



Media Literacy Task Group
25th May 2006, 11 am – 1.30pm
Screen West Midlands



In Attendance: Mark Reid (Chair), Richard Shenton, Sue Gainsbrough, Adrian Lambert, Jo Comino, Kathryn Beattie, Lou Llewellyn.

Apologies: Steve Chapman, Nic Millington, Frank Challenger, Louise James, Michael Ryan

1. Welcome

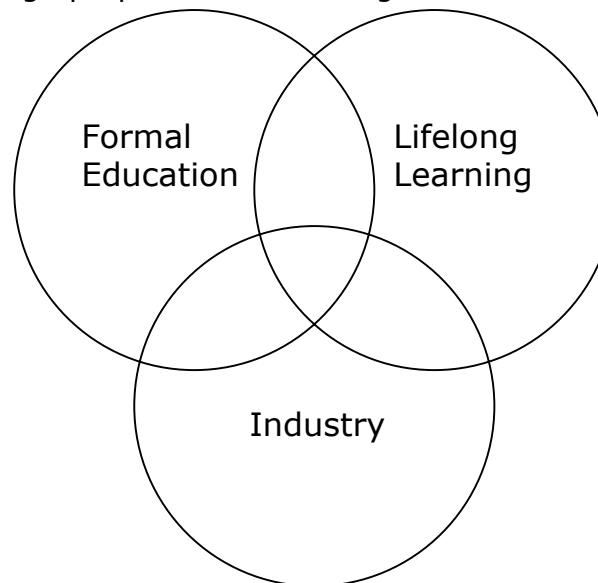
Mark Reid welcomed everyone to the meeting including new members Kathryn Beattie and Jo Comino

2. Minutes of the last meeting

The minutes of the last meeting were agreed.

3. Brainstorm on remaining areas of the action plan

The group discussed headings and key points for the Media Literacy Strategy to cover. It was felt that organising the activities under a number of headings would be a useful method for structuring the strategy. There are a number of methods for doing this which could include dividing by age group, types of activity or media form. Given the overlapping nature of much work in media education Sue Gainsbrough proposed a Venn Diagram structure would best clarify this:



Issues raised

Accreditation of media literacy/media education work for the informal sector. There are many possible options for accreditation – which is something funders are increasingly pushing for but it does not always fit well with the activities. An examination of what is currently used or found helpful and what further accreditation options could be developed would be useful. RMC have looked at accreditation in the past including the Youth Arts Awards in informal contexts and linking project activity with ASDAN qualifications in formal education. Light House use both City and Guilds and OCN qualifications for their adult education courses.

Discussion was held over how to define the 3 different headings, under each there would be a number of sub-headings to further clarify.

Formal Education: encompasses Schools (Primary and Secondary), FE and HE

Lifelong Learning: encompasses community education, informal education, cradle to grave – not just adults or young people
Industry

Terms of Reference for the strategy

Clarification is needed about which art forms the strategy will cover, is it just screen based media or media in the wider sense? Where do web based, new media and games fit into the strategy? For the basis of the discussion the group assumed the strategy is for screen based media including the games, web and new media sectors.

Settings for the strategy

Possible settings that would be covered by the strategy:

Internet, hand held devices, cinema, schools (both in and out of school hours), informal settings, arts centres, community media organisations, broadcast media, exhibitors, museums and galleries, libraries, tourist information. This list is not exhaustive but clearly there is a very broad reach for this strategy over a vast range of settings.

Partners/Stakeholders

The communities served by projects should be counted as stakeholders in this strategy however consultation and representation of the community as a stakeholder in the decision-making and endorsement process is very difficult to achieve. The BBC local TV pilot is one opportunity to make direct links to the community. Media Literacy contributes to public value, which is integral to the BBC Charter which makes it a key organisation in this. Also organisations such as Rural Media have many years of experience of community media engagement.

Partners and stakeholders in the charter can be divided into two groups, strategic partners and providers, many partners come under both headings. This division relates to the additional provider clauses in the Charter for Media Literacy.

Strategic partners

- Screen West Midlands
- BBC/broadcasters
- Advantage West Midlands
- Arts Council West Midlands
- ITV

- LSC
- Local Authorities – Lifelong learning, education, cultural services, social care, youth services
- Museums Libraries and Archives (MLA)
- Teacher training
- Qualifications awarding bodies
- Skillset
- Digital Central
- Media Cove
- Creative Partnerships
- Specialist Media Colleges
- HE – including UCE, TIC, UCW
- City Learning Centres
- Independent Arts Sector (including but not exclusively; Rural Media, Light House, Flicks In The Sticks, Mac, Warwick Arts Centre)
- MACE
- BFI
- First Light
- UK Film Council
- Funders (including Big Lottery)

Providers

- BBC
- Teacher Training
- Cove
- Media Arts Colleges
- Creative Partnerships/Beacon Schools
- Extended Schools
- Archive
- Plus others from list above

Needs/priorities for each of the sectors:

Formal education

- Student roadshows – for careers advice and links into the industry
- Exhibition of student work
- Training of artists to work with schools
- Training of teachers in media skills
- Training for teachers in media education
- Content for media education curriculum e.g. resources, archive material, short films for use in education

- Materials to contextualise short films e.g. interviews with artists/filmmakers to go alongside work, process of production for both professional and student films, online discussions
- Links between formal education and HE – preparing young people for HE and portfolio development
- HE links with industry
- HE links with community media
- Undergraduate mentors working with 6th Form/FE students

Lifelong learning

- Accrediting activity in the informal sector (including – but not only – production and youth work)
- Content for the informal education sector e.g. resources, archive material and short films
- Training of youth/community workers
- Platforms/opportunities for screenings
- Access to production and exhibition opportunities
- Community media training for practitioners

Industry

(no industry representation on the group at present – consultation needed to ensure we address their needs)

- Quality of media workers
- Developing a media literate workforce
- Cultural development of new entrants and established workers in the industry

Structure for the strategy

4 key headings:

- Settings,
- Types of Media
- Partners/Stakeholders
- Sectors (education, lifelong learning and Industry)

4. Media Literacy Seminar development

It will be crucial that the seminar attracts key participants to be truly effective – This will require invitations to come from a high level. In order to get people to attend the event should not charge for attendance.

Key invitees:

Broadcasters

Members of Associate Parliamentary Media Literacy Group

Event should not be a full launch but a consultation with key partners on an advanced stages draft of the strategy

The programme for the event should also have enough interesting content to make people want to attend it in its own right with consultation on the strategy forming one element of the event.

Good speakers essential – David Buckingham, also Julian McDougall from Newman College would be good on the panel – the seminar needs good regional as well as national speakers

The event could have cabaret style seating with planned grouping for discussions about sharing work – these could be changed throughout the course of the event to encourage a mixture of groupings around themed discussions e.g. all involved in exhibition together in one discussion but also cross sector discussions for sharing of work. There could also be feedback sessions and panel discussions to the main group. Discussions would be an opportunity to share what work is already going on as well as aims for the future.

There could be an aim to encourage all organisations involved to identify new opportunities for collaboration and sharing of resources and make pledges related to this by the end of the event.

Mark Reid suggested Robin Blake at Ofcom should be approached re funding for the event.

The idea of a film was thought to be unnecessary – a showreel of film clips from work from around the region would be more effective.

Lou will prepare a proposed list of invitees which will be distributed to the group for additional suggestions

The timing of the seminar was also felt to be too early to allow for a full draft of the strategy to be ready in time. It was suggested that the w/c 6th November might be appropriate – Lou will explore this with key speakers attendees and possible venues. Invites could then be sent out late August/early September to ensure good attendance with speakers already organised by this point.

5. You-TV4 development

There may be interest in this from Youth Action Network – Kathryn Beattie will speak to Rachel Wilkinson about this

The structure for the events should be common to all events – if possible using the same speakers and workshops

Local elements may be in the form of a careers supermarket and additional members for panel discussions

There should be a mixture of speakers, panel discussions and practical workshops. Also opportunities for students to directly speak to training providers and employers about how to develop their CVs and portfolios to get into the industry.

There will need to be a sub group formed of partners to be involved – Thomas Adams are keen to host one of the events – Lou will speak to the other media arts colleges about this.

First week of July would be good timing for the events – all the events would take place in the space of two weeks.

6. Dates of future meetings

Another meeting needed to discuss draft of strategy and plans for media literacy seminar is needed before the summer to move things forward. Some work could also be done remotely by email. Lou will speak to Steve and get back to the group with date for the next meeting.

7. Any other business

Further representation, e.g. from industry needed. Lou will compile a list of suggested members.