



Seminar on media literacy and the protection of children

1. Background

Media literacy is considered a priority in the international audiovisual landscape. At a European level, the "Audiovisual Media Services without Frontiers" Directive defines media literacy as a series of skills, knowledge and understanding which permits consumers to use media efficiently and safely. The directive also obliges Member States to assess their level of media literacy from 2011. On a worldwide scale, greater attention is also being paid to literacy issues and an example of this is one of the initiatives recently put in place by the Alliance of Civilizations for the creation of an information exchange centre on media literacy (aocmedialiteracy.org).

Although media literacy is an area which involves the participation of many different players from the audiovisual world (operators, the audiovisual industry, governments, citizens, etc..) regulatory authorities should not overlook its importance and we can all play an important role through specific recommendations and initiatives.

In line with this idea, at the meeting of the MNRA Secretariat held on the 4th and 5th of February 2010 in Nicosia (Cyprus) the organisation of a conference exclusively dedicated to Media literacy was seen as an interesting way forward. The objective of this intervention is to implement several of the activities foreseen in the *Declaration of intention relative to the protection of young publics and the fight against violence in the media*, adopted at the 11th MNRA meeting held in Granada in 2009.

A description of the main elements of the Seminar is provided below.

2. Objectives

The objectives of the seminar will be as follows:

- Exchanging experience and activities related to media literacy developed by the different regulatory authority of the MNRA.
- Exploring and discussing the latest advances on this field with help from experts on the subject.
- Debating and reflecting on the role that the regulatory authorities play in the field of media literacy.
- Defining the principles for future actions on media literacy which are specifically focused on children.
- Establishing a Mediterranean Alliance for media literacy.

3. Beneficiaries

The seminar is exclusively aimed at authority members of the MNRA and other organisations related to the Network, which will receive a formal invitation.

4. Format

The seminar will last one day (morning and afternoon).

It is proposed that the seminar is structured into four different conferences to be given by experts on media literacy. After each conference, there will be a discussion group with a moderator and one or two representatives from one of the member authorities of the MNRA.

Structure of the Seminar	
Morning	• Inauguration
	• Conference 1 + discussion group 1
	• Conference 2 + discussion group 2
Afternoon	• Conference 3 + discussion group 3
	• Conference 4 + discussion group 4
	• Conclusions and closing

5. Participants

The participants in the seminar will be as follows:

- Four experts on media literacy who will be in charge of the main conference addressed to each discussion group.
- Four moderators, one per discussion group, who will be proposed by the Consejo Audiovisual de Andalucía. Their role will be to introduce the speaker and moderate the discussion.
- Four to eight representatives from the different MNR authorities (one or two per discussion group), who will give their point of view and describe their experience in the field of media literacy.

The four experts and representatives from the authorities who will be participating in each discussion group will be selected by the secretary from the proposals submitted by the different Network members.

6. Languages

The working languages of the seminar will be French and English.

7. Date and location of the event

The seminar is set to be held on the 25th of June 2010 in the city of Malaga (Andalucía, Spain).

8. Funding

The Consejo Audiovisual de Andalucía will assume the organisation expenses (cost of venue, lunch, etc.) and each regulatory authority will assume the costs derived from travelling, accommodation, and stay of their delegates, as well as the fees of the experts proposed by them, if applicable.



LETTER FROM THE PRESIDENT

Following the meeting of the MNRA Secretariat held on the 4th and 5th of February 2010 in Nicosia (Cyprus) the organisation of a conference dedicated to Media literacy within the framework of the Network was seen as an attractive idea.

The main objective of the idea is to implement several of the activities foreseen in the *Declaration of Intent Regarding the Protection of Children Against Violence in the Media* adopted in the last plenary meeting.

In their capacity as President of the MNRA, the Consejo Audiovisual de Andalucía has proposed to hold the seminar in the city of Malaga (Andalusia, Spain) on the 25th of June 2010. The seminar is exclusively aimed at authority members of the MNRA and other organisations related to the Network, which will receive a formal invitation.

We believe the event offers a unique opportunity to learn about the experience on media literacy accumulated by the members of our Network and gather information on the latest advances on this field with the help of experts on the subject.

If you are interested in participating in the event, please send us your confirmation together with the following information:

- Number of delegates from you authority.
- Proposed members from your authority interested in participating in one of the four discussion groups.
- Proposed expert on media literacy from your country to participate as a speaker in one of the conferences.
- List by priority of issues on media literacy which you consider should be addressed during the seminar.
- Any comments on the organisation of the seminar which you may deem relevant.

Please send the requested information before the 15th of March 2010. Once the information has been processed, the secretary will proceed to select the participating experts and participants from the proposals submitted, and details of the final programme will be forwarded to you.

I sincerely hope that this initiative will receive your support, and would be very grateful if your authority would participate in the event.

Yours sincerely,

PS. Please find enclosed a document with the basic information about the event.