

MIL Networks, Regulators and Disinformation

Maria Donde

EPRA Interim Chair, Chair EMIL

Media Freedom Literacy Roundtable

6 December 2022

Purpose & ambition

2018: *EPRA's MIL Taskforce set up*

2021: *Taskforce formalised as EMIL*



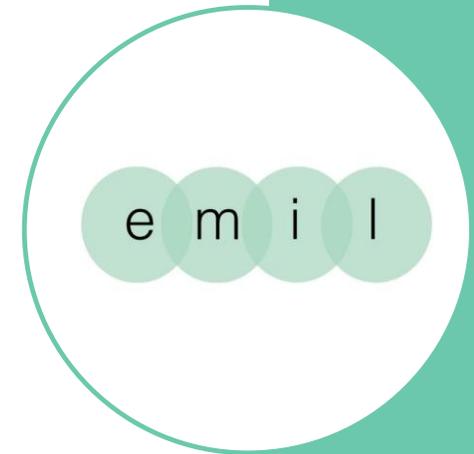
Coordination & learning



Networking & partnerships



Giving MIL networks a voice



EMIL ToRs 2022: <https://www.epra.org/attachments/emil-terms-of-reference-2022>



Key achievements

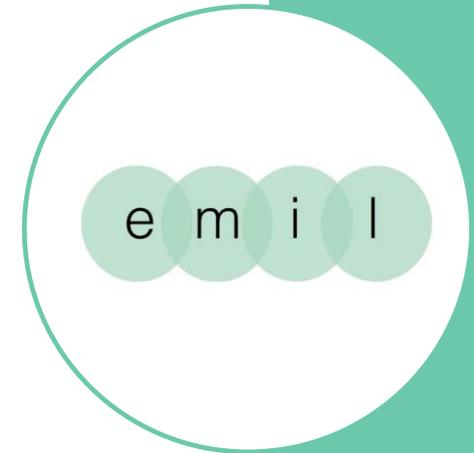
- Creation of a community through EMIL meetings
- Guidance documents ([*“top-tips”*](#))
- [Virtual meetings](#) on MIL Multistakeholder Networks
- [Reflections on MIL](#) on video-sharing platforms
- [Overview MIL initiatives](#) in response to Covid-19 misinformation
- [Discussion points](#) on role of MIL in fight against hate speech
- [Global MIL week event](#) on News Literacy and Trust

A logo consisting of four overlapping light green circles, each containing a letter: 'e', 'm', 'i', and 'l'. The circles are arranged in a horizontal line and overlap slightly.

e m i l



Case Study: Media Literacy Ireland





Case Study: North Macedonian Media Literacy Network

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.

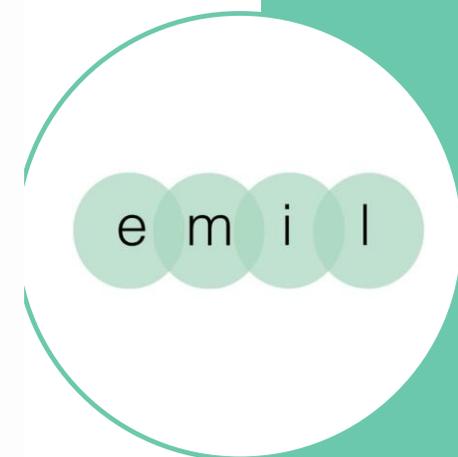
MEDIA LITERACY DAYS CALENDAR 2020 All events are online

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 opportunities to join in activities organized by the year's programme, which includes workshops, seminars 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 measures of the MROCCJ, State Media and Information Agency (State Agency for Media Information).

This is the second time that our country is involved in hosting the Global Media Literacy Week, within frameworks of which, every year, UNESCO has called on all citizens to acquire skills and knowledge using media literacy as a powerful tool and, as a matter of fact, the backbone in the world. This year is the international year of media literacy.

This is why the motto of 2020 MLD is: "Test Every News with no Excuse". The days will include both online events.

26 OCTOBER	27 OCTOBER	28 OCTOBER	29 OCTOBER	30 OCTOBER	31 OCTOBER
CENOSKOPIJAL 11:00h Media literacy workshop for the teachers of "Trajče Prohaska", Elementary School in Štipje MACEDONIAN RADIO AND TELEVISION - MRT 1 13:00h TV show broadcast MEMORIE : "Personal Autobiography"	COUNCIL OF MEDIA ETHICS OF MACEDONIA 11:00h Open Public Session of the Agency's Commission MEDIA LITERACY NETWORK 13:00h Autumn Meeting INSTITUTE FOR COMMUNICATION STUDIES 14:00h Training on Recognizing Fake News and Disinformation for the students of "Sveti Jovan" High School in Štipje	MACEDONIAN MEDIA INSTITUTE AND THE AGENCY FOR AUDIO AND AUDIOVISUAL MEDIA SERVICES 13:00h Roundtable on Media Literacy and Education INSTITUTE OF COMMUNICATION STUDIES 15:00h Training on Recognizing Fake News and Disinformation for the students of "Sveti Jovan" High School in Štipje YOUTH EDUCATION FORUM (MILKOWIT) ON-LINE BASIS 15:00h How to Get Out of Conspiracy Theories, discussion from the "Land and Sea" series CRISTINA (INTEGRAL) PRESS AND EDUCATION 16:00h National Media Literacy and Critical Thinking Research Results and the Best Agreement INSTITUTE FOR COMMUNICATION STUDIES 16:00h Training on Recognizing Fake News and Disinformation for the students of "Sveti Jovan" High School in Štipje	CRISTINA (INTEGRAL) PRESS AND EDUCATION 13:00h Webinar: Fighting Disinformation with "IT" Features YOUTH EDUCATION FORUM (MILKOWIT) ON-LINE BASIS 14:00h How to Recognize Fake News and Disinformation for young people CENOSKOPIJAL 15:00h Media Literacy Workshop for the teachers of "Trajče Prohaska", Elementary School in Štipje INSTITUTE FOR COMMUNICATION STUDIES 15:00h Facebook Week Debate: "Let's Have Calm: Do We Need a Media Diet?"	AGENCY FOR AUDIO AND AUDIOVISUAL MEDIA SERVICES 13:00h "Gender Pay and Broadcasting" presentation of the gender pay structure analysis results in the broadcasting sector, Skopje by debate MACEDONIAN MEDIA INSTITUTE 14:00h Teachers - Key to Raising Media Literacy Awareness	



IN THE SEA OF INFORMATION YOUR ATTENTION CAN BE AN EASY PREY

TEST EVERY NEWS WITH NO EXCUSE
MEDIA LITERACY DAYS 2020
26.10 - 02.11.2020

MLN Media Literacy Network

AGENCY FOR AUDIO AND AUDIOVISUAL MEDIA SERVICES



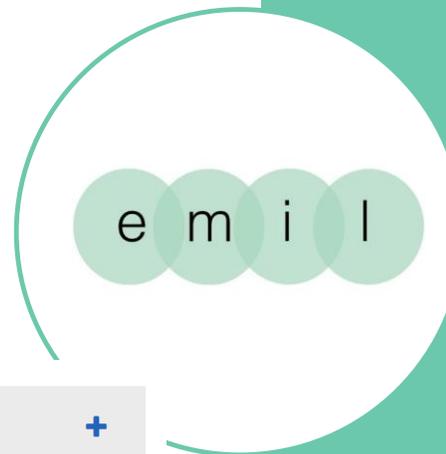
Case Study: Making Sense of Media

Combatting Covid-19 misinformation

In these challenging times, people understandably want to keep up to date with the latest developments in the coronavirus (Covid-19) pandemic.

But given the false claims about Covid-19 circulating online, some people are struggling to know who or what to believe.

Access to accurate, trustworthy and credible sources of news and information has never been more important. So, with the support of Ofcom's [Making Sense of Media Panel](#) and [Network](#), we've collected a set of resources to help cut through the confusion and provide people with the tools to navigate news and information about Covid-19.



Fact checking and debunking	+
Information from official sources and organisations	+
Support for parents and children	+
Actions by online platforms	+
Countering vaccine misinformation resources	+

If you have any comments or want to share other resources, please email us at makingsenseofmedia@ofcom.org.uk



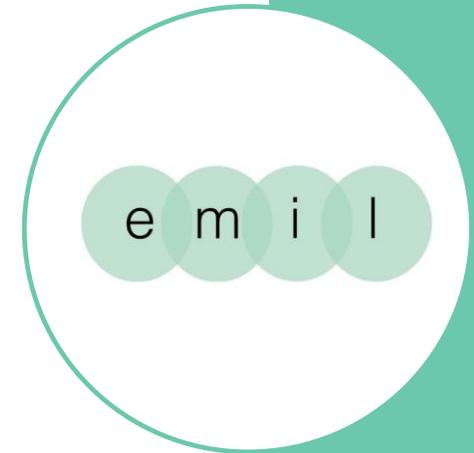
Multistakeholder networks and the role of platforms

AVMS Directive:

It is therefore necessary that both media service providers and video-sharing platforms providers, in cooperation with all relevant stakeholders, promote the development of media literacy in all sections of society, for citizens of all ages, and for all media and that progress in that regard is followed closely.

EMIL Reflections

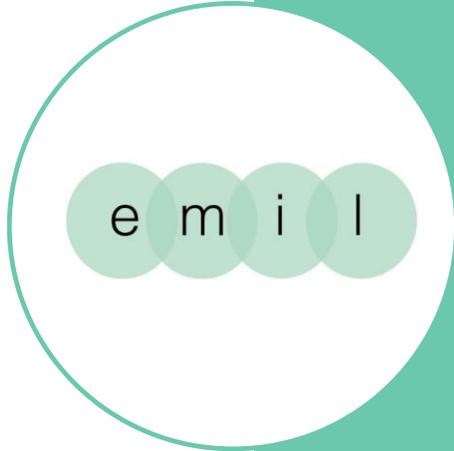
- *It is important to consider what responsibilities lie most appropriately with platforms and where support and partnerships are available and desirable*
- *MIL networks, which are emerging across Europe [...] are particularly well-suited to supporting the development of such partnerships. MIL networks allow all relevant stakeholders – irrespective of size, funding or status, and including NGOs and regulators – to promote best practice and foster strong working relationships.*





Conclusions

1. **Multistakeholderism** in developing and promoting MIL initiatives
2. Role of networks in supporting that kind of multistakeholder approach from the ground up:
Investment in MIL networks = Investment in MIL
3. **Role of (news) media** in fostering trust – central to tackling disinformation and MIL

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