

BE MEDIA SMART



A national media literacy campaign
for Ireland

WHO?



It's an initiative from **Media Literacy Ireland (MLI)**, a network of volunteer members, facilitated by the Broadcasting Authority of Ireland, working together to empower people to make informed media choices about the media content and services that they consume, create, and disseminate across all platforms.

WHAT?



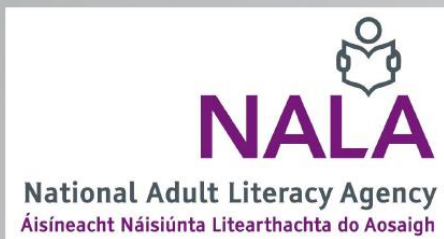
Be Media Smart is public awareness campaign calling on people of all ages to **Be Media Smart** and **Stop, Think, and Check** that information they see, read or hear across any media platform is accurate and reliable.

WHAT IF?



Modern consumers care about where their food comes from. What if we could spark the same thought or consideration regarding where their information comes from?

The campaign was built on this simple idea.



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AUTHORITY
OF IRELAND



facebook



HOW?



The LIBRARY ASSOCIATION of IRELAND
Cumann Leabharlann na hÉireann





RADIO



1



2



3



4



It's important to you to know where your food comes from.
Isn't it just as important to know where your information comes from?

STOP / THINK / CHECK_



BE MEDIA SMART



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www.bemediasmart.ie

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DIGITAL

STOP

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STOP_

/ THINK_

/ CHECK_

**BE
MEDIA
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**Consider
your own
biases.**

**BE
MEDIA
SMART**

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**Read more
than the
headline.**

**BE
MEDIA
SMART**

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**Find
the true
source.**

**BE
MEDIA
SMART**

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STOP / THINK / CHECK_

Information is everywhere and sometimes it can be difficult to judge how accurate or reliable information is.

Always try to STOP, THINK, CHECK that what you are seeing, reading or hearing is accurate and reliable.

STOP ▾ THINK ▾ CHECK ▾



SO?



Estimated 120 DAYS of voluntary effort by over 30 MLI members

Combined estimated value of TV ad time is over €200,000

Radio reach of at least 1.5 million people with estimated value of around €71,000

Print ads in major national and international dailies, as well as local press

Bemediasmart.ie – over 15,000 page views

Huge online support...

SO?



**Estimated Value of campaign:
Over €300,000**

**Campaign cost:
less than €20,000**

THANK YOU



Email:

medialiteracy@bai.ie

scomey@bai.ie

Martinachapman@mercuryinsights.com

Twitter:

@medialitireland

#bemediaSMART

Facebook:

@bemediaSMART

www.facebook.com/bemediaSMART/

Web:

medialiteracyireland.ie

bemediaSMART.ie