



European Conference Media4[ME]

Draft Programme Friday May 30 2008

8:00 – 9:15 VSB-Breakfast meeting (by invitation only)

Plenary opening 09:30 – 10:15

Opening by Rabin Baldewsingh, Alderman responsible for Citizenship, Livability and Media of The Hague, presentation of the 'neighbourhood media ateliers'.

Keynote

- Necessary conditions for (intercultural) media literacy in the framework of social cohesion, intercultural dialogue and citizenship.
Divina Frau-Meigs, Media Sociology teacher at the Paris III-Sorbonne

Morning Sessions 10:30 – 12:30

Workshop 1.

How to apply media tools in a comprehensive and sustainable way to improve social cohesion and intercultural dialogue in multicultural urban areas.

- Role and function of community media tools in multicultural areas
Ed Klute, Mira Media
- How to introduce media as a tool in a neighbourhood
The Game, Drew Mackie, UK
- Examples of community media centres
 - Community media centres Thessalonica and Athens, Greece
 - Lombox – Lombok Museum Café, Utrecht, the Netherlands
 - Cybeshoek, Amsterdam, The Netherlands
- Television and radio as a way of communication
 - Boschveld 55, Den Bosch, The Netherlands
 - UKSoundTV, London, UK
 - Masefield ipTV, Birmingham, UK
- A menu of other applications
 - Youth Press Agencies, the Netherlands
 - Piazza del Arte, Antwerp, Belgium
 - The Tapes, Rotterdam, The Netherlands
 - StampMedia, Belgium

Workshop 2 (roundtable)

How can educational institutes cooperate with in a sustainable way with broadcasters, newspapers and film industry to encourage intercultural critical media behaviour with youngsters.

- Participants:
 - NOS-Headlines, The Netherlands
 - Newspaper in the Classroom, The Netherlands
 - The Sound and Vision Institute, The Netherlands
 - ETV.NL , the Netherlands
 - ROC.TV, the Netherlands
 - Digital Playground, Rotterdam, the Netherlands
 - Arsis, Thessaloniki, Greece
 - Media education centre, Belgrade, Serbia
 - National Media Museum, Bradford, UK
 - De Overname, VRT, Belgium
 - Legalopoli, IVKO, the Netherlands

Workshop 3

Media literacy, the new library function in the neighbourhood (in Dutch)

- The library as local window for media literacy
Norma Verheijen, staff member of the National Association of Public Libraries
- “The public library ten years from now”
Frank Huysmans, professor of library science and senior researcher at the University of Amsterdam
- The development of twelve ‘neighbourhood media ateliers’ by the library of The Hague
Charles Noordam, director Public Library, The Hague
- “You borrow the world in DOK”
Eppo van Nispen tot Sevenaar, director of DOK Delft.

Workshop 4

Media empowerment en equal participation of minority groups in the public debate (roundtable)

- Participants:
 - Mediawise, UK
 - Kif Kif, Belgium
 - Quick Response, Sweden
 - Kosmopolis, The Netherlands
 - Wereldjournalisten, Mira Media, the Netherlands
 - Cospe, Italy
 - NMR, the Netherlands
 - Combeat, the Netherlands
 - Zina, the Netherlands
 - The intercultural centre Communicating cultures, Iceland
 - Centre for Transcultural Research and Media Practice
Institute of Technology, Dublin, Republic of Ireland
 - And others

Workshop 5

Which structures are in place to train media coaches in a sustainable way. What are necessary intercultural media competences of media coaches and how can young media talents be spotted and supported towards vocational training. (roundtable)

- Participants
 - Centre for the Study of Children, Youth and Media, Institute of Education, University of London
 - PIM, Sweden
 - Media-Animation, Belgium
 - National Mediacoach Training Institute, the Netherlands
 - Mira Media, the Netherlands
 - Mondriaan College, The Netherlands
 - SLO, The Netherlands
 - Teacher training Institutes (to be confirmed)

Workshop 6

Media Literacy as separate subject in the formal curriculum or as integrated competency? (roundtable)

- Participants
 - Green Party, the Netherlands
 - Mondriaan College, the Netherlands
 - Media Education Center, Yerevan, Armenia
 - SLO, the Netherlands
 - University of Antwerp, Belgium
 - Media-Animation, Belgium
 - National Audiovisual Council Romania
 - Radio-tv supreme council Turkey
 - Vorarlberg University, Austria
 - Digital Storytelling Centre, USA
 - Museum of the Person, São Paulo, Brazil
 - And others.

KOSMOPOLIS Lunch 12:30 -13:30

- Live radio debate: Intercultural media literacy as means of promoting social cohesion, citizenship and intercultural dialogue. The Hague's neighbourhood media ateliers as case study.
- Media Education Open Market

13:30 – 14:15 Plenary session

Practical recommendations to improve conditions for (intercultural) media literacy in the framework of social cohesion, intercultural dialogue and citizenship on local and national level

- Short impression of results of morning workshops
- Follow up action after the Media4[ME] conference
- Introduction on the Intercultural Media Education Market

Afternoon Sessions 14:30 – 16:10

Intercultural Media Education Market

Short 10 minute presentations of selected national and international examples of good practice: School, district and empowerment in the framework of social cohesion, intercultural dialogue and citizenship.

Presentations:

14:30 – 15:00

Libraries

Public library Amsterdam, the Netherlands - Public library Hoogeveen, the Netherlands)

Community media tools

Cyberzoek, The Netherlands - UKSoundTV, UK

Media Empowerment

Mediatraining Meander, The Netherlands - Media-Animation, Belgium

School projects

NOS Headlines, The Netherlands - VRT-de Overname, Belgium

The Hague, cluster presentation of local media education projects

Kosmopolis, International Year Intercultural Dialogue projects, The Netherlands

15:05 – 15:35

Community media tools

Boschveld 55, The Netherlands - Masefield ipTV, Birmingham, UK
Jongeren Persbureaus, The Netherlands - StampMedia, Belgium

Media Empowerment

Mediawise, UK - Quick Response, Sweden
Roots&Routes.TV, Germany -

School projects

Mediacoaches, The Netherlands - PIM, Sweden
Youth in the Media, Arsis, Greece - Production of school newspapers in Portuguese schools

Digital Story telling, Cluster of international examples

15:40 – 16:10

Community media tools

The Tapes, The Netherlands - Piazza del Arte, Belgium
Neighbourhood workshops, Arnhem - The Game, UK
The Netherlands

Media Empowerment

NMR, The Netherlands - Kif Kif, Belgium

School projects

Europe4you, ETV.NL, Netherlands - Media Education Centre, Belgrade, Serbia
Digital playground, The Netherlands - ROC-TV, NCRV, the Netherlands

Digital Story telling, Cluster of international examples

Plenary ending 16.15 -16.45

Drinks 16.45 – 17.30