MIL Networks, Regulators and Disinformation

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Media Freedom Literacy Roundtable
6 December 2022

Purpose & ambition

2018:   *EPRA's MIL Taskforce set up*
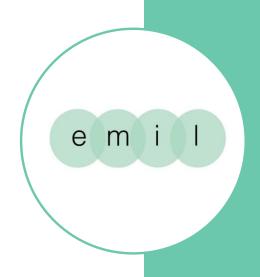2021:   *Taskforce formalised as EMIL*

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
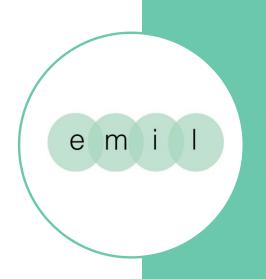- Overview MIL initiatives in response to Covid-19 misinformation
- Discussion points on role of MIL in fight against hate speech
- Global MIL week event on News Literacy and Trust

Case Study: Media Literacy Ireland

BE MEDIA SMART

A national media literacy campaign for Ireland

emil

Case Study: North Macedonian Media Literacy Network
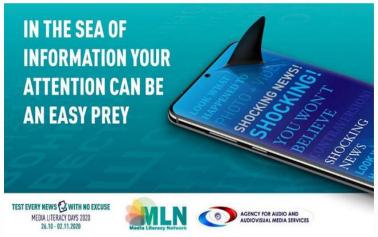
Media Literacy Days 2020

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.
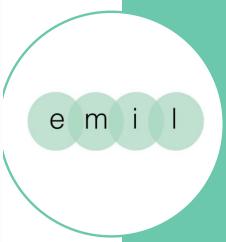
Our motto was **"Test every News with no Excuse"**.

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.

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

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
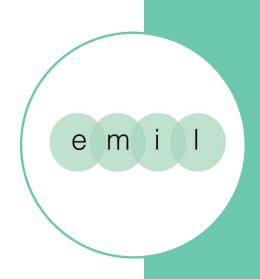
Multistakeholder networks and the role of platforms

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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