



INTERNATIONAL ASSOCIATION FOR MEDIA EDUCATION

## Activity report 2021

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### 1. Statutes

The administration board has been composed of:

- Evelyne Bévort (France), President
- Gianna Cappello (MED, Italy), Vice-President
- Alessandra Falconi (Italy)
- Isabelle Feroc (Jeunes et Médias, France)
- Nicoleta Fotiade (Mediawise Society, Romania),
- Ida Pöttinger (GMK, Germany)
- Paul de Theux (Media Animation, Belgium), delegate to the daily management
- Patrick Verniers (IHECS, Belgium)

## 2. Meetings of the administration board

8 meetings of the administration board were held in 2021. Due to distance and Covid crisis, meetings were online meetings.

- On 7th January 2021 with Paul de Theux, Ida Pöttinger, Evelyne Bévort, Nicoleta Fotiade, Patrick Verniers, Marlène Loicq ;
- On 28th January 2021 with Paul de Theux, Ida Pöttinger, Evelyne Bévort, Patrick Verniers, Nicoleta Fotiade ;
- On 22th February 2021 with Paul de Theux, Ida Pöttinger, Gianna Cappello ;
- On 15th March 2021 with Paul de Theux, Ida Pöttinger, Gianna Cappello, Patrick Verniers, Nicoleta Fotiade, Marlène Loicq ;
- On 19th April 2021 with Paul de Theux, Ida Pöttinger, Patrick Verniers ;
- On 1st July 2021 with Paul de Theux, Ida Pöttinger, Gianna Cappello, Patrick Verniers, Marlène Loicq, Evelyne Bévort, Nicoleta Fotiade ;
- On 30th August 2021 with Paul de Theux, Ida Pöttinger, Patrick Verniers, Marlène Loicq, Evelyne Bévort, Nicoleta Fotiade ;
- On 6th December 2021 with Paul de Theux, Ida Pöttinger, Patrick Verniers, Gianna Cappello ;

All these meetings, reporting and follow-up were supported by Cécile Goffart or Berenice Vanneste from Media Animation.

## 3. Memberships

Since the creation of the association, 120 members joined IAME. Unfortunately, in 2020 and 2021, technical problems on the website [www.iame.education](http://www.iame.education) meant losing most of our members as they did not renew their membership automatically.

In 2021, IAME was represented by 16 members in order of membership. Among them, 4 as effective members, 4 as affiliate members and 8 as legal entities. Legal entities themselves represent dozens of additional members under the umbrella of their parent organization.

#### 4. Organization of online events: a series of webinars

Instead of organizing physical events, the IAME board worked on the organizations of online events in a series of webinars.

This decision was taken after considering positive effects:

- More possibilities: shorter webinars, organised on a longer time period, with more flexibility on participation
- Opportunity to involve IAME members in the organisation of webinars and recruit new members
- Opportunity to build a stronger sense of community among IAME members
- Possibility to invite international experts and keynotes from other continents without paying their travel costs.

Preparation of a Webinar Series: Has the Covid crisis changed the issues facing media educators?

#### IAME Webinar Series



Has the Covid crisis changed the issues facing media educators?

In 2021 the IAME board worked on a new format of live webinars and launched an invitation for a webinar series. This webinar series aims to invite IAME members to testify about the impact of the crisis on their specific context.

- What was the impact on your work as a media educator?
- What issues were at the centre of attention?

Fake news? Conspiracy theories? Mistrust of traditional media? Scientific information? Freedom of expression?

In order to attract members to be a speaker or a participant of this new webinar series, the board sent an interest form by e-mail to all members and ex-members. The interest received by the members has allowed us to set up 5 webinars.



**1st webinar:** A first webinar took place on Monday 18th January at 14pm CET in English. It gathered Maria Leonida from Greece and Belinha De Abreu from the US as speakers and Patrick Verniers as a moderator.

Maria Leonida presented the transformation, back and forth, of a live film making project to a remote Zoom/ Viber communication process

aiming at a collective script and video making with a group of 14-15 year old students. The exploratory, collective documentary took advantage of the everyday life of the group during the first quarantine and was completed through a both fragmented and inclusive process. Recently presented also by an external evaluator to the Unesco (24/11/2020) best Practice Conference “From making student voice heard to active civic participation in the digital age: The role of schools during and after the pandemic – A case study from Greece”.

Belinha de Abreu gave a testimonial from the United States, about social justice issues and media literacy education and she shared her experience of her role of teacher education in the current pandemic while teaching media and information literacy. Nearly 30 persons followed the discussions. This webinar was recorded and the video is available online: <https://vimeo.com/502633540>



**2nd webinar:** A second webinar was organized on Thursday 11 February 2021 at 4pm CET in French. The idea of organising webinars in languages other than English was to attract a potentially new, non-English speaking audience.

This webinar gathered Stéphane Hoebeke, from Belgium, who exchanged about the role in Media

Education of a public media service as RTBF (Belgian public broadcast service) in the context of the pandemic crisis and Blaise Pascal Andzongo who testified with our network how his organization Eduk-Media launched media literacy projects and other educational projects in Cameroon. This webinar was moderated by Paul de Theux and gathered 15 persons.



**3rd webinar:** A third webinar was dedicated on KiDiCoTi European research project (Kids Digital lives in COVID-19 Time) which explores how the children's relationship with the digital world has changed during the COVID-19 pandemic, and what it might mean for the future. This KiDiCoTi project started in March 2020 by the European Commission Joint Research Centre (JRC) in collaboration with selected national research teams in EU, among them Mediawise Society, member of IAME, as a local partner. The aim of the study 'Kids' Digital lives in COVID-19 Times' (KiDiCoTi) was to map the evolution of children's digital engagement during the coronavirus lockdown, with a particular focus on

topics like online safety, privacy and well-being.

This webinar was held on Wednesday the 28th April 2021 at 2pm CET. Two researchers from the project, Stephane Chaudron (Italy) and Anca Velicu (Romania), explained the context of the research and offer some relevant figures that may interest media educators. Around 20 people attended this webinar. This webinar was recorded and the video is available online: <https://vimeo.com/542688645>.



**4th webinar:** Also with the idea of diversifying languages to attract a new audience, a MED-IAME joint webinar was offered in Italian on the theme "Media Education during Covid Crisis: the Role of Public Service Broadcasting" on Tuesday 4th May 2021 at 18:00 CET. This webinar gathered Mussi Bollini, Maria Raniera and Luciano di Mele as speakers. Abstract: Since April 2020 RAI (the Italian Public Service Broadcasting), in collaboration with the Ministry of Education, has developed through

RAI Ragazzi two programmes – La Banda dei Fuoriclasse and Diario di Casa – to support schools, students and parents during the Covid crisis. During the webinar Mussi Bollini introduced the programmes, while Maria Ranieri and Luciano di Mele will illustrate the findings from their recent research on them. This webinar was recorded and the video is available online: <https://vimeo.com/547481850>.

## IAME Webinar Series

Meet Media Educators all around the world  
and their challenges during Covid crisis  
Teaching Media Literacy



**5th webinar:** Another webinar was organized in the series “Meet Media Educators all around the world and their challenges during Covid crisis”. This new webinar discussed especially the impacts of Covid crisis on “Teaching Media Literacy”. It took place in English on Monday 17th May 2021 at 14:00 PM CET.

This webinar gathered three speakers : Irene Andriopoulou (Greece) who talked about media literacy policies during the pandemic in Greece and the EU, from a national organization’s perspective ; Marie-Laure Lulé (Belgium) an EU Expert and international coach in Media Literacy & Digital Education. She offered information sessions on media literacy to primary and secondary schools, parents, grand-parents and companies ; Thomas Knaus (Germany) who is a educational scientist. He is an Professor of Educational Science specializing in Media Education and Head of Department of Media Pedagogy at The Ludwigsburg University of Education. This webinar was moderated by **Ida Pöttinger**, Germany, member of the German media education network GMK and co-founder of IAME. This webinar was recorded and the video is available online: <https://vimeo.com/551479730>

## 5. Partnerships



### **MEDIA LITERACY TALKS Webinar: How to Teach about Propaganda and Fake News through Media Literacy**

This webinar was hosted on 28 July 2021 by Mediawise Society in collaboration with Media Education Lab, with the support of IAME. As a conversation with Nicoleta Fotiade (Mediawise Society) and Renee Hobbs, professor at Rhode Island University, author of the award-winning book, *Mind Over Media: Propaganda Education for a Digital Age* and Honorary Board member at Mediawise Society. Together they discussed to question “How to Teach about Propaganda and Fake News through Media Literacy”.

**Abstract:** When you encounter a media message that activates strong emotions, simplifies information, appeals to your hopes, fears and dreams, or attacks opponents, it just might be propaganda. If the content seems believable but is actually false, it might be fake news or disinformation. What kinds of dispositions, knowledge, and skills help people navigate in a world where sponsored content, clickbait, political ads, memes, and other messages are in widespread circulation, remixed and retransmitted by our friends, neighbors, and family? How can educators and librarians model the kind of critical thinking needed to manage these diverse new media forms that we see in everyday life? What instructional strategies can be used with learners of all ages? How can digital creation activities help in understanding persuasive genres?

## 6. Online newsletters

In 2021, 7 newsletters were prepared and sent to members and ex-members. Most of the newsletter were dedicated to the promotion of our live webinars:

- A newsletter *“Join the 1st webinar of IAME new 2021 series «Meet Media Educators all around the world and their challenges during Covid crisis »”* was sent on 7<sup>th</sup> January 2021.
- A newsletter *“Join the 2nd webinar of our Serie : Webinar in French on 11th February 2021 at 4pm”* was sent on 28<sup>th</sup> January 2021.
- A newsletter *“Join our live webinar dedicated on KiDiCoTi European research project on 28th April at 14.00 CET”* was sent on 12<sup>th</sup> April 2021
- A newsletter *“Register to our live webinar dedicated to KiDiCoTi European research project this Wednesday 28th April at 14:00 CET”* was sent on 19<sup>th</sup> April 2021
- A newsletter *“Register for the 2 new IAME live webinars: on 4th May and 17th May 2021”* was sent on 29<sup>th</sup> April 2021
- A newsletter *“Join our IAME Live Webinar “Meet Media Educators all around the world and their challenges during Covid crisis – Teaching Media Literacy” on Monday 17th May 2021 at 14:00 CET”* was sent on 10<sup>th</sup> May 2021
- A newsletter *“Live webinar “Games and Media Education”* was sent on 4th November 2021.



## 7. Social media

Our social media LinkedIn and Twitter were also used to promote the webinars and invite as many people as possible to participate.

## 8. Website renewal



The year 2021 has been dedicated to a complete renewal of the association's website <http://www.iame.education>.

Due to technical problems, it appeared during previous months that the association's membership system was failing. In order to re-mobilise the members and to invite them to join the association again, it was decided to completely revise the website.

Technical development: Media Animation's web teams took charge of the technical revision of the website, hosting it on a new platform and restoring the membership system via a new online payment service.

Editorial development: the functioning of the website and the visibility of the members on it was also reworked. The objective was to make each member of the association more visible, while giving everyone the possibility to

reaffiliate without losing data.

In terms of editorial development, the new site gives more space to information coming directly from the network. Therefore, each member has the possibility to propose content to be published directly on the public site, visible to all, inside or outside IAME, always with the idea of increasing networking and the exchange of ideas and projects.

## 9. Memberships

The redesign of the website was an opportunity to review our membership system. With the new website, a new membership campaign was launched and new rates were proposed: **from now on becoming an affiliate member of the association is free of charge.** This change aims to open up the network further and to attract all media educators, regardless of their means or financial possibilities.

The price of the effective membership, which gives the right to vote at the annual general assembly, remains unchanged: 50 euros per year for individuals and 100 per year for organizations.

Report prepared for the administration board by Berenice Vanneste.