

BROD and MIL

Bulgarian-Romanian Observatory of Digital Media

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Where do we stand?



- Some 100 events in MIL since 2014 (interactive map in preparation – watch the space)
- Not the whole country is covered – concentration in Sofia
- Big focus on schools (not clearly integrated into the curriculum – the approach is to educate teachers in different subjects to include media literacy skills)
- A range of formats – from one hour to a week
- Teaching materials in Bulgarian accumulate but there is no open educational resources repository yet
- Few major stakeholders – Digital Media Coalition (founded in 2017) organizes Media Literacy Days since 2018

We are pleased that this webinar is on their list of events for 2023!

Center for Independent Journalism

- Established in 1994
- Promoter of media, civic and human rights literacy and advocates for an informed public, a mandatory condition of any democracy.
- Since 2013, civic and media literacy projects have become one of the central directions of CIJ, reaching over 3,000 teachers and 50,000 students as direct beneficiaries.
- Starting in 2017, CIJ developed the most complex media literacy project in Romania, working with students, teachers, future teachers, civil society organizations, and the Ministry of Education to increase media literacy skills in the Romanian society.
- Since 2021, in partnership with the Ministry of Education, CIJ is testing its approach of infusing media literacy into the regular teaching activities in 100 media-pilot-schools. CIJ has developed a complex accredited course with two components – an online interactive virtual class, to harbor the live training; and a complementary e-learning platform, meant for self-paced interactive learning.
- CIJ is also an important international presence as part of the Southeast European Network for Professionalization of Media (SEENPM-www.seenpm.org), a network made up of 15 educational and advocacy organizations for journalists in 11 Balkan countries. CIJ is also an IFEX member (www.ifex.org), as well as a member of the Global Forum of Media Development (www.gfmd.info).

← → ↻ youtube.com/watch?v=i2qvJ0BsaGI

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1. Introduce media literacy topics/classes in the national curricula at secondary school levels.
2. Raise awareness about the dangers of disinformation and its adverse effects among the citizens.
3. Build a national network of media literacy stakeholders (in Romania) that could help jointly address disinformation; in Bulgaria, we have had the Media Literacy Coalition since 2017.
4. “Train the trainers” in the media literacy field seems to be the best approach (although direct work with students and citizens has better outcomes).

What is our previous experience?

Involvement in MIL training

- Bulgaria: GATE Institute, NTCenter, Onto, BNT
- Romania: SNSPA, Funky Citizens, CJI

- Other countries: AFP, GLOBSEC, ATC

What difference are we working to make?

**Aligned to EDMO Area E.
Media/Digital Information Literacy**



Training campaigns and materials

This task will start with a **needs analysis** to determine the desired focus of the MIL campaigns and materials, taking also into account the themes prioritised by the EDMO Governance Board and the availability of training material developed within BROD and within EDMO.

BROD will follow a **two-prong approach** on delivering media campaigns.

- Three professional groups which either will use the skills acquired in their professional practice (**media professionals**) or are heavily involved in educating in formal and informal environments (**teachers and librarians**) – these groups have the potential to accelerate the overall level of media literacy through their activities.
- Target groups of societal priority (**teenagers and the elderly**).

Special attention will be paid to the preferred communication channels, learning style and factors specific to each country. This needs assessment will be followed by the development and delivery (in T.4.2) of a mix of long and short forms of educational materials to help build resilience to disinformation. These will combine various teaching activities and campaigns on a combination of media and communication channels. Two types of materials will be created: (i) materials for training events, including curricula on media literacy and fact-checking and country-specific long-form MIL materials; (ii) MIL short-form materials for online outreach campaigns; in Bulgaria this campaign will also use the BNT channels for wide citizen outreach.



Target group	Bulgaria	Romania
Journalists	45	45
Educators (higher)	40	260
Educators (secondary schools)	75	230
Librarians	60	15
Total	220	550

- **Localized versions of existing materials produced by EDMO or other hubs;**
- **Contribute new MIL materials to EDMO;**
- **Develop training materials and a best practices guide that will be translated into three languages (English, Bulgarian, Romanian).**
- **Dedicated section on the website offering training materials.**

Plus Internal Training – by July 2023

- **Preparation of training materials for building capacity within the consortium members in applying**
 - **BROD established methodology and disinformation analysis workflows**
 - **using EDMO and BROD open-source platform, database and dashboard,**
 - **localized content verification and text-based disinformation AI analysis tools.**

The training material will include interactive visual tutorials and guides, demo scenarios, examples, technical documentation on how to use the platform APIs, etc.

Two main areas: information and media literacy in general and fact-checking in particular.

- **Mass media campaigns will combine television formats with online content and will be led by BNT.**
- **The aim is to support the segments of the population with specific information needs, e.g. children, elderly citizens, state/local government officials, CSOs; ethnic minorities, and activists.**
- **Considering attracting as well public influencers.**
- **BNT already experimented with media literacy podcasts (MeGra) and, as of mid-March, started sharing fact checks.**

The main purpose of this task is to collect and analyze data on the impact of the various media literacy campaigns and reflect on the most efficient approaches to upskill professionals and support the development of media and information literacy skills in various citizen group.

This knowledge will be shared with other hubs with the idea to improve the efficiency of future training and media campaigns.

In this area we are particularly interested to follow what EDMO will be fostering in terms of quality of teaching activities and indicators for success.



- Not just train more people – scale up the efforts and the quality
- Separate the wheat from the chaff – and explore how to measure success in MIL training and campaigning
- Integrate the MIL efforts into the fabric of the network of impact which the hub should gradually become

KEY POINTS OF CONTACT

Quick links

- For BROD as a whole: brod@gate-ai.eu
- LinkedIn: BRODhub
- Twitter: @BROD_EDMO

THANK YOU!

