



Near Media Co-op

Elaine King
Community Television Co-ordinator

Community Media Co-operative based in North Dublin

- Near FM, Near TV, Near Cast



- Democratic, not for profit, volunteer led.
- Established to offer space for voices rarely if ever heard on mainstream media.

NearFM grew out of pirate radio, as a response to negative media coverage received by communities in Coolock, Darndale and surrounding areas in North Dublin. It's now on air for over 30 years.

The Committee of Management is elected by the members at the AGM.

- We have 8 full time staff
- 3 part time staff members,
- over 20 staff on Employment training schemes (long term unemployed)
- and over 120 volunteers (members) working within Near Media co-op.

An alternative to public service and commercial media



Adult Education



We are linked with Colaiste Dhulaigh College of Further Education, Coolock Dublin. And offer QQI Level 3 Media Expression.

Community Development



We are not for profit and have a community development media literacy goal. Working with local groups and employment schemes.

Open Access to media through Training




We offer open access training to give people in the community media skills.

- We get no direct state funding and draw monies from a variety of sources. This allows us to remain independent.
- It brings challenges (project by project funding)
- We can fall between, Media, Education and Community Development. Media Literacy encompass all of these strands.



Media Literacy



Since 1995, the co-op has offered media literacy training in North Dublin, Near FM Co-founder Jack Byrne describes media literacy as 'the first step in creating an alternative media.' He describes media literacy as the an empowerment tool for all citizens.

–SIPTU, press release, Offering a media alternative to empower local communities. 21st March 2013



Media Literacy

We define Media Literacy as the ability to:

- Access
- Analyse
- Evaluate
- Create

Understanding the power and function of mass media and how it shapes our lives

Media Literacy - is the anchor in all of our work

Links with Adult Education

- We teach part of a broadcasting Journalism degree course.
- Host a Student radio week
- All our volunteer training includes Media Literacy

Broadcasting:

- We give regular feedback to broadcasters
- Offer upskilling, diversity and media literacy training
- Target a diverse range of communities for training and broadcasting





European Funding

- Europe for Citizens,
- EACEA (Education, Audiovisual and Culture Executive Agency)
- Erasmus +

Mostly on Media Literacy Education projects



Media Education without Borders

<https://mewb.weebly.com/>

Direct link to online course:

<https://bildungsportal.sachsen.de/opal/auth/RepositoryEntry/20501495812/CourseNode/101004412401023>




Home page

Catalogue

Teaching Media – Skill... ✕

Teaching Media – Skills for teachers and youth workers

▲  Teaching Media – Skills for teachers and youth workers

- ▶  Unit 1: Media studies
- ▶  Unit 2: Media ethics
- ▶  Unit 3: Social Media
- ▶  Unit 4: Conscious media consumption
- ▶  Unit 5: Smart internet usage
- ▶  Unit 6: Media law and regulations

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Partners

- Die Johanniter, Germany
- Dresden University of Technology, Germany
- Federation Andalucia Acoge, Spain
- CorEdu Bildung durch und durch, Germany
- Civil Radio, Hungary
- Near Media Co-op, Ireland

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Ethical Media for
Active Citizenship

www.ethicalmediatraining.eu

In this project, we compiled training activities designed to help journalists in different stages of qualification and experience to report more fairly about minorities.

The activities can also support the integration of people from different minorities in the workplace more generally.

We also provide terminology sheets / glossaries with suggestions for using fair language.

Partners:
COMMIT Austria, AMARC Europe, Belgium,
Radio Corax & Radio Wuste Welle Germany,
EMA RTV, Spain and Near Media Co-op,
Ireland

Ethical Media for Active Citizenship

www.ethicalmediatraining.eu

FOR ONE-DAY-TRAINING

RECOGNISING PRIVILEGE:

- Introductory Round
- Walking in your shoes or Hot Seat

WORDS MATTER:

- Rethinking the news
- Recognising slanted words

ALTERNATIVE PERSPECTIVES:

- Inside Out Bias

BACK TO BASIS:

- Controlled Dialogue
- Fact Checking

FOR TWO-DAY-TRAININGS

RECOGNISING PRIVILEGE:

- Introductory Round or Hot Seat
- Walking in your shoes
- Personal Molecule or Power Flower

WORDS MATTER:

- Questioning Order
- Challenging the "pseudogeneric man"
- Rethinking the news
- Recognising slanted words

ALTERNATIVE PERSPECTIVES:

- 5 People I know and I (dis) like
- Inside Out Bias

BACK TO BASIS:

Ethical Media for Active Citizenship

www.ethicalmediatraining.eu

RESPECT WORDS

<http://www.respectwords.org/>



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'Ethical Journalism against Hate Speech', the RESPECT WORDS raises the need to rethink how media and its professionals deal issues related to migratory processes, ethnic and religious minorities.

In a particularly worrying European context -dehumanization of migration policies, lack of empathy with life and rights, rise of islamophobia and xenophobic speeches, commercialization of journalistic information- more than 150 European media and about 1300 journalists of the 8 partner countries for the RESPECT WORDS project (Germany, Austria, Slovenia, Spain, Greece, Hungary, Ireland and Italy), will work together to contribute in the construction of new imagery, essential in the fight against hate speech.

<https://www.respectwords.org/en/ethical-code/>



About ▾

TIPS FOR TRAINERS

Things you should be aware of

[* General Facilitation]

[Tips for Trainers](#)

[* Studio Software and Hardware needs for Vision Impaired/Blind Participants]

[Software and Hardware for Vision Impaired/Blind participants](#)

[* Tips for Learning Difficulties Participants Training]

[Tips for Training with Participants with Learning Difficulties](#)

[* Tips for Migrant Women Training]

[Tips for Training with Migrant Women](#)

[Integration and Empowerment of Migrant Women in Media](#)

SMART PROJECT

<https://smart.radiotraining.eu/>

The slide features a light beige background with abstract, organic shapes in shades of orange, dark grey, and pink at the bottom. The text is centered and reads:

Community TV
Media Literacy
programmes



Youth training in
Media literacy &
TV production

Youth training in Media literacy & TV production



Youth training in Media literacy & TV production

Body Image

Gender

Relationships



Approach to production

- 4/6 weeks getting to know the young people, introducing them to media literacy concepts, starting to analyse and look at issues of representation.
- They come up with ideas on content around a format we give them.
- They lead interviews with experts
- Production skills, given 'on the job' (8 weeks)
- Screening with the group.

Skills Acquired:

- Confidence
- Better understanding of how TV is produced
- Critical media analysis

Equal Billing

Equal Billing (9 X 30 mins) is a Media Literacy series in which a diverse group of people analyse two films in a relaxed, after-dinner environment.

The group were trained in media literacy prior to filming.

Each half hour episode takes one of the nine grounds of discrimination as its focus. The nine grounds as defined by the Equal Status Act include: gender, marital status, family status, age, disability, race, sexual orientation, religious belief and Membership of the Traveller community.

This programme was funded by the Broadcasting Authority of Ireland Sound and Vision Scheme.



MOBILE PHONE FILMING TRAINING

Young people and Adults



Local, National and Global

- Near plays an active role in the development of Craol – the national network of community radio stations, CRAOL www.craol.ie and the CTA (Community Television Association of Ireland)
- Near is involved in the development of the Community Media Forum Europe, CMFE www.cmfe.eu
- Near is a member of AMARC – the world association of community radio broadcasters, AMARC www.amarc.org



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	 SUSTAINABLE DEVELOPMENT GOALS

Our Sustainable Development Goals

Quality Education

Gender Equality

Reduced Inequality





Media Training for Women in Election (April 2019)



Media Literacy Ireland

We Joined the steering group of Media literacy Ireland at its inception, staff from Near taking part in the Steering group and working groups.

Advantages:

- Networking.
- Resources - both to find other work and disseminate our own.
- Education for our members - webinars have been invaluable during covid
- Acknowledgement

Challenges

- It's purely voluntary capacity makes it difficult for not for profit community organisations with limited resources to get involved. (Most noticeable against the backdrop of bigger more commercial members)

THANKS

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www.near.ie



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