



INTERNATIONAL ASSOCIATION FOR MEDIA EDUCATION

Activity report 2022

1. Statutes

Since the elections in September 2022, the administration board has been composed of:

- FOTIADE Nicoleta, representing Mediawise Society (Romania), President;
- VERNIERS Patrick, representing CSEM (Belgium), Vice-President ;
- DE THEUX Paul, representing Media Animation (Belgium) , delegate to the daily management ;
- ANDZONGO Blaise Pascal, representing Eduk-Media (Cameroon) ;
- BRUMDER-BEVORT Evelyne (France) ;
- CAPPELLO Gianna, representing MED (Italy) ;
- LEONIDA Maria (Greece) ;
- PIELSTICKER Anja, representing the GMK Association (Germany) ;
- WATHELET Emmanuel, representing IHECS (Belgium)

2. Meetings of the administration board

8 online meetings of the administration board were held in 2022:

- On 20th January 2022 with Paul de Theux, Ida Pöttinger, Patrick Verniers, Gianna Cappello, Evelyne Bévort
- On 24th February 2022 with Paul de Theux, Ida Pöttinger, Patrick Verniers, Evelyne Bévort
- On 21st April 2022 with Paul de Theux, Ida Pöttinger, Patrick Verniers, Evelyne Bévort, Gianna Cappello

- On 23rd May 2022 with Paul de Theux, Ida Pöttinger, Patrick Verniers, Evelyne Bévort, Gianna Cappello, Nicoleta Fotiade
- On 12th July 2022 with Paul de Theux, Ida Pöttinger, Patrick Verniers, Evelyne Bévort, Gianna Cappello, Nicoleta Fotiade
- On 19th September 2022 with Paul de Theux, Ida Pöttinger, Patrick Verniers, Evelyne Bévort, Gianna Cappello, Nicoleta Fotiade
- On 25th October 2022 with Paul de Theux, Evelyne Bévort, Nicoleta Fotiade, Emmanuel Whatelet
- On 17th November 2022 with Paul de Theux, Evelyne Bévort, Patrick Verniers

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

3. Memberships

Since its creation, the association has attracted over 140 members. The current challenge is to unite and encourage members to remain active and affiliated to the association.

In 2022, IAME was represented by 31 members in order of membership. Among them, 8 as effective members, 19 as affiliate members and 4 as legal entities.

Since 2022, the association has adapted its membership fees as follows: free for affiliated members, 50 euros per year for full members and 100 euros per year for legal entities.

Legal entities themselves represent dozens of additional members under the umbrella of their parent organization:

- GMK, the German association, represents approximately 655 single German members and 408 institutions.
- MED, the Italian association, represents numerous Italian members as well.

4. Report of 2022 activities

Webinar on Challenges of Media Education in Latin America



Webinar

Challenges of Media Education in the Latin American context

with **Roxana Morduchowicz**, PhD, University of Paris VIII,
UNESCO Consultant, Argentina

and **Francisco Espinosa**, Universidad del Pacifico, Peru

Wednesday 27th April 2022 3PM CET

The board was willing to build a stronger sense of community among its members, to discuss together the new challenges in media education and to be inspired by foreign practices and projects. For a long time, the association has wanted to reach out more to the Spanish and Latin community.

In this context, A live webinar was organized on the topic of “Challenges of Media Education in Latin American context” on 27th April 2022 with interventions of:

- Roxana Morduchowicz, PhD, University of Paris VIII and UNESCO Consultant from Argentina
- Francisco Espinosa, Universidad del Pacifico from Peru.

They both informed the participating members about their respective realities in media education in their context, the news challenges that the pandemic has raised and inspired us with their regional practices or methods.

The replay is available on <https://vimeo.com/705297995>.

Collaborative workshop during the 39th GMK Forum

On 18th November 2022 in Potsdam, near Berlin, GMK and IAME organized a workshop inviting German media educators community to discuss our common goals in Media Education International projects.

This workshop “What is on our agenda? International projects are looking for common goals and ways for working together » took place in the framework of the [39th Forum Kommunikationskultur](#), the German network of media education associations.

This workshop was organised and facilitated by **Nicoleta Fotiade**, IAME founding member and director of [Mediawise Society](#), Romania together with **Patrick Verniers** (IAME founding member and director of the [High Council for Media Education](#) in Belgium) and **Paul de Theux** (IAME founding member and director of [Media Animation Belgium](#)).



They discussed with GMK members the possibility of opening up the German community to more international partnerships, especially at the level of grassroots organisations that contribute significantly to media education at the local level.

Join webinar “For a creative and unorthodox media education”



On Thursday 24 November 2022, **IAME** and **GMK** jointly organised a webinar with the participation of **Alexandre Le Voci Sayad**, from Brazil. His Lecture “**For a creative and unorthodox media education**” was about how media education must address creativity, creating awareness for the risks, but also the opportunities of the

contemporary. One such initiative entitled “City, Art and Media” proposes to understand how the city and the media can educate together with the classroom. So, the contemporary role of the educator becomes the role of a provocateur, mediator and conductor of this unorthodox form of media education.

The workshop was moderated by **Ida Pöttinger**, member of GMK and founding member of IAME.

The replay is available on

https://www.youtube.com/watch?time_continue=2&v=V7RV39Nayd4&embeds_referring_euri=https%3A%2F%2Fiame.education%2F&source_ve_path=MjM4NTE&feature=emb_title

Collaborative workshop during the European Journalism Symposium in Brussels



FRIDAY, NOVEMBER 25, 2022

WHAT ROLE FOR JOURNALISTS IN MEDIA & INFORMATION LITERACY (MIL)?

2:00 pm > 3:15 pm

FR EN ▶ LIVE STREAMING

With the High Council for Media literacy (CSEM) and the International Association for Media Literacy (IAME)

With Gilles MILLECAN (Belgium), «Journalism in the classroom» project officer for the Professional Journalists Association (AJP-Association for Professional Journalists); Patrick VERNIERS (Belgium), Director of the High council for Media literacy (CSEM- Conseil Supérieur de l'éducation aux médias); Juliane VON REPPERT-BISMARCK (Germany), founder of Lie Detectors.

> Moderated by Nicoleta FOTIADE (Romania), researcher at Mediawise Society

The 25th November, IAME was co-organizing a workshop during the [European Journalism Symposium in Brussels](#).

The discussion focussed on this question: **What role for journalists in Media and Information Literacy (MIL) ?**

The discussions gathered **Mr. Gilles MILLECAN** (Belgium), « Journalism in the classroom » project officer for the [Professional journalists Association \(AJP- Association for Professional Journalists\)](#); **Mr. Patrick VERNIERS** (Belgium), founding member of IAME and director of the [High council for Media literacy \(CSEM- Conseil Supérieur de l'éducation aux médias\)](#); **Mrs. Juliane VON REPERT-BISMARCK** (Germany), founder of « [Lie Detectors](#) ». The discussions were Moderated by **Mrs. Nicoleta FOTIADE** (Romania), founding member of IAME and researcher at [Mediawise Society](#).

The replay is available on

https://www.youtube.com/watch?v=veoZiF1fg_E&embeds_referring_euri=https%3A



[%2F%2Fiame.education%2F&source_ve_path=MjM4NTE&feature=emb_title](#)

5. Building partnerships

European | **MEDIA AND
INFORMATION** | Fund

Managed by
Calouste Gulbenkian Foundation

In the spring of 2022, the board members put a lot of energy into building partnership for the Gulbenkian Foundation's Media Literacy call. The

project, called TADAM - Tools and Awareness about Disinformation, Algorithms and Media - was coordinated by Media Animation in partnership with :

- Media Animation as coordinator
- IAME
- Unifi - University of Florence
- Karpos on the web, Greece
- University Montpellier, France
- Tampere University, Finland
- University Saint Louis, Belgium
- ICS Macedonia as associated partner

As a partner in the project, IAME could have co-organised decentralised workshops in different regions of Europe and co-organised the project's closing event to make it a major physical event dedicated to media literacy, misinformation and algorithms.

Unfortunately, despite a good evaluation, we learned in the summer of 2022 that the project had not been selected for funding.

6. Online newsletters

In 2022, 5 newsletters were prepared and sent to members and ex-members. Since 2022 and the launch of the new website, a new mailing system has been used by the association: Mailchimp. At the end of 2022, 185 people subscribed to our newsletter.

- A newsletter presenting the new website and inviting for the webinar *“Challenges on Media Education in the Latin American context”* was sent on 29th March 2022 to 160 recipients. 90 opened it.
- A newsletter re-inviting to the webinar *“Challenges on Media Education in the Latin American context”* was sent on 21st April 2022 to 165 recipients. 89 opened it.

- A newsletter *“Invitation to the IAME General Assembly 2022 and call for new members”* was sent on 22th August 2022 to 177 recipients. 90 opened it.
- A newsletter *“Call for MIL contributions to the European Journalism Symposium”* was sent on 30th August 2022 to 177 recipients. 84 opened it.
- A newsletter inviting to join the workshop organized during the GMK Forum *“What is on our agenda? International projects are looking for common goals”* and inviting to join the the European Journalism Symposium in Brussels was sent on 22th November 2022 to 185 recipients. 93 opened it.

7. Social media

Our social media LinkedIn and Twitter were also used to promote the activities and partnerships.

8. Website renewal




The first months of 2022 were dedicated to finalising the new website, re-implementing all the old content so as not to lose anything and launching it to our members. The new website is designed to be more ergonomic, more intuitive and with a brand new, simplified system for new members.

The website address remains the same: www.iame.education. The old website has been removed from the Internet.





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.

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.



 +15 Countries As international network, our members come from all over Europe and the world	 +87 Members Our goal is to bring together actors from the Media Education field	 Events IAME offers the opportunity to meet during events, conferences and webinars
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Latest news

 Have your say Consultation now open	A survey to our members July 13, 2022 How could IAME better support your projects and your work? Share your opinion and views!	 Un'Iniziativa! Un'Iniziativa! Un'Iniziativa! Un'Iniziativa!	Two events you may wish to participate July 13, 2022 Two exciting opportunities to put the spotlight on your media education projects.
 CSEM CONSEIL SUPÉRIEUR de l'ÉDUCATION des MÉDIAS	Welcome to the Higher Council for Media Education in Belgium March 21, 2022 In March 2022, the Higher Council for Media Education in French-speaking Belgium becomes a member of IAME.	 Nicoleta Fotiade is the new president of the association January 24, 2022 Read her wishes for 2022 and the future of the association.	

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.