Summary of the second meeting of the EPRA Taskforce on Media Literacy
Bratislava, Hotel Sheraton
10 October 2018

Taskforce (current) members: Teja Antončič, AKOS (SI); Maria Beltcheva, CEM (BG); Stephanie Comey, BAI (IE); Maria Donde, Ofcom (GB); Maida Culahovic, CRA (BA); Monica Duran Ruiz, CAC (ES); Tone Gunhild Haugan-Hepsø, NMA (NO); Olga Guțuțui, CCA (MD); Michal Hradicky, CBR (SK); Emilija Janevska, AAAMS (MK); Romain Kohn, ALIA (LU); Sonia Monjas, CNMC (ES); Ivane Makharadze, GNCC (GE); Marcel Marin, CCA (MD); Mechthild Appelhoff, die Medienanstalten (DE); Ewa Murawska-Najmiec,KRRiT (PL); Francesca Pellicanò, AGCOM (IT); Naile Selimaj, IMC (XK); Mehmet Bora SÖNMEZ, RTUK (TR) ; Joanna Spiteri, BAM, (MT); Antigoni Themistokleous; CRTA (CY); Robert Tomljenović, AEM (HR); Tais Vakroom, ETRA (EE); Tove de Vries, MPRT (SE);

Non-regulator members: Maja Cappello, Martina Chapman, Mercury Insights & EPRA MIL Taskforce Coordinator; European Audiovisual Observatory; Emmanuelle Machet, EPRA Secretariat;

List of attendees in Bratislava: Teja Antončič, AKOS (SI); Martina Chapman, Mercury Insights; Stephanie Comey, BAI (IE); Artur Cozma, CCA (MD); Maida Culahovic, CRA (BA); Ivelina Dimitrova, CEM (BG); Maria Donde, Ofcom (GB); Jessica Durehed, MPRT (SE); Rozita Elenova, CEM (BG); Francesco di Giorgi, AGCOM (IT); Tomaž Gorjanc, AKOS (SI); Silvia Grundmann, Council of Europe; Olga Guțuțui, CCA (MD); Michal Hradicky, CBR (SK); Nenad Jankovic, REM (RS); Romain Kohn, ALIA (LU); Jelena Kolo, REM (RS); Emmanuelle Machet, EPRA Secretariat; Peter Matzneller, die Medienanstalten (DE); Sonia Monjas, CNMC (ES); Maria José Roldán, CNMC (ES); Naile Selimaj Krasniqi, IMC (XK); Joanna Spiteri, BAM, (MT); Milan Todorovic, REM (RS); Robert Tomljenović, AEM (HR); Mari Velsand, NMA (NO); Tove de Vries, MPRT (SE); Seyed Emamian (guest)

Apologies: Maja Cappello, European Audiovisual Observatory; Monica Duran Ruiz, CAC (ES); Tone Gunhild Haugan-Hepsø, NMA (NO); Ivane Makharadze, GNCC (GE);); Ewa Murawska-Najmiec,KRRiT (PL); Francesca Pellicanò, AGCOM (IT); Antigoni Themistokleous; CRTA (CY); Ulf Dalquist, Head of Research & Analysis, Swedish Media Council (SE); Emilija Janevska, AAAMS (MK)

Summary of discussions

The MIL Taskforce is an informal group with the purpose of delivering a set of guidelines to provide informal support to EPRA members on media literacy related subjects and of facilitating the exchange of information between regulators in this field.

We covered a range of topics at the meeting including a discussion around **what the proposed AVMSD text relating to media literacy**[1] might mean for NRAs and the positive potential for media literacy coming from it, including how some of the mapping activities currently being undertaken by some NRAs might feed into the proposed reporting on media literacy.

There was also discussion around how **Video Sharing Platforms are engaging in MIL activities**. There appears to be a lack of consistency to their approach across different countries and the taskforce agreed that there would be value in trying to map this activity and explore how best practices from VSPs could be identified and how that information could be shared across the group with a view to potentially replicating best-practice across countries.

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[1] See notably Recital 59: MIL definition; Art. 28b 3(j): obligations for VSPs; Article 33a: duty of MS, reporting every three years; Art. 30b 3(b) : ERGA to exchange best practices on MIL

Previously, two key barriers to the promotion of ML were identified – the first barrier was **lack of leadership** and coordination, and the second was **funding**.

Given the number of NRAs that are now leading or at least participating in the ML networks, it looks like the issue of coordination at a national level is being addressed. However, funding remains a challenge for many countries and in particular, securing long-term funding. We had a useful discussion around the different funding streams that are being tapped into including:

- restructuring internal budgets,
- using in-kind support from partners,
- accessing third party funding from organisations such as the European Commission, Evans Foundation, US Embassies, the OSCE, UNICEF, UNESCO and Deutsche Welle Academy,
- and accessing funding through Corporate Social Responsibility programmes of commercial companies.

As sources of funding can be as diverse as MIL itself, the group discussed the potential usefulness of undertaking a piece of work which could **help identify the full range of funding streams available for NRAs and / or their stakeholders**.

The Taskforce was updated on the work of the Council of Europe in relation to media literacy including the work of the Committee of Experts working on a draft Recommendation aimed at promoting a favourable environment for quality journalism in the digital age ([MSI-JOQ](#)). As part of this process the committee is undertaking a study to try and identify activities and promising practices that help citizens recognise and value quality journalism. The aim of this study is two-fold:

- Firstly, it will inform the conception of **media literacy guidelines** for the future Recommendation on promoting a favourable environment for quality journalism in the digital age.
- And secondly, it is hoped that it will give impetus to the process of implementation of the [Recommendation on media pluralism and transparency of ownership](#).

Members of Taskforce have kindly agreed to help identify stakeholders and partners that are working on MIL projects that would be relevant to this study. A questionnaire on key MIL projects that help the public recognise and value quality journalism will be circulated shortly to be completed by the regulator or forwarded to the relevant stakeholders. In return, it is hoped that the results of the study will help provide Taskforce members with more information on developing best practices and identifying funding opportunities. This activity may also have the potential to lay the groundwork for reporting on AVMSD activities in the future.

It was also noted that this is a **busy time of media literacy**. As an umbrella concept, MIL touches on many different policy areas and the current focus on information disorder has seen a renewed focus on media literacy as a counter-measure to it. This has resulted in a significant increase in the number events taking place that prominently feature MIL. This is reassuring in terms of acknowledging the role that MIL has to play in a range of topics including media plurality, information disorder, hate speech and quality journalism.

However, staying up-to-date with the range of conferences, events and working groups taking place is very difficult and it is simply not possible to attend everything.

So, in terms of practical collaboration, it has been suggested that the **collective email group is used to promote upcoming MIL related events and share findings from them too** – it is hoped that this will offer a simple way of building up a shared knowledge base.

Following up on the first '**top-tips on how to create a MIL Network**[2]'presented and endorsed at the first Taskforce meeting in Luxembourg in May 2018, two members of the Taskforce **produced sets of guidelines** over the last couple of months.

- *Stephanie Comey* from the Irish BAI presented **comprehensive guidelines on evaluating media literacy projects**[3] – which contain principles which could be applied to a broad range of projects.

- *Mari Velsand* from the Norwegian NMA, presented a set of **guidelines for engaging with media literacy stakeholders**[4] – and it was noted that these principles also held true for stakeholder engagement across many sectors - in fact some of the points could be used by the Taskforce to help sustain engagement in the future.

Participants found both sets of guidelines extremely useful and endorsed them. They have now been published on the EPRA Website and are available to all members[5].

Future developments of the group: the mandate of the Taskforce is linked with the EPRA yearly Work Programme 2018 and technically ends at the end of this year. It appears however that there is clearly an appetite for it to continue. In particular, a significant number of taskforce members are at the very early stages of developing their media literacy work and the taskforce has the potential to become a valuable resource, facilitating knowledge-sharing and support, and offering colleagues the potential to reach out for informal advice and inspiration. However, the work of the Taskforce can only be prolonged in the next year:

- If taskforce members express their support for the continuation of the Taskforce on the occasion of the call for topics for the EPRA Work Programme 2019 (to be circulated shortly in October)
- If the mandate of the Taskforce is precisely defined
- If taskforce members are as engaged in between meetings, as they are during the actual meetings.
- Another option to consider could be to turn the taskforce into an annual Working group on MIL

Should the Taskforce continue, it was agreed that guidance on producing MIL research would be welcomed, with Ofcom potentially producing this paper given their extensive experience in this area.

As for the immediate future, some actions were identified and are highlighted below.

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[2] **Top tips on how to establish Media Literacy Networks**, produced by Martina Chapman, EPRA MIL Taskforce coordinator: https://www.epra.org/attachments/media-literacy-networks-guidelines
[3] **Top tips for Evaluating Media Literacy Projects**, produced by *Stephanie Comey*, Broadcasting Authority of Ireland https://www.epra.org/attachments/mil-taskforce-top-tips-for-evaluating-media-literacy-project
[4] **Top tips on Stakeholders' Engagement**, produced by *Tone Gunhild Haugan-Hepsø*, Norwegian Media Authority https://www.epra.org/attachments/mil-taskforce-top-tips-on-stakeholders-engagement
[5] Note that in order to facilitate access to MIL Takforce documents on the EPRA Website, a document category '**MIL Taskforce**' has been created: https://www.epra.org/attachments?category=mil-taskforce, see also the tag '**Media Literacy**': https://www.epra.org/attachments?tag=32

Actions:

- Martina to start an **email thread highlighting upcoming MIL events**. ALL to share details about upcoming MIL events that they are aware of, as well as notes from events attended.

- Stephanie to **start and email thread with details of the BAI media literacy policy**. ALL to respond to this thread with information/links to other MIL resources and activities.

- Martina to **share the link** to the Council of Europe survey about MIL projects that help the public recognise and value quality journalism.

- Martina to circulate **an A4 page looking for information about the MIL activities of VSPs**, ALL to respond to it.

- Maria to investigate the potential of Ofcom drafting a **'top tips' on MIL research**.

- Mari /Tone from NO to circulate information about the '**dialogue tablecloth**[6]' and investigate the possibility of translating into English.

- **ALL: express your support (and commitment) for a continuation of MIL activities** if you wish that it features in EPRA's Work Programme 2019.

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[6] http://www.medietilsynet.no/globalassets/dokumenter/trygg_bruk/dialogduk-2018.pdf