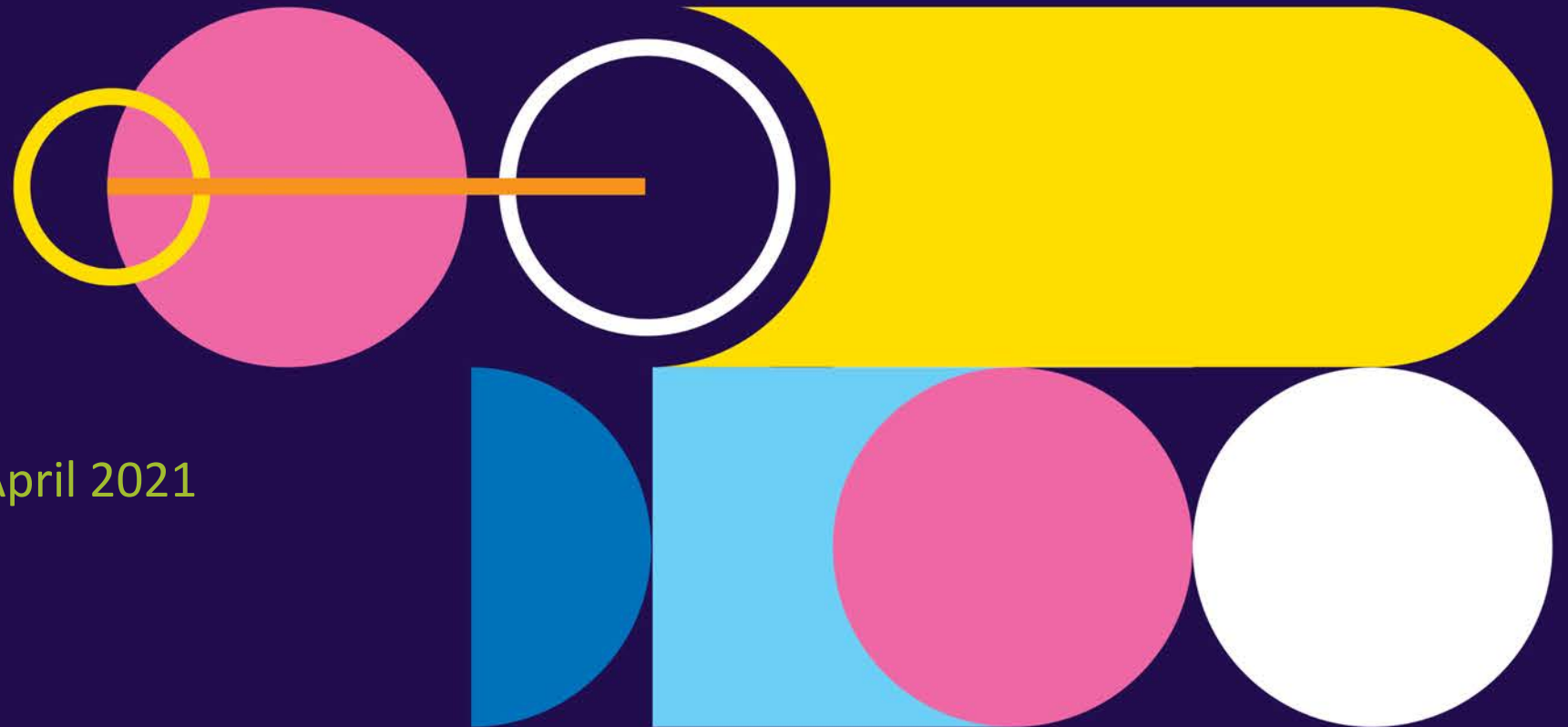


Media Literacy: a multi-stakeholder approach



Stephanie Comey – 14th April 2021



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BAI Media Literacy Policy

Launched in 2016

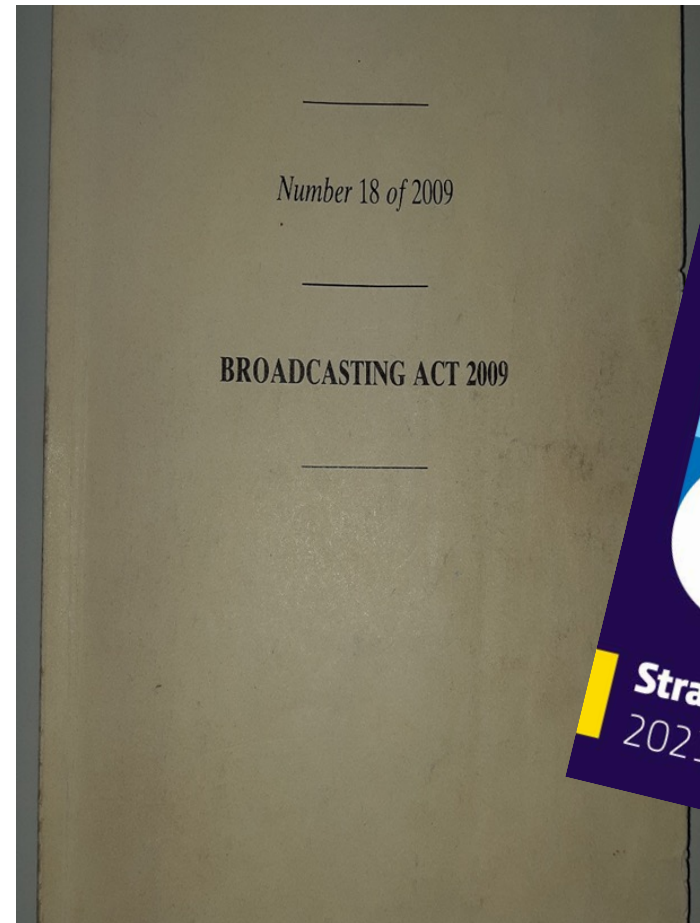
Section 26 (2)(g) of the Broadcasting Act 2009 - Ancillary functions:

“to undertake, encourage and foster research, measures and activities which are directed towards the promotion of media literacy...”

Media Literacy a strategic objective for BAI in 2017-2019 and 2021-2023



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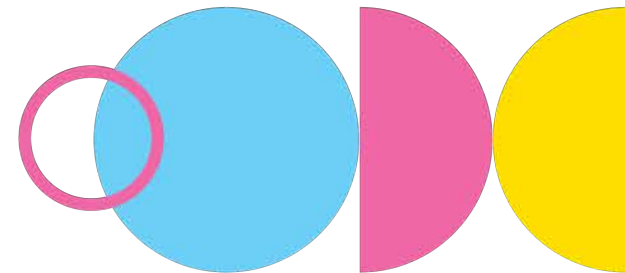
Policy Objectives

Developed in consultation with key media literacy stakeholders

- Provide leadership and coordination.
 - Describe media literacy in a relevant and meaningful way.
 - **Encourage a wide range of stakeholders to participate.**
 - Foster media literacy research and the development of a comprehensive knowledge base.
 - Be strategically aligned to other relevant frameworks and policies, at home and abroad.
-
- https://www.bai.ie/en/media/sites/2/dlm_uploads/2016/12/BAI_media_literacy_policy_EN1.pdf



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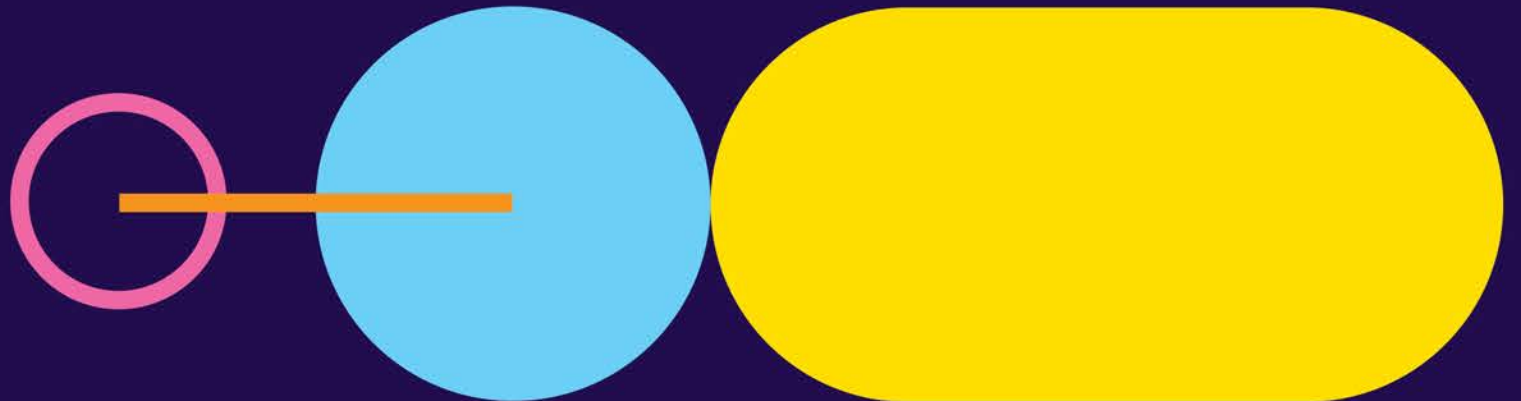


Overarching Objective

To empower Irish people with the skills and knowledge to make informed choices about the media content and services that they consume, create and disseminate.

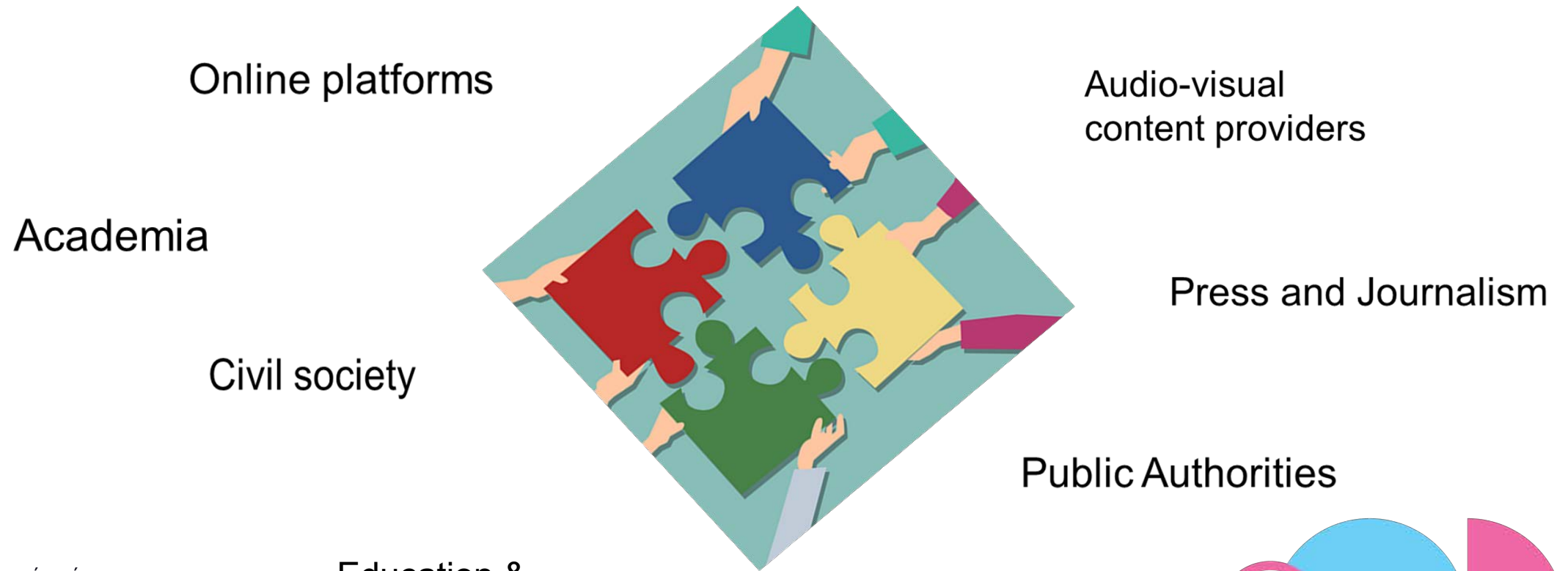


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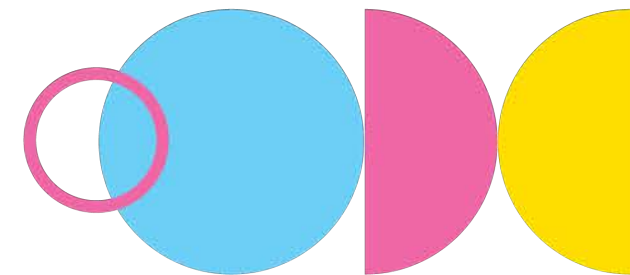
A multi-stakeholder approach

From the policy development process to the implementation and rollout of initiatives



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Education &
Research



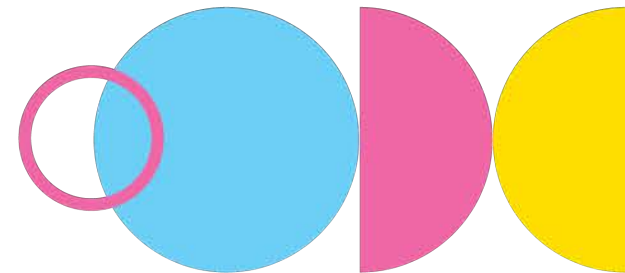
Policy Implementation

Gathering Irish media literacy actors in a multi-stakeholder network

- Establishment of Media Literacy Ireland (MLI)
- Informal alliance of stakeholders, free membership, participation expected
- Coordination and most activities funded by the BAI
- Chaired by Prof. Brian O’Neill
- Steering Group comprises 14 members from relevant organisations
- 150 members in the network
- Outputs include: conferences, webinars for members, public awareness campaigns.
- www.medialiteracyireland.ie Twitter: @medialitireland, @BAITweets



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Collaboration and partnerships for media literacy in Ireland

Media Literacy Ireland: a central point of reference for media literacy initiatives in Ireland



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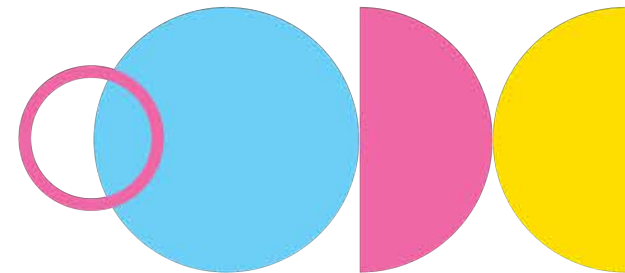
Be Media Smart campaign

Across TV, radio, print, online, libraries and schools

- Initially designed to align with European Media Literacy Week in 2019
- Re-run in April to May 2020 to help counter disinformation related to the pandemic
- Re-designed and being run between March and September 2021 to encourage people to access trustworthy and reliable information, particularly regarding the Irish vaccination programme.
- www.bemediasmart.ie
- Twitter: #bemediasmart
- Facebook: @bemediasmart



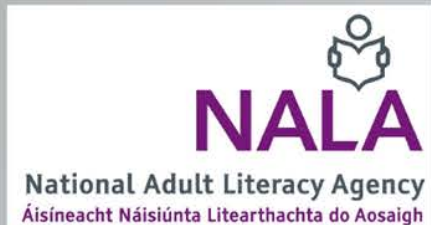
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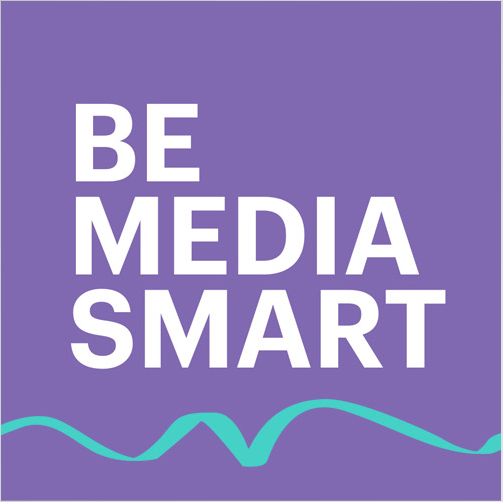


HOW?

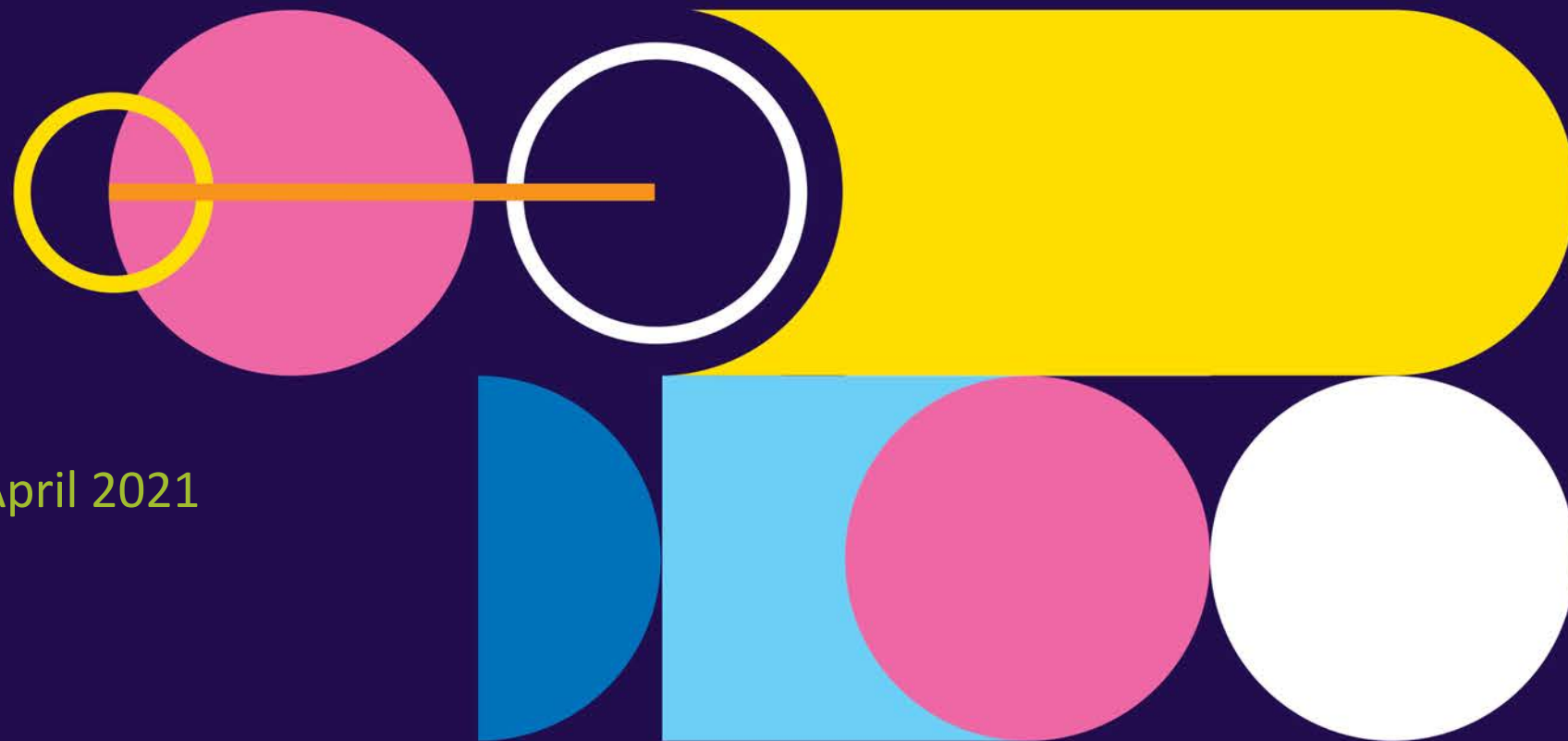


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Thank you!



Stephanie Comey – 14th April 2021



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