

## **Introduction to the Irish Media Literacy Network**

The Irish Media Literacy Network is a network of interested parties working together to promote media literacy across Ireland.

We believe that media literacy is the key to empowering people with the skills and knowledge to understand how media works in this changing environment, to interrogate the accuracy of information, to counter unfair and inaccurate representation, to challenge extremist views and, ultimately, to make better informed media choices.

Media Literacy Ireland has five goals:

1. To promote all aspects of media literacy across Ireland.
2. To communicate through face-to-face events, activities and online channels to showcase best practice case-studies and projects and raise awareness of the opportunities and risks arising from new content platforms and services.
3. To create and maintain a cross-sector media literacy knowledge base, including a media literacy research archive and database of existing projects and resources.
4. To identify gaps in provision, make recommendations on how to address gaps in provision and to identify potential opportunities for funding.
5. To connect people, organisations and projects to facilitate dialogue and foster the development of new partnerships and sustainable media literacy projects.

## **Membership**

The Irish Media Literacy Network is open to both individuals and organisations who are working to achieve any of the outcomes highlighted in the BAI's Media Literacy policy without regard to age, gender, marital status, membership of the Traveller community, family status, sexual orientation, disability, race, nationality, ethnicity or religion.

Membership is free of charge but members will be expected to share skills, knowledge, experience and resources in relation to media literacy with other members.

In order to become members, individuals or organisations must complete the membership form and email it back to [reception@bai.ie](mailto:reception@bai.ie)

## The Interim Steering Group

To bring together the relevant skills and knowledge required to set the strategic direction for the Network and provide guidance and support for network activities, the BAI has invited 12 members of the newly formed Network to join an Interim Steering Group.

Diagram 1: The Interim Steering Group



As the Diagram 1 above shows, the core sectors involved in the promotion of media literacy in Ireland are represented and it is anticipated that the make-up of this group will evolve over time to reflect the changing needs of the network. It is anticipated that three to four members will change on an annual basis and the Chair will be elected on an annual basis commencing in the last quarter of 2018.

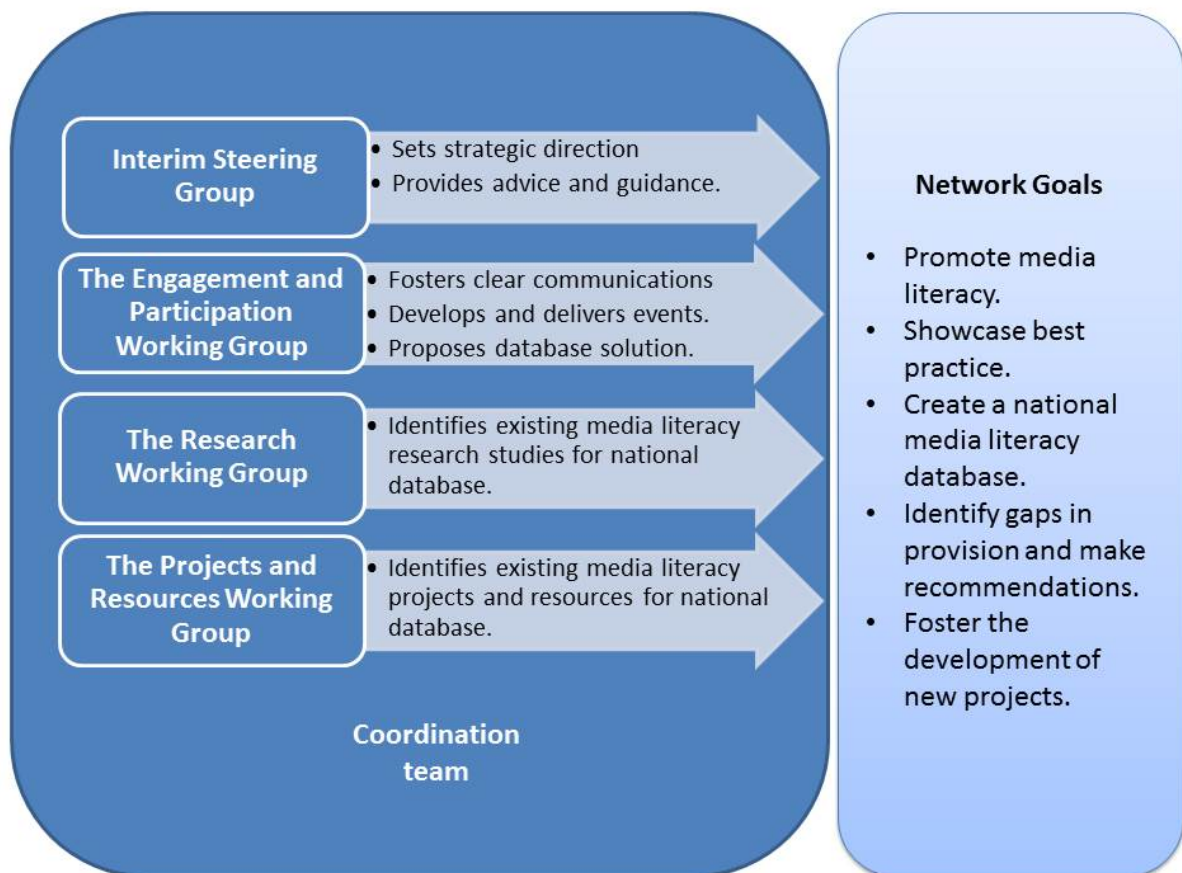
The first meeting of the Interim Steering Group was held on the 5<sup>th</sup> October 2017 and an ambitious programme of activities for the first two years was agreed including:

- Setting up working groups to carry out specific tasks and activities.
- Carrying out an audit of existing media literacy research, projects and resources with a view to creating a sustainable and manageable database.
- Producing appropriate and useful communications for members including four quarterly newsletters, and relevant social media.
- Creating at least two opportunities for members to meet in person to showcase projects and share information.
- Increasing the membership and actively targeting underrepresented sectors.

### **Working Groups**

While the Interim Steering Group is tasked with strategic decisions for the Network, a small number of Working Groups will be responsible for the development of the Network activities, supported by a small coordination team, resourced by the BAI. This is illustrated in Diagram 2 below.

**Diagram 2: Overview of the Network**



For Year One, three Working Groups have been established, each tasked with addressing a specific objective. These are:

- The Engagement and Participation Working Group will focus on three areas:
  1. Fostering clear, effective and consistent communication across the Network.
  2. Planning, producing and promoting at least two Network wide events over a 12 month period.
  3. Proposing the best solution for populating and managing a national media literacy database.

- The Research Working Group will focus on two areas:-
  1. Identifying existing media literacy research studies and
  2. Gathering information about them for inclusion in the national media literacy database.
  
- The Projects and Resources Working Group will focus on two areas:-
  1. Identifying existing media literacy projects and resources and
  2. Gathering information about them for inclusion in the national media literacy database.