



AGENCY FOR AUDIO AND AUDIOVISUAL MEDIA SERVICES
OF THE REPUBLIC OF MACEDONIA

46th EPRA Meeting
Vienna, 12-13 October 2017

Working Group 1 - Media Literacy: Focus on the role of regulators

“Fostering critical thinking through working in collaboration”

Summary of the project: Macedonian Media Literacy Network

One of the latest efforts to enhance the activities for promotion of the media literacy in the FYR Macedonia was the establishment of a Media Literacy Network.

It was initiated by the Agency for Audio and Audiovisual Media Services (AVMS) and comprises of 35 stakeholders coming from different, but relevant, walks of life. The membership, on the side of the state institutions, includes two ministries - for education and for labor and social policy, two agencies - the Film Agency and the AVMS, as well as the Directorate for Personal Data Protection. There are two private entities from the field of the high education, 10 broadcasters and 18 citizen's organizations ranging from those representing journalists, through NGOs working on the diverse aspects of media sphere, to human rights defenders.

The idea behind the Network lies in the recognized need for better cooperation among different stakeholders working in the field of media literacy, in order to achieve more fruitful cooperation and more sustainable results. The members agreed to use the Network for information exchange, to publish a quarterly online newsletter, spread news through a web site devoted especially to media literacy and through social media, collaborate and help each other with their projects as well as cooperate with European and international organizations.

The Network, which is part of the Agency' Programme for Promoting Media Literacy in the FYR Macedonia (2016-2018), was officially promoted on 27 April 2017. On the occasion, the AVMS presented a leaflet *“About Media Literacy”* (За медиумската писменост) directed at the general audience and offering answers to the questions: *What is media literacy? For whom is it important? Which media does it refer to? Why is media literacy important? and How to critically evaluate media contents?*

During the event, several videos, intended for awareness rising, were also aired. These include: EAVI's *“A Journey to Media Literacy”* and *“A Journey to Media Literacy 2: Awareness”* (Macedonian language version prepared by AVMS while Albanian language version by the NGOs Konedu Global and Metamorphosis); five videos, produced by the School of Journalism and Public Relation in Skopje, in which a young YouTuber, girl called Mediana, talks about media literacy, the accurate and verified information, the engaged audience, the news as well as about the on line life; and a video named *“AVMS under magnifying glass”* prepared in the framework of the PROformance Watch project dedicated to monitoring the media regulatory bodies in FYR Macedonia.

The first joint activity of several Network members is already underway. It concerns a DVD with different media literacy related materials intended for the primary schools.

The Network is continuously opened to new members – the interested parties should only fill the application and adopt the Act on Formation of the Network, both available on the Agency's web site.

Considering that the Network has been active for only a few months, the Agency will be its driving force for the time being, and a large number of the Network's planned activities will be carried out using funds from the Agency's budget. But, we hope that the Network will become a separate entity in the future that will function independently of the Agency.

We have started the design of a special website dedicated to media literacy exclusively, which will be serving as a forum for communication within the Network and for informing the public about all activities of the Network members. The website's design should be finished by the year's end. The Agency also coordinates the electronic communication among the members, and will be preparing the newsletters and financing the first project intended for the primary schools.

We have already been cooperating with some of the Network's members on some of their projects related to media literacy. It takes a great deal of energy, time and means to coordinate the Network and this entire process of increasing awareness about the importance of media literacy both among the Network members and among the broader public, but we will be going step by step, hoping that our cooperation will grow, as will the citizens' awareness.