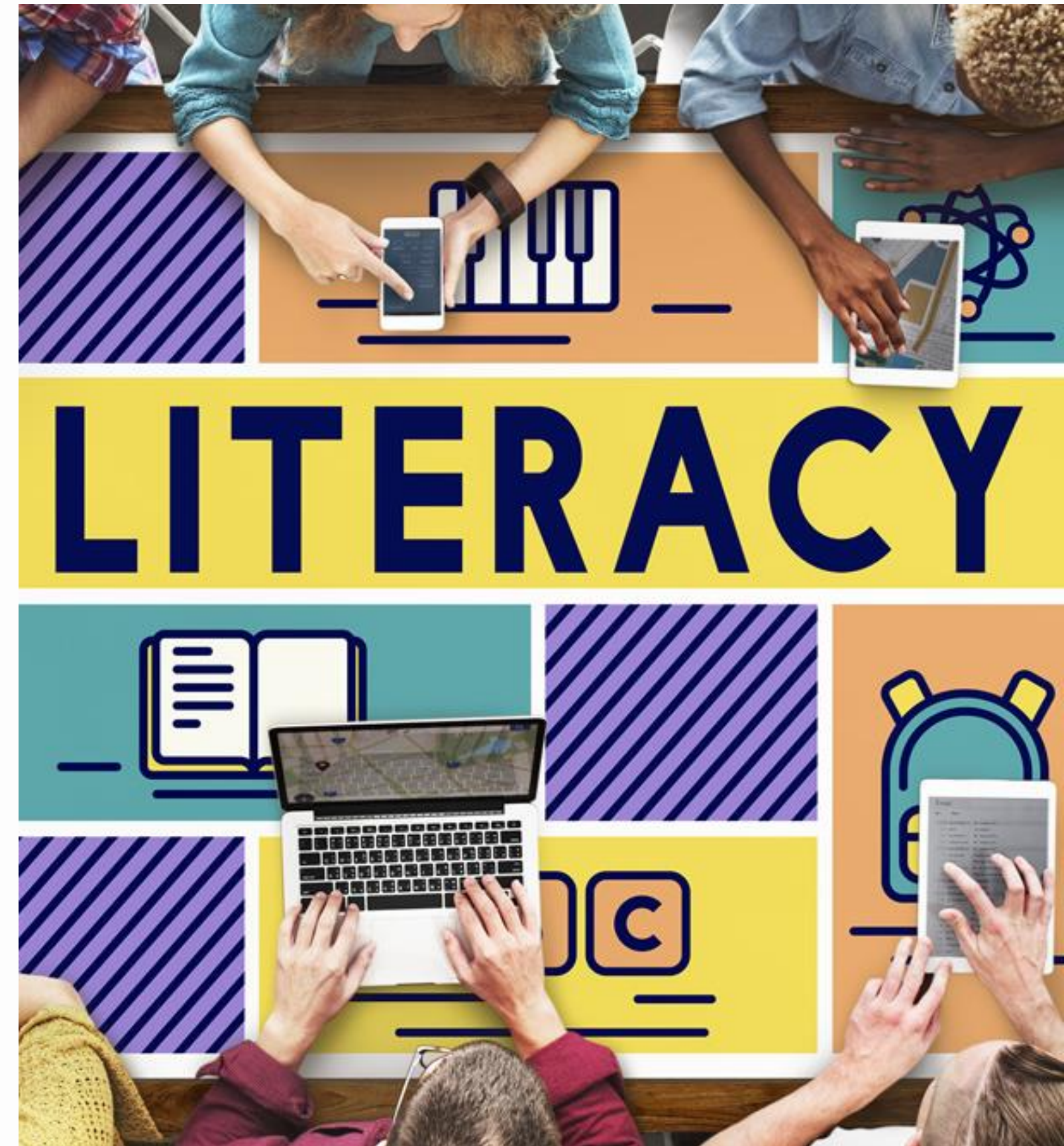
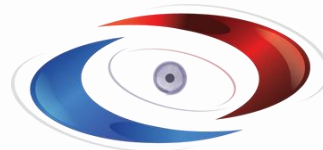


Agency for Audio and Audiovisual Media Services
Republic of North Macedonia

WHAT A REGULATORY AUTHORITY CAN DO TO ORGANIZE MEDIA LITERACY DAYS

Presented by:
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Media Literacy Network

The **Media Literacy Network** was formed in **2017** at our initiative by 35 founding members. Today, it **has 77 members** from all walks of life: public institutions and ministries, regulatory body, civil society organizations, educational institutions, broadcasters, online media, production and other companies, projects as well as individual experts.

Its purpose is and has always been to facilitate the communication and consultation between different entities, contribute to more frequent cooperation between the relevant factors and for better and more sustainable results from the projects.



The Agency administers the ML Network

We run the communication through our special e-mail address: mediumska.pismenost@avmu.mk, we run and finance the web site www.mediumskapismenost.mk, as well as Network's YouTube channel, Facebook, Twitter and Instagram accounts.



The Network has four working groups

All on voluntary basis: on FORMAL AND NON-FORMAL EDUCATION, on RESEARCH, on NETWORK PROMOTION AND RECRUITING OF NEW MEMBERS and on FILM LITERACY.



We are all equals

The elected Coordinator and Coordinative Group are there to move the things forward, but not to manage.

The role of the regulator towards the Network is – the enabler.



Agency for Audio and Audiovisual Media Services

What does it mean to be enabler?



Organizing the Media Literacy Days (MLD) is a little bit like working on an airport

“First call” to all the members who would like to join the MLD;

After “checked-in” – ideas for their events and data;

Constant communication during the creation process;

Then “the final call”, and finalized program.



We run the public procurement for a PR agency that will create and run the campaign

Once we have chosen the agency, we coordinate the whole process, in cooperation with the members of the Network's Coordinative Group. So, once the topic of the MLD was decided upon by the Coordinating Group and confirmed with the Network members, we convey it to the PR agency.

We review, give suggestions and approve the final versions of the marketing strategy

The image, the motto, the video and radio spot, the publication of announcements for the events on the web site, the social media, we ask the broadcasters to air the radio and TV spot free of charge...



Planing our own events

Alone, or in cooperation with other Network members

During the past four years, we have centered our events around different aspects of media literacy.

They range from holding open day for school children, presenting the results of the survey Mapping the levels of media literacy of the persons 16+, debating the issues of gender equality in media, the gender roles in children TV programs, and this year – the media/communication needs of the sensory impaired persons.



Media Literacy Days 2019

In **2019**, for the **first MLD**, we all had so many events to organize, that they lasted from 22 October till 15 November
Fourteen members of the Network organized about 30 workshops, debates, webinars, open days.....

The Agency organized a mutual press-conference, open days at the Agency for school children, then we were host of a two - day conference with a total of 10 sessions including a ML fair, the annual meeting of the Network members, and donors coordination.

Thank you for Irish colleagues for allowing us to use the video and the message from their “Be Media Smart” campaign – since our public procurement for the PR agency was unsuccessful.



Media Literacy Days 2020

In **2020**, the **Covid** pandemic posed a new challenge before us, but we prevailed and organized the MLD 2020 online from 26 October till 2 November. This time, 11 Network members were organizers of 15 workshops, debates, webinars and other online events.

Our motto was **“Test every News with no Excuse”**.

The Agency was co-organizer of a debate on media literacy and education during which, the Minister of education announced the (then) forthcoming reform to introduce ML in the primary education.

We also organized event during which we talked about gender equality in the broadcasting sector starting with the results of the first ever analysis of the gender structure of the salaries.

MEDIA LITERACY DAYS CALENDAR 2020			All events are online
<small>The 2nd Media Literacy Days will be held starting from 26 October until 2 November 2020. The event is organized by the Media Literacy Network. During the 2020 MLD, all interested citizens will have an opportunity to join in activities envisaged by this year's programme, which includes: workshops, debates, webinars and other online events focused on various aspects of media literacy. Due to the current Covid-19 pandemic, the 2020 MLD events will be fully organized and conducted on the internet, following the sample of the UNESCO Global Media and Information Literacy Week 2020 (24-31 October).</small>			
<small>This is the second time that our country is involved in marking the Global Media Literacy Week, within the frameworks of which, this year, UNESCO has called on all citizens to oppose disinformation using media literacy as a powerful tool and, no matter where they live and work in the world, take part in the events dedicated to media literacy.</small>			
<small>This is why the motto of 2020 MLD is "Test Every News with no Excuse". The Days will include the following events:</small>			
26	OCTOBER	28	OCTOBER
CONEDU GLOBAL 11:00 h Media literacy workshop for the teachers of "Panajot Ginozovski", Elementary School in Skopje		MACEDONIAN MEDIA INSTITUTE AND THE AGENCY FOR AUDIO AND AUDIOVISUAL MEDIA SERVICES 11:00 h Roundtable on Media Literacy and Education	
MACEDONIAN RADIO AND TELEVISION - MRT 1 17:45 h TV show broadcast MEDIATHEQUE: "Personal data protection"		INSTITUTE OF COMMUNICATION STUDIES 11:00 h Training on Recognising Fake News and Disinformation for the students of "Dobri Daskalov" High School in Kavadarci	
27	OCTOBER	YOUTH EDUCATION FORUM (RADIO MOF) ON-LINE RADIO 13:00 h "How to Get Out of Conspiracy Theories", discussion from the "Load and Clear" series	
COUNCIL OF MEDIA ETHICS OF MACEDONIA 11:00 h Open Public Session of the Appeals Commission		CRITHTHINK (METAMORPHOSIS AND EUROTHINK) 14:00 h Webinar: Media Literacy and Critical Thinking Research Results and On-Site Experience	
MEDIA LITERACY NETWORK 13:00 h Network Meeting		INSTITUTE FOR COMMUNICATION STUDIES 14:00 h Training on Recognising Fake News and Disinformation for the students of "Vanko Prikov" High School in Lipkovo	
INSTITUTE FOR COMMUNICATION STUDIES 16:00 h Training on Recognising Fake News and Disinformation for the students of "Ismet Jasari" High School in Lipkovo		29	OCTOBER
		CRITHTHINK (METAMORPHOSIS AND EUROTHINK) 11:00 h Webinar: Fighting Disinformation on Covid-19 Pandemic	
		YOUTH EDUCATION FORUM (RADIO MOF) ON-LINE RADIO 14:00 h "How to Recognize Lies about Covid-19 on the Internet", an interactive lecture for young people	
		30	OCTOBER
		CONEDU GLOBAL 11:00 h Media Literacy Workshop for the Teachers of "Zvezko Brajkovski" Elementary School, in Skopje	
		INSTITUTE FOR COMMUNICATION STUDIES 13:00 h Fake News Week Debate, "Let's Have Coffee: Do We Need a Media Diet?"	
		02	NOVEMBER
		AGENCY FOR AUDIO AND AUDIOVISUAL MEDIA SERVICES 11:00 h "Gender, Pay and Broadcasting", presentation of the gender pay structure analysis results in the broadcasting sector, followed by debate	
		MACEDONIAN MEDIA INSTITUTE 14:00 h "Teachers - Key to Raising Media Literacy Awareness"	

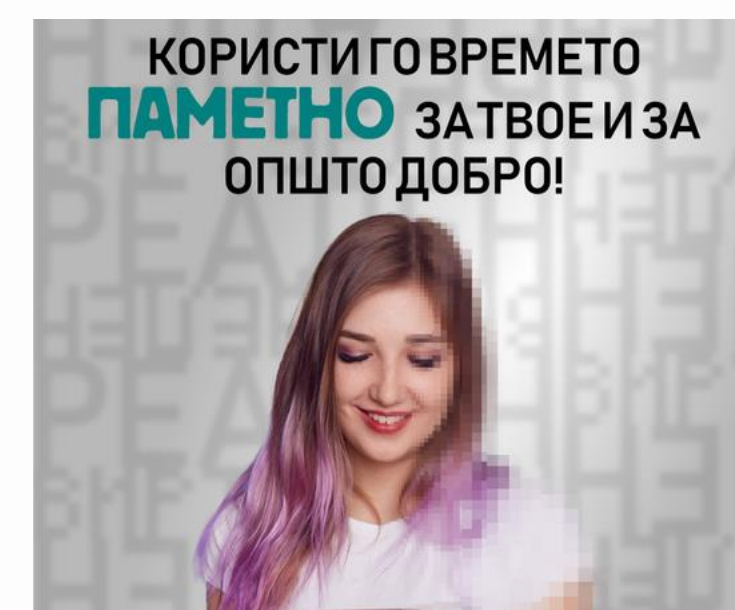
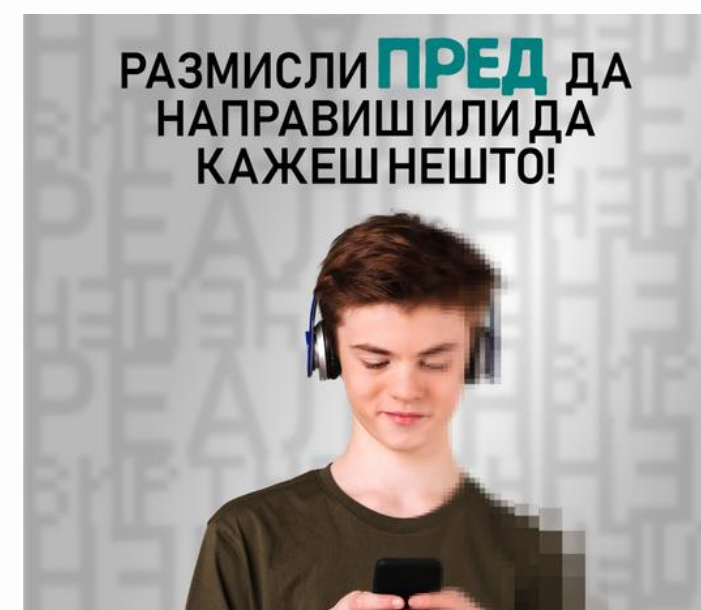
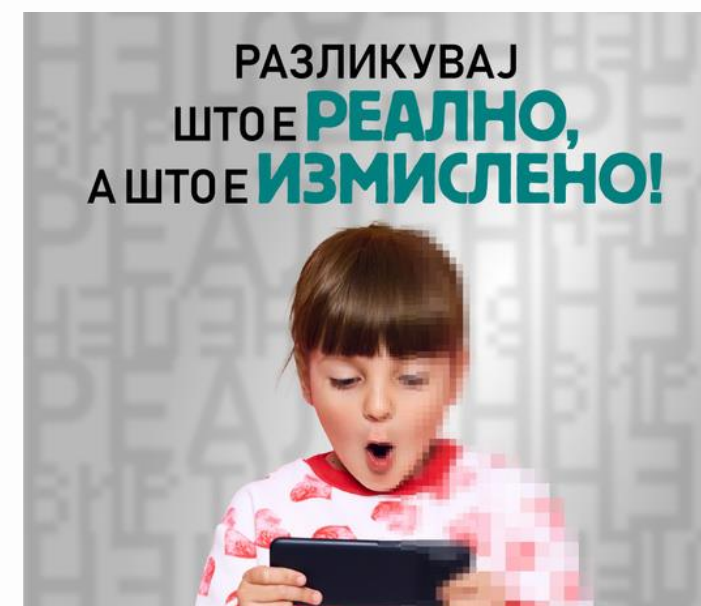


Media Literacy Days 2021

The **MLD 2021** were held mostly online, but with some hybrid events, and they were dedicated to the young people and children, since the reform in the education, announced the previous year – really did happen. 15 Network members organized webinars, workshops, debates, presentations, panel discussions.

Our motto was “**Virtual or Real the Rules are the Same! Be Media Literate**”.

The Agency organized a debate concerning analysis of gender aspects of children's' TV programs – with the main question being: Are we building Critical Awareness in Children? We also organized a press-conference, and Networks' annual meeting.



Media Literacy Days 2022

MLD 2022 will be dedicated to the issue of Diversity and Media Literacy. Our motto is: **“Think Critically! Gather the whole Story”**.

We want to emphasize that media literacy is critical to understanding the diversity as epitome of the colorfulness of the life. And that media literacy is there to improve the manner in which it is being reported on, but also to help us all think critically about it and accept it as the richness of our society.

This year there are 17 of us. During the period between 25 October and 1 November, some of the events are going to be held online, some in live, some in hybrid form.

We use all the usual forms of reaching to the audience, but this time, the Film Agency obtained the cooperation of three cinemas and one production company, so for the duration of the MLD, people with disabilities will be able to go and watch movies from the regular repertoire free of charge.

As a separate activity there will be special, free of charge, projections for primary school children ages 12+, of the movies “My Brother Chases Dinosaurs” (about the life with a sibling with Down Syndrome), “Hacker” (about teenagers and videogames) and “Checkered Ninja” (about bullying).

ДЕНОВИ НА МЕДИУМСКА ПИСМЕНОСТ 2022
ОД 25 ОКТОМВРИ ДО 1 НОЕМВРИ
WWW.MEDIUMSKAPISMENOST.MK

РАЗМИСЛУВАЈ
КРИТИЧКИ
СОСТАВИ ЈА ЦЕЛАТА ПРИКАЗНА

Thank You



Website of the Media Literacy Network

mediumskapismenost.mk



Website of the Agency for Audio and Audiovisual
Media Services

avmu.mk

