



REPORT OF IAME GENERAL ASSEMBLY 2023

Thursday 28th September 2023 at 2PM CET

Online

<https://us06web.zoom.us/j/83641598374?pwd=NVPFdGFhY1JSeEg5Ym11NmZNek1yZz09>

Attending

- **Founding and full members:** GMK (represented by Anja Pielsticker), Média Animation (represented by Paul de Theux), CSEM (represented by Patrick Verniers), Evelyne Bévort, Nicoleta Fotiade
- **Mandates:** MED represented by Gianna Cappello gives mandate to Nicoleta Fotiade, IHECS represented by Emmanuel Whatelet gives mandate to Patrick Verniers.
- **Affiliate members:** Andre Mpoudi Eyambe, Bérénice Vanneste, Marco Galli
- **Excused:** Blaise Pascal Andzongo (full member) and Maria Leonida (full member)

The General Assembly gathered 5 founding and full members in presence and 2 founding or full members represented by a mandate. The quorum to one third of the founding or full members was represented (7 founding or full members out of 10 members in total).

Agenda

1. Welcome and agenda
2. Approval of the General Assembly agenda
3. Approval of the General Assembly 2022 report
4. Presentation of activity report 2022
5. Discussion and approval of activity report 2022
6. Financial report
7. Discussion and approval
8. Budget 2023
9. Discussion and approval
10. Discharged to the management board members:
11. Further developments of the association, discussion and sharing opinions

Welcome and agenda

Approval of the General Assembly agenda

Agenda approved by all.

Approval of the General Assembly 2022 report

Report approved by all.

Presentation of activity report 2022

Statutes and administration board meetings

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)

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

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 approximately 300 Italian members.

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 and Francisco Espinosa, Universidad del Pacifico from Peru.

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.

Nicoleta Fotiade adds that very good ideas were developed in Postdam. The members of the board are still pursuing them.

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.

Collaborative workshop during the European Journalism Symposium in Brussels

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 REPPERT-BISMARCK (Germany), founder of « Lie Detectors ». The discussions were Moderated by Mrs. Nicoleta FOTIADE (Romania), founding member of IAME and researcher at Mediawise Society .

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 decentralized 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.

Looking for fundraising

That was so unfortunate that the TADAM project wasn't funded. The board is continuously trying to be invited to projects or partnerships.

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.

Social media

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

In 2023, a working group was created thanks to Maria Leonida and Anja Pielsticker in order to rethink our social media strategy.

Website renewal

The first months of 2022 were dedicated to finalizing 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.

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.

Discussion and approval of activity report 2022

Activity report approved by all.

Financial report

INCOME STATEMENTS - 2022						
EXPENSES	INCOMES			2021	2022	Budget 2022
	2022	Budget 2022	2021			
SERVICES AND MISCELLANEOUS GOODS						
Office furnitures	895,91	954,58	533,41	700,00	1200,00	1280,00
Post	25,24	50,00	80,83	700,00	1200,00	1280,00
Software	49,38	40,00	10,83			
Website hosting	252,77	254,10	252,77			
Belgian monitor publication	114,42	330,00	54,33			
Write-down on Accounts Receivable	254,10	280,48	134,55			
	200,00					
FINANCIAL EXPENSES						
paypal commissions	86,32	90,00	80,04	0		0
bank charges	12,40	20,00	6,87			
	73,82	70,00	73,17			
TOTAL EXPENSES	982,23	1044,58	613,45	700,00	1200,00	1280,00
				TOTAL INCOMES		
				RESULT		
				Previous year reported result		
				AFFECTED RESULT		
				-282,23	155,42	666,55
				3133,28		2466,73
				2851,05		3133,28

BALANCE SHEET - 2022			
ASSETS		EQUITY AND LIABILITIES	
	2022	2021	
<u>CURRENT ASSETS</u>	140,24	839,10	3133,28
Account receivable	140,24	839,10	
<u>AVAILABLE VALUES</u>	2799,45	2428,73	
CBC	2799,45	2060,3	
PAYPAL	368,43	368,43	
	2939,69	3267,83	
<u>TOTAL</u>	2939,69	3267,83	3267,83
			2851,05
			3133,28
			2466,73
			666,55
			88,64
			88,64
<u>TOTAL</u>	2939,69	2939,69	3267,83

Discussion and approval

We can see that there are no major expenses - only those linked to the association's existence.

Financial report 2022 is approved by all.

Budget 2023

Expenses				Incomes			
	Expenses 2021	Budget 2022	Budget 2023		Incomes 2021	Budget 2022	Budget 2023
Office furnitures and software	320	420	20	Member contribution	1100	1200	700
Administrative costs	267,16	534,58	158	Summer school			
Post			40	Cost rebilled			
Software			252,77	Bank interest			
Website hosting			85				
Bank Charges	95	90	90				
TOTAL	682,16	1044,58	645,77	TOTAL	1100	1200	700
ESTIMATED RESULT	417,84	155,42	54,23				

Discussion and approval

Nearly the same as previous years.

Budget 2023 is approved by all.

Discharged to the management board members

The General Assembly discharges the management board members for the management of the association. (8 votes)

Further developments of the association, discussion and sharing opinions

Nicoleta Fotiade shares an experience related to the European project Emerge for which huge dissemination is planned. They wanted to organize a webinar with 2 teachers leaders of the project but they declined, because “teachers are not ready for such a topic”. It appears that teaching media education needs a lot of courage.

IAME should support those practitioners: supporting the teachers to give them the courage to teach media education.

What are the obstacles in different countries? And in Europe? How to Promote media education all over the world?

Patrick Verniers: it's existing a gap between all the EU institutions promoting MIL and what is the reality on the ground. The problems are coming from stakeholders and political leaders. EU institutions are focused on impact assessment, etc . as if everything is going perfectly on the ground. They speak about impact before knowing the realities.

EU member states published a national report of development of MIL in their respective countries. It is very interesting to better understand the differences, the level of development of MIL in different countries, etc. To understand that it is only discourses from politicians, disconnected to reality.

It sums up and reinforces the role we have to play. This gap is still there and we have to fill the gap. But with very little money and little capacity for action, we still have to take this role...

We have to give the realities, what makes sense for our association.

Nicoleta Fotiade agrees with the gap idea. Great brainstorming idea to find how to reduce the gap and asking the question: are you courageous enough to teach that?

Other points evaluate the impact, impact assessment of course is important...

But the tendency is to evaluate only quantitative data! They have to take into account quality also, small projects in terms of impact. They are focused only on numbers.

Evaluators are people coming from big associations, presented as experts, having no experience in media education. We need more practitioners from the ground.

Supporting our members is a discussion the board members have every month.

What could IAME do to support your engagement in Media Education in your country?

How to be corporate ? How to gather people together ? How to be a force to the media education practitioners all over the world ?

We need to personalize the association, to get together. Make our work and our association more visible. A combination of : being more visible / more transparent. Maria's suggestion was that everyone makes a short video.

Marco Galli came with the same suggestion .

Collecting testimonials.

Proposals for Brussels' conference: Brainstorming

Marco Galli is developing a project with autistic people, asperger syndrome.

Could his experience be integrated in a broader thematic such as: How Media Literacy can address specific needs or vulnerabilities?

Patrick suggests having a “show and tell” session: practitioners meet each other and exchange. To network with main speakers, experts, etc.

Evelyne Bévort : it is interesting to open to new perspectives (e.g. working with specific needs audiences...)

Patrick Verniers : we could collect some testimonials but we still face the problem of languages. Why not start from what we have: Different specific programs among our own organizations. Media Education is about diversity, about giving voice to everybody.

Anja Pielsticker: GMK Forum is dedicated to inclusiveness topic.

For the moment, we have a topic for the online workshop on 23rd November : about the Ukrainian project « How to teach media education in a war context ? »

Ida Pottinger is also preparing an international workshop on 18th November during the GMK Forum. Topic has to be confirmed.

+ A specific workshop dedicated to Emerge program To discuss about obstacles from practitioners to enter such kind of Media Education projects ?

Brainstorming about potential themes for future activities will be pursued during administration board meetings.

Report by Bérénice Vanneste