

Media Literacy Ireland

The logo for Media Literacy Ireland features the words "MEDIA LITERACY IRELAND" in a bold, green, sans-serif font. The text is arranged in three lines: "MEDIA" on the top line, "LITERACY" on the middle line, and "IRELAND" on the bottom line. The logo is set against a solid black rectangular background.

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.

This is especially significant for those who might otherwise struggle to navigate an increasingly noisy media landscape and sound-bite orientated society. In addition, media literacy can help people develop much-needed skills in the areas of creativity and of problem solving in technology-rich environments.

Facilitated by the Broadcasting Authority of Ireland, Media Literacy Ireland (MLI) is an independent unincorporated association of members with a vision of empowering all Irish people with the media literacy skills and confidence to be able to access and critically evaluate content and services across all platforms, understand and question how media and digital technologies operate, identify and manage risks, and participate in the public sphere in a responsible, ethical and effective manner.

Because no single organisation can achieve this vision in isolation, MLI acts as an enabler for media literacy stakeholders in Ireland by facilitating the exchange of ideas and resources and encouraging collaboration between stakeholders in the development of sustainable media literacy projects.

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

Media Literacy Ireland welcomes 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 Media medialiteracy@bai.ie

Funding

As an informal association of members, there is no formal funding structure in place for MLI. As part of its statutory remit to promote media literacy, the BAI provides funding for the coordination of MLI activities. Other MLI members have also contributed to MLI activities such as conferences, seminars and the Be Media Smart campaign either in kind through their time and expertise, or with funding for specific activities.

Structure

MLI is its own entity with its own decision-making powers, organisational structure and responsibilities. MLI members, working on a voluntary basis, are involved in the running of MLI. MLI does not have any statutory compliance role with regard to its members. The BAI is a member of MLI, and sits on the Steering Group, however it does not act on behalf of MLI. Just as other MLI members do not act on behalf of MLI.

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 invited 12 members of the newly formed Network (representing the core sectors involved in the promotion of media literacy in Ireland) to form, on a voluntary basis, an Interim Steering Group.

The Interim Steering Group agreed an ambitious two-year work plan that includes the delivery of a series of MLI events, regular communication with members, a national media literacy database and online presence, as well as the *Be Media Smart* national campaign in 2019.

In autumn 2018, at the inaugural autumn conference, the membership supported the proposal that the Interim Steering Group transitioned into the first formal Steering Group. Elections will take place in the autumn of each year going forward with three to four members changing on an annual basis, and the Chair elected on an annual basis.

While it is anticipated that the make-up of the Steering Group will evolve over time, the intention is for the core sectors involved in the promotion of media literacy in Ireland to be represented.

Working Groups

While the Steering Group is tasked with strategic decisions for Media Literacy Ireland, a small number of Working Groups will be responsible for the development of MLI activities, supported by a small coordination team and resourced by the BAI. For more information on the work of MLI please visit medialiteracyireland.ie

Steering Group Members



Inez Bailey – National Adult Literacy Association

Inez Bailey has been the Chief Executive of the National Adult Literacy Agency (NALA) since 1997. NALA is a non-profit membership organisation concerned with national co-ordination, training and policy development in adult literacy

work in Ireland.

As CEO of NALA, Inez has been responsible for initiating the development of the first national quality and assessment frameworks for the adult literacy service, devising a nationally accredited online and distance learning service, using TV to significantly increase participation rates in adult learning and mainstreaming workplace literacy programmes. Current work includes advising on the implementation of the first Irish strategy for further education and training.

A graduate of NUI Maynooth, Inez was awarded an Education Doctorate from the University of Sheffield in 2017. Inez is chair of Rockford Manor Secondary School Board of Management and a board member of The Wheel. She is former Chair of the Southside Partnership and Mounttown Neighbourhood Youth and Family Project and a former board member of the Expert Group on Future Skills Needs, CORU and the Healthy Ireland Council.



Stephanie Comey – Broadcasting Authority of Ireland

Stephanie Comey is a Senior Manager with the Broadcasting Authority of Ireland. She joined the Authority in 2003 and has since overseen a number of media development and regulatory areas. Currently, she has responsibility for broadcasting policy development initiatives including Media Literacy and Sectoral Development as well as serving as the Authority's Head of HR and Organisational Development. She is a member of the Working Group on Media Literacy with EPRA (the European Platform of Regulatory Authorities), a member of the European Commission Expert Group on Media Literacy and a member of the Steering Committee of the World Summit on Media and

Children, which is to be held in Dublin in May 2020.

She holds degrees in law and English from the University of Le Havre, an MA with the University of Westminster and an MSocSci with the University of Leicester. She is currently reading for a PhD in media studies with TU Dublin.

Jean-Marie Cullen - National Youth Council of Ireland



Jean-Marie Cullen has been the International Officer of the National Youth Council of Ireland since 2005. Previously she worked at the Youth Council on the National Development Education Programme as a trainer in development education. She manages the NYCI Techspace STEM in Youth Work Maker Project and has led digital youth work initiatives for the youth council, including an International Screenagers Seminar in 2014 and the Screenagers International Research Project 2015.

Jean-Marie was the Department of Children and Youth Affairs representative to the EU expert group on Digitalisation and Youth, set up under the European Union Work Plan for Youth 2016-2018. She is on the board of Leargas, the National Agency for Erasmus+ in Adult Education, School Education, VET and Youth and is a member of the National Working Group on EU Structured Dialogue, leading out on the engagement of young people and youth workers in Ireland in the programme through Young Voices. Jean-Marie has a Masters in Development Studies from University College Dublin.



Peter Feeney - Press Ombudsman

Peter Feeney became Ireland's Press Ombudsman on 01 September 2014, following the retirement of Professor John Horgan.

Peter Feeney had previously served as an independent member of the Press Council of Ireland, since October 2013. As RTÉ's Head of Broadcast Compliance and Freedom of Information Officer he managed for over ten years RTÉ's processes in dealing with complaints to the Broadcasting Authority of Ireland. He was also responsible for the production of guidelines and training in programme standards.

As FOI Officer he handled over one thousand requests from journalists and members of the public for records held by RTÉ and simultaneously advised RTÉ programme-makers on their own use of FOI to obtain records.

Prior to Compliance and FOI he was from 1990 to 1997 Editor of Current Affairs Television in RTÉ. Before joining RTÉ he lectured in politics in the University of Ulster. He left RTÉ at the end of 2012.

Teresa Hanratty – Learning Waves



Teresa Hanratty is the Project Manager with Learning Waves, the training body for the Independent Commercial Radio Sector in Ireland. Teresa is responsible for the overall design and delivery of training programmes to meet the needs of the sector. In her role, Teresa has responsibility for securing funding for the network from Skillnet Ireland and the BAI and for the overall management of the network. Since 2004, Teresa has been responsible for overseeing the investment of €3.1million in the sector and the delivery of 20,895 training days to over 5,000 individuals across the sector. Teresa also oversees the design and development of training programmes aimed at graduates who wish to gain employment in the sector. As part of her role, Teresa is a member of the Choose Radio Group. She has been a judge for the PPI/IMRO Awards since

2007.

Teresa chairs the Skillnet Ireland Network Excellence Group, a group responsible for the training and networking of 66 Skillnet Ireland Network Managers across Ireland. Prior to joining Learning Waves, Teresa worked as a Training and Development Consultant overseeing the implementation of the Excellence through People programme in SME's, a role she held for 3 years with AQS in Co. Louth.

Joseph Hoban – RTE



Joseph Hoban is RTÉ's Head of Communications and Corporate Engagement, where he heads up the central communications, marketing and events team. Joe oversees RTÉ's substantial programme of consumer events (such as the Ploughing and Bloom) and leads RTÉ's corporate-value marketing.

He also acts as strategic and creative lead on RTÉ's TV Licence campaigns. Joe manages RTÉ's central social media platforms, the successful RTÉ Supporting the Arts scheme, and RTÉ's large corporate partnerships portfolio. He is chair of the Communications Directors Expert Group of the European Broadcasting Union and is an Executive Director of the Celtic Media Festival.



Ross Keane – Irish Film Institute

Ross Keane is Director/CEO of the Irish Film Institute since 2012 and has over 20 years' experience working in leading cultural organisations in Ireland and abroad, such as the Dublin Theatre Festival and Sydney Harbour Foreshore

Authority.

Since joining the IFI in 2008, he has played a key role delivering an extensive and diverse cultural programme, strengthening the IFI's National and International cultural programmes; resourcing and enabling an ambitious nationwide education programme through IFI Education; and enabling the expansion of the IFI Irish Film Archive and access remit, resulting in the IFI Player launched in 2016, and a new IFI Irish Film Archive facility at Maynooth University which opened in early 2018.

Prior to joining the IFI, Ross was Director of Marketing and Development at the Dublin Theatre Festival (2002-2008) where he achieved a significant impact on audience development and profile of the Festival. Asides from IFI, Ross is former chairperson of Corn Exchange Theatre Company and a board member of Performance Corporation.

Elaine King – Near Media



Elaine King is the Community Television Coordinator in NearTV, coordinating the day to day management of Near TV, part of the Near Media Co-op (www.near.ie). This includes managing staff, training community groups in television production and media literacy and facilitating the production of programmes for and by local community groups for DCTV (UPC 802). She is the current Chair of the CTA (Community Television Association of Ireland). She has been involved in many European wide media literacy projects and also teaches for the Broadcast Journalism degree with Colaiste Dhulaigh.

Elaine has produced numerous community television series funded by the BAI Sound and Vision Scheme, including Documentaries, Education series with primary schools and media literacy series produced by youth groups. She has previously worked with the European Anti-Poverty Network(EAPN). She has a Masters in European Audiovisual Management from The Media Business School, Ronda, Spain, a Masters in Social Science and a Bachelor of Science and undergoes continuous professional development.

Andy May – Virgin Media Television



Andy May is Virgin Media Television's Head of Platform Integration and Compliance Officer and has over 25-years' experience in the media sector. In this role Andy works across a number of initiatives that help to maximise the benefits of broadcaster scale and platform innovations. He manages platform relationships and is the principal point of contact with the BAI regarding broadcasting compliance.

Andy has an MBA from The Open University, centering on Creativity, Innovation and Change; and Strategic Financial Management. He also holds a BA in Media Production from Bournemouth University and is a member of the MBA Association of Ireland.

Dr. Andrew O'Baoill – National University of Galway



Andrew Ó Baoill holds a PhD from the University of Illinois at UrbanaChampaign, where he studied at the Institute for Communications Research. His work focuses on the political economy of the mass media, with a particular interest in the interplay of technological change, regulation and not-for-profit media.

Based in the School of Humanities at NUI Galway, he teaches in the area of Media Studies, English, and Journalism.

A graduate of NUI Galway, where he earned a BSc in Mathematics, he was the founding station manager of the university radio station, Flirt FM. He was appointed to the Broadcasting Complaints Commission by the Irish government in 1997, serving a three year term, and also worked as a Market Analyst within eircom's Strategic Pricing Unit from 1998-2002. He holds an MA in Communications and Cultural Studies from Dublin City University. He is a member of the Steering Group of Media Literacy Ireland, and a member of the International Association for Media and Communication Research (IAMCR), where he is active in both the International Communication (INC) and the Community Communication and Alternative Media (COM) sections.

Tara O'Brien – SOLAS



Tara O'Brien has held a range of posts within the Further Education and Training Sector, most recently with the SOLAS Active Inclusion Unit, which is leading out the implementation of the first Further Education and Training Adult Literacy Strategy 2014-2019. In that capacity, Tara led the SOLAS contribution to the BAI consultation and development of the Media Literacy.

Prior to joining the public sector, Tara worked in the private sector with both national and international partners on a variety of EU-funded research projects, and managed a number of projects in the Community and Voluntary sector.

Prof. Brian O'Neill, TU Dublin, Chair of MLI Steering Group



Prof. Brian O'Neill, Director of Research at Dublin Institute of Technology, is a researcher of youth and digital technologies, online safety and policy for the digital age. He is a member of the EU Kids Online Management Group and leads the project in Ireland. He is also a member of Ireland's National Advisory Council for Online Safety previously chaired the Internet Content Governance Advisory Group reporting to the Minister for Communications.

He has authored over 50 papers on topics including media literacy, internet policy and digital technologies including *Revitalising Audience Research: Innovations in European Audience Research* (2014) edited by F. Zeller, C. Ponte and B. O'Neill, and *Towards a Better Internet for Children? Policy Pillars, Players and Paradoxes* (2014).

Niamh Sweeney - Facebook Ireland



Niamh Sweeney is Head of Public Policy for Facebook Ireland and engages with a wide range of stakeholders on issues such as data protection, online safety and privacy.

Prior to joining Facebook, Niamh worked in politics, and as a print and broadcast journalist. She is a graduate of Trinity College Dublin, the Dublin Institute of Technology and Columbia University in the City of New York.