[Teachers pronouncing children's names wrong can hinder their chances in life, say campaigners](#)

Helena Horton, *The Telegraph* - May 23 2016

Media Coverage in Australia

[Getting names right is more important than you think](#)

ABC Radio National (Australian Broadcasting Corporation) - June 1 2016