



### Welcome to the October edition of the Media in Education Newsletter

This newsletter is aimed at people actively engaged in promoting excellence in the use of media in education and is linked to the annual MEDEA Awards.

September 30<sup>th</sup> was the deadline for receiving entries to the MEDEA Awards and we are delighted to report that the number of submissions has been really high. This month we will bring you news about the level of entries as well as news about events, projects, initiatives and developments related to how media can best be used in education. If you have any relevant news for us to share in this Newsletter – send it to us and we will be delighted to include it here!

Best wishes,

Sally Reynolds and Nikki Cortoos

Editors

### Media in Education – News

#### JISC Launches Digital Media Newsletter



[JISC Digital Media](http://www.jiscdigitalmedia.ac.uk) in the UK is a service which provides advice, guidance and training on the creation and use of digital media resources.

JISC Digital Media have just launched an interesting newsletter called [Intermedia](http://www.intermedia.ac.uk) and the first issue includes news on forthcoming events as well as articles on mobile learning, podcasting, using Flickr and pinhole photography.



The Digital Media service is offered to the UK's Further and Higher Education community and covers

creating digital media resources (specifically still images, moving images and sound resources), delivering digital media resources to users, using digital media resources to support teaching, learning and research and managing both small and large scale digitalisation projects.

#### Video Site for Greek Schools launched

The [Ministry of National Education and Religious Affairs \(MoE\)](http://www.moe.gov.gr), have recently launched a new [web site](http://www.moe.gov.gr) for Greek schools which features a considerable number of curriculum-

related video clips now available for schools to use. This site includes materials made available from archives as well as new productions and recently created materials and is freely available to students, teachers and parents. The site provides summaries of the clips that are shown and allows visitors to search for material based on a variety of criteria including education level, theme, production year as well as by key words.

#### State of Indiana launches Free Resource Database for Schools

The US State of Indiana in association with [Comcast Corp.](http://www.comcast.com), and [Discovery Education](http://www.discovery.com) have recently teamed up to provide students with free on-demand digital resources that are aligned with state standards.

The service, [Discovery Education On Demand By Comcast](http://www.discovery.com) claims to be the first offer of its kind in the US and provides Indiana families with instant, at-home access to educational video clips, hands-on activities, interactive content, subject guides, puzzles, and homework help tools. Content is available at no additional cost to cable subscribers





which currently includes more than 200 videos which aim to "engage students in learning, and support and supplement the work of educators in classrooms across the state," according to Stephen Wakefield, communications manager for Discovery Education. "These videos, aligned to state standards and organized by grade level and subject area, cover core academic disciplines including math, science, English/language arts, and social studies." Content will be continually refreshed with new videos, and new content will be added online regularly as well, said Wakefield.

### ICT Supporting Pedagogy in Swedish Schools

At the [ICL conference](#) held recently in Villach, Austria, Seth Norberg from [KTH Stockholm](#) gave a much appreciated presentation about the way in which the [ROSS-Tensta upper secondary school](#) uses various media resources including a [streaming service](#) provided by the Swedish Broadcasting company which provides video clips to their school. In his presentation Seth argued that teachers needed to be far more deeply involved in the decision-making process related to the use of ICT in schools. He put forward a useful framework for viewing schools' ICT services



ranging from the provision of basic networking which has been and continues to be under the management of ICT specialists to the pedagogical use of ICT

whereby ICT based services and resources can be used to enhance teaching and learning, a sphere of operations which needs to be driven by teaching professionals.

### Featured Production

This month's featured production is 2008 Special Award winner '[Anti Anti](#)' which is a multimedia-supported pervasive game created by secondary school students of the [Sint-Lievenscollege Gent](#) (Belgium) to sensitise students for a national day against useless violence. Students participating in this 50 minute game had to search for a fictitious murderer in their school through clues provided in mp3-files and video clips. This learning event, was created by students for students against the omnipresence of useless violence in society, and received lots of attention during the MEDEA 2008 Awards. The production team was made up of five 17-year-old students who combined sound and digital video into an attractive learning package related to many official attainment targets.

This production was guided by Steven Ronsijn who is a teacher and educational ICT-coordinator at the Sint-Lievenscollege Ghent in Belgium. Besides being a French language teacher, he is also a coach for the "un-prescribed teaching time" during which the multimedia project Anti-Anti was created. To view an interview with Steven in which he describes how this production came about, visit the [MEDEA web site](#). A short video clip showing elements of the game is also available on the MEDEA web site.



Anti-Anti received the 2008 Special Award which was supported by Apple and was described by the judges as "...very well-adapted to its particular audience and



its objectives. It is an accomplished piece of work from such a young group of 'authors'. (It is) an exemplar of good choice of media, good story telling and a strong plot, used within a particular social agenda that is of great relevance to the participating audience. Based on an excellent, creative idea, it is game based soft skills learning with good use of media, motivation and involvement."

### MEDEA News

#### Record Numbers of Entries Received!



Entries to the MEDEA Awards have been arriving daily to the MEDEA Secretariat located in ATiT in Belgium and by the competition deadline of 30 September, more than 250 had arrived.

The highest number of entries have been submitted by French organisations with organisations in Italy, UK and Germany also submitting a significant number. Judging will begin in mid-October and the organisers hope to have a list of finalists available at the beginning of November.

#### Italian Entries to MEDEA Soar – Thanks to CSP!

There have been a very high number of entries to MEDEA this year from Italy, with Italy having the second highest number of entries



after France. We asked Eleonora Panto what kinds of activities [CSP](#) undertook to spread the word about MEDEA this year.

Eleonora Panto: "Hyperfilm, [Extracampus](#), [eStream](#), [DscholaTV](#) and [Eticommunity](#) are just some of the projects about video and education managed by CSP that have helped us build a long term and strong relationship with schools and universities. It is also worth mentioning that Torino, our city, is the place where Italian cinema was born and the [National Museum of Cinema](#) with [AIACE](#) (the Association for Cinema Arthouse) offers a large-scale didactical programme for schools.



CSP invested effort in several different ways to promote MEDEA. We published news about the MEDEA call on our web site and on the [Dschola portal](#), which is one of the most highly visited sites related to the use of technology in schools in Italy. We also sent emails to different school networks we worked with. We used word-of-mouth and social networks: especially the community [Videodidattica](#) and we distributed to teachers and principals the printed materials that the MEDEA Secretariat sent to us.

Let me say that the Awards are really designed to meet the needs of schools: with no registration fee and no limitation about format and topics: needless to say the Secretariat was really nice and supportive. An Italian version of the MEDEA web site would be a great incentive towards higher participation: let's hope we can have it for the 2010 edition."

#### About CSP

CSP – Innovazione nelle ICT is the Piedmont Public Authorities' Innovation and Research structure in the field of technologies within the Information Society. It is a research body focused on experimental develop-



ment and industrial research according to R&D European law.

CSP develops applied research programmes in the field of education, business and government for local administration and applied integration activities in partnership with leading telecommunications operators such as EUTELSAT and WIND and implements technology transfer actions aimed at SMEs and local firms.



All CSP's initiatives are carried out with the University through the co-management of research laboratories. CSP takes part in several research and develop-

ment actions at international level with projects dealing with subjects such as latest generation networks, intelligent environments and socioeconomic inclusion. Video and TV are one of the strongest research fields for CSP which supports a research lab on Digital Television. In addition, CSP is running a special project dealing with the Creativity Industry.

Find out more about CSP by visiting their [web site](#).

### Related Award Schemes

Each month we include news about other Awards schemes related to the use of Media in Education, these include national as well as specialist schemes.

### BaKaFORUM 2010 Contest Registration Open

The annual [BaKaFORUM](#) is organised by the International



Basel-Karlsruhe Media-Forum Foundation, established in December 2005 by Swiss Television and the Swiss Agency for Development and Cooperation (SDC). This Foundation is committed to foster television and oth-

er audiovisual media for global education, in terms of exchange and cooperation. It supports themes of global development, poverty, human security and the millennium development goals in those media.

The BaKaFORUM is held each January in Karlsruhe, Germany and includes the [BaKaFORUM contest](#) when an International BaKaFORUM Jury awards excellent TV and Multimedia productions with high educational value in the fields of education, science and society in five categories. The International BaKaFORUM Proposal Prize is open for projects from Africa, Asia and Latin America.



Registration for the 2010 BaKaFORUM content is now open and the closing date for submissions is November 13, 2009.

For more information about entering, visit the contest [web site](#).

### Contacting the MEDEA Secretariat

For more information or to unsubscribe from this newsletter please contact Nikki Cortoos of the MEDEA Secretariat:

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