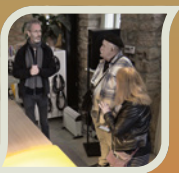
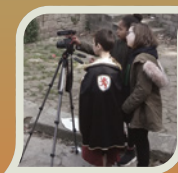


MILES MEDIA AND INFORMATION LITERACY – EVALUATION AND STRATEGIES



UNDERSTAND, MAKE AND BE THE MEDIA!



The Council of Europe recognises the value of community media as a source of local content, cultural and linguistic diversity, media pluralism, social inclusion and intercultural dialogue. It endorses the commitment of community media to media and information literacy, through the development of critical and creative thinking and active participation in media content production.

www.coe.int/en/web/freedom-expression/community-media

What is Community Media?

Many community organisations grew around radio stations, this has extended to include audiovisual. They are typically not-for-profit organisations, focusing on media literacy, social inclusion and participation.

Community organisations depend on engaging participants from the various communities they serve. At the heart of the mission of most community media is the goal of educating citizens in media literacy and engaging citizens to participate in an active democracy.

What is MILES?

This Erasmus partnership was an open but structured exchange of concepts, ideas and experiences for teaching Media & Information Literacy (MIL). A collection of good practice and helpful resources was gathered, and together the group developed helpful methods for evaluating MIL concepts and their practical application.

Media Information Literacy Evaluations and Strategies (MILES) Project brings together partners from across Europe with different traditions in media literacy, but also with different backgrounds such as community radio or television, training organisation, participatory video producers and others. The group investigated training practices used to motivate participants and help them engage with media in a responsible and critical manner.

Each of the community media organisations involved in MILES chose one project to highlight the type of work they do. The projects highlight the different and varied target groups that each organisation has identified in their society. Training focuses on engaging participants, and learning-by-doing, while integrating and utilising the principles of media literacy. Our aim with MILES has been to identify good practices exercised by participants and share them with others. For more information:

<https://www.commit.at/projekte/miles>

THE PARTICIPANTS



BCB is a Community Radio station, based in Bradford, Yorkshire in the UK. BCB uses engagement with community radio as a tool for social change. We train and support local people from diverse backgrounds to become volunteer broadcasters, telling their own stories, in their own way, and celebrating diversity across the city.

<https://www.bcbradio.co.uk/>



COMMIT is an umbrella organisation of community radios and TVs in Austria active in training and concept development for community media and adult learning. Its work on Media and Information Literacy relies on cooperation with different actors from science and practice. COMMIT has developed its expertise with a wide range of European projects and a partnership with the national institute for adult education.

<https://www.commit.at>



Community Media Forum Europe (CMFE) is a platform for networks, national federations, and projects active within the community media sector; the organisation has a total of 98 members from 25 European countries. CMFE enables the participating organisations to raise their concerns on a European and international level and is a channel through which media partners and European institutions can spread information on relevant questions to its participants.

<https://www.cmfe.eu>



Civil Radio is one of the first community radios in Hungary. The founders used this special type of media as a community development method – amplifying and strengthening the voice of marginalized groups in the society. We represent various groups and layers of the society – people from different generations, ethnicities, minorities, people with different social and demographic backgrounds. All program makers are volunteers, activists, members of local communities and NGOs who are acting for a more balanced society.

www.civilradio.hu



Near FM is a not-for-profit, democratic, community radio station in Dublin, Ireland, that gives voice to local people and those under-represented in mainstream media. We operate an open access policy and run a minimum of two community radio introduction courses a year. Media Literacy is a cornerstone in all of our training, as well as a specific workshop. We use media as a tool in community development and for social justice. Content aims to cover issues, events and stories important in the local area. Programming involves multilingual programmes, upcoming musicians, intercultural, educational programming, radio drama, outside broadcasts, documentaries. We also work as media consultants and trainers and produce commissioned audio and video content for broadcast and podcasts.

<https://nearfm.ie/>

RADIOARA

Radio ARA is a not-for-profit community radio station focusing on international communities, youngsters and music and cultural lovers in Luxembourg. To ensure a program with diverse content, an eclectic music choice and a successful support system for their volunteer producers, Radio ARA offers a variety of media workshops tailored to the needs of our different communities.

<http://www.ara.lu>



Based in Sweden, Radio Kärnan enables citizens and NGOs, local initiatives and other groups to broadcast their radio programmes. We act as a facilitator, working with the frequency holder and programme makers, thereby giving citizens the opportunity to be heard without the legal obstacles of procuring their own broadcasting license and having an accountable publisher.

Our goal is to empower individuals and communities to voice their opinions and ideas, while fostering a more inclusive and diverse media landscape.

<https://radiokarnan.se>



Teleduca is an interdisciplinary team specialised in *educational communication*, community processes and participatory creation. With a socio-educational perspective, we work for self-expression and self-representation. From experience, we facilitate significant learning with projects and workshops in which languages, genres and platforms are combined. We are committed to action research and learning-by-doing. We use 'feed forward' so that individual and collective visions, concerns, experiences, capacities and knowledge emerge in the communities. We include media literacy as understood and applied from the Latin American concept of *educational communication*.

<https://www.facebook.com/TeleducaEducom/>

Chosen Projects

1 · BCB The Daily News

BCB holds a daily meeting for staff and volunteers to talk about the news agenda. This short get-together provides an informal space for BCB people to discuss the news – and crucially to explore *why* a story is making the news. This informal ‘peer education’ helps us to better understand the mainstream news agenda, just who is deciding what is news, and think about what the story is actually about. Developing media literacy skills in this way, through conversation, exploration, and observation, helps to develop critical thinking and to start asking more questions about stories in the media – and crucially recognises the power that we have to shape the news agenda ourselves.

2 · COMMIT Think Tank – Critical Media Literacy

In 2019, COMMIT founded a think tank on critical media literacy in adult education to enable an exchange of experts from different scientific disciplines and fields of activity in adult education. This think tank serves as a platform and incubation hub for a wide range of experts enabling and promoting interdisciplinary discourse on aspects and perspectives of critical media literacy and media education in adult education and beyond. Through exchange participants develop new ideas of cooperation but also suggestions and recommendations for education providers and political decision-makers. The meetings take place twice a year. Experts come from varied organisations such as the Austrian Academy of Science, the UNESCO commission, community media and public service broadcasting, the press council or the institute of technology assessment.

Results

- A series of experts contribute their specific expertise and research for new concepts of training
- A monthly MIL-newsletter has been set up to target relevant actors in education and research to reach the respective colleagues with hints from their own field of work.
- The national UNESCO-commission in Austria has taken MIL on their agenda.

Some of the gathered ideas and concepts can be found here:

<https://www.commit.at/materialien/handreichungen-und-schulungsunterlagen-1/ressourcen-und-methoden>

3 · CIVIL RADIO Community Media and Generations

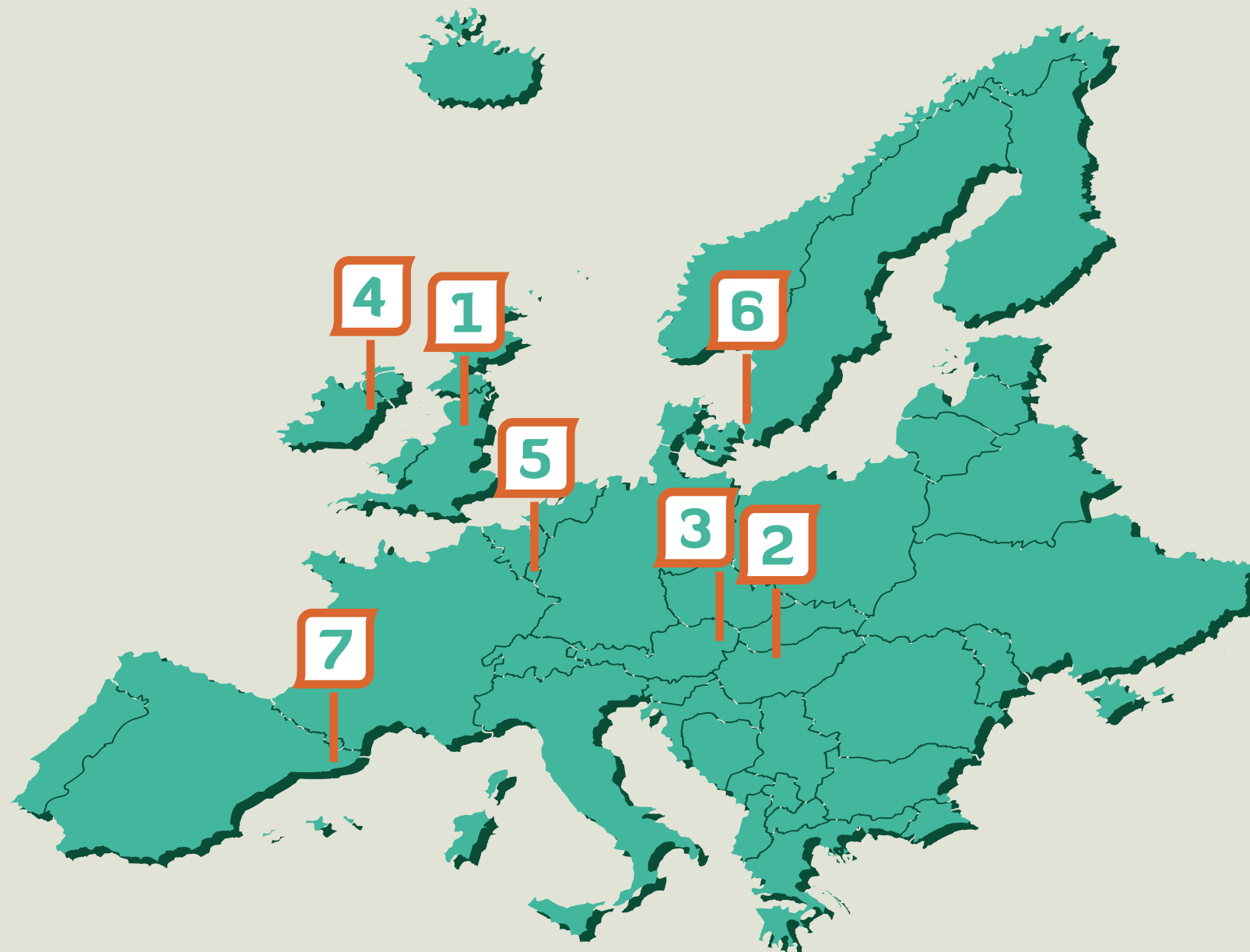
One project using the tools of community media is “Above 60”. We provide formal introductory media training and a mentoring phase to retired people who want to stay active and act for the neighborhood they live in. Young secondary school students (15–17 years old) are also involved in the course – this is a mutual learning experience where the young students share their knowledge about using smartphones to make recordings and the basics of using various

online applications, while the older generation share their experiences about media content, analyzing different articles and radio interviews. Trainers facilitate the learning situation, but the direct learning material comes from the participants. During the training and the mentoring phase the participants acquire knowledge about technical use of portable devices, online recording and editing applications, develop their skills of cooperation, community work, social and communication competencies. This working together of younger and older generations helps both age groups understand each other’s points of view and sharpen their critical media approach.

Resources can be found here:

http://civilftp.civilradio.hu/IML_Resources.pdf

MILES MEDIA AND INFORMATION LITERACY – EVALUATION AND STRATEGIES



4 · NEAR FM Media and Broadcast Course

Near FM delivers a range of courses in media and broadcasting skills in a safe and supportive environment for community groups and individuals. The average course would be as follows: Strands of media, media literacy, media law and regulations, interviewing and research, editing, studio and portable recorders, production features and values, structuring a running order, 2 hours x 6 weeks. We link participants with a mentor for shadowing their programme and to be on site for the first pre-recorded or live programme on air.

Participants are encouraged to apply for their own programme. Near FM has a programme proposal form for pitching proposals to the programme continent committee. After acceptance a programme agreement is set up for both the new member and the radio station.

5 · RADIO ARA / GRAFFITI Produce an Audio Play

Brainstorming the content and topics of the audio play, as well as writing a script together are the first steps for the participants of this workshop. The number of people determines the workflow. After some hours of creative outlet, a completed script is the base of the next part of this workshop which is the actual recording of the audio play. Editing is a key part of this workshop. Participants discover first hand the impact audio and music editing can have on the listener and what slightly different choices of sound can bring to their story. Learning-by-doing is the central focus of this workshop.

Focus/competences: taking decisions in groups, writing for audio production, choosing and understanding a storyline and perspectives, audio editing, use of sound and music in audio production, talking into a microphone.

6 · RADIO KÄRNAN Hands-On Media Training

Our position has enabled us to be involved in many different education initiatives and offer courses in all aspects of radio production. Over the years, through various local organisations, we have held courses in topics ranging from critical sourcing and press ethics through interview technique and programme composition to the technical side of audio production and IT. We have also delivered some well-received programmes aimed at explaining important and often overlooked elements of the local communities and society.

Many projects are in cooperation with the Public Employment Service office, where we offer new, hands-on skills in a safe and encouraging environment. Our aim is to provide people with the necessary tools and knowledge to create and share their own stories, thereby promoting greater participation in community dialogue and media.

7 · TELEDUCA Video-Memories

This project uses participatory audiovisual creation as a tool to learn more about the recent past of neighborhoods. It is aimed at secondary schools with the idea that students can have an experience and gain greater knowledge and connection with their environment.

During one or two school terms (one or two sessions a week), the students define a center of interest. From there, they carry out a field investigation that brings them closer to their neighbours and allows them to jointly interact in the public space. Using the learning-by-doing method and accompanied by the Teleduca team, they go through the script, shooting and editing phases of their audiovisual pieces. Each class group is divided into two or three subgroups that advance in parallel. Final audiovisual creations can be fiction, documentary, report, news, theater, mapping, etc. The topics and themes chosen are based on the concerns collected in each educational center and the possibilities of each neighbourhood. Finally the results are shared in a film forum.

<https://videomemoriesprojectes.wordpress.com/>



Co-funded by the
Erasmus+ Programme
of the European Union



The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.