

MLI AWARDS 2023 COMMUNICATIONS TOOLKIT



AGENDA

3 Media literacy

5 MLI awards

9 Member ideas

18 Comms from 15th Dec



MEDIA LITERACY



WHAT IS MEDIA LITERACY?

1. Understanding and critically evaluating broadcast, digital and other media content and services, in order to make informed choices and best manage media use
2. Accessing and using broadcast and digital media content and services in a safe and secure manner, to maximise opportunities and minimise risks
3. Creating and participating, via media, in a responsible, ethical and effective manner, in the creative, cultural and democratic aspects of society

Media Literacy Ireland, facilitated by the BAI, brings together individuals and organisations from a range of sectors to promote media literacy in Ireland



MLI AWARDS



A W A R D S

MLI AWARDS

- The MLI Awards Programme recognises and rewards excellence and best practice across media literacy programmes, interventions and projects
- Applications are welcome from all sectors, groups and individuals based on the island of Ireland
- There are four categories: **Best youth-led media literacy intervention; Best media literacy intervention; Media Literacy Media Champion; MLI Member Special Contribution**
- The MLI Awards open for applications on 15th December and close on 10th February 2023
- The Awards are judged by MLI members and experts in the field

The logo for Media Literacy Ireland Awards is located in the bottom right corner. It features the text "MEDIA LITERACY IRELAND" in a bold, sans-serif font, with "AWARDS" in a smaller font below it. A green star is positioned to the right of the text. The entire logo is set against a dark blue background that curves upwards from the bottom right corner.

**MEDIA
LITERACY
IRELAND**
★
A W A R D S



AWARDS CATEGORIES

HOW TO APPLY

WWW.MEDIALITERACYIRELAND.IE/AWARDS

BEST YOUTH-LED MEDIA LITERACY INTERVENTION

this category includes any project, initiative or activity created by, or delivered by school age (5 – 18), that promoted at least one of the skills outlined in [the BAI media literacy policy](#)

BEST MEDIA LITERACY INTERVENTION

this category includes any project, programme or intervention that promoted at least one of the skills outlined in [the BAI media literacy policy](#)

To note: Applications should focus on projects, initiatives, interventions and activities that promote at least one of the skills outlined in the BAI Media Literacy Policy and must have been delivered between February 2022 and February 2023

MEDIA LITERACY MEDIA CHAMPION

this category recognises the work of a person or organisation that has raised the profile of media literacy in Irish media

MLI MEMBER SPECIAL CONTRIBUTION

this category recognises the specific contribution an MLI member has made to the promotion of media literacy

AWARDS CEREMONY: BESPOKE TROPHY, PUBLICITY AND DIGITAL PUBLICITY



AWARDS TIMELINE

15TH DECEMBER 2022 **ENTRIES OPEN**

10TH FEBRUARY 2023 **ENTRIES CLOSE**

28TH FEBRUARY 2023 **JUDGING BEGINS**

15TH MARCH 2023 **SHORTLIST ANNOUNCED**

LATE MARCH 2023 **AWARDS CEREMONY**

HELP
SPREAD
THE WORD
ABOUT THE
AWARDS!

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MEDIA
LITERACY
IRELAND
★
AWARDS

Specific message targeting: **Best youth-led media literacy intervention**

What you need to know about the MLI Awards 2023

1. Aged between 5 and 18 years of age?
2. Have you been working on your own or as part of a group?
3. Did you help others to learn media literacy skills like how to use the internet safely, make videos or audio, how tell stories, using technology? Check out the BAI Media Literacy Policy for more examples
4. Do you want to be recognised for your brilliant work and win a special MLI Awards trophy and attend the awards ceremony?
5. Apply now via the MLI Awards website
www.medialiteracyireland.ie/awards

Wishing you lots of fun along the way!



Specific message targeting: **Best media literacy intervention**

What you need to know about the MLI Awards 2023

1. Have you been involved in a programme, initiative or project that has helped people to learn media literacy skills?
2. Did you cover themes such as avoiding misinformation, making informed media choices, creating or participating in the media or learning how to use new technology? Check out the BAI Media Literacy Policy for more examples
3. Do you want your project or team to be recognised for its excellence, attend the awards ceremony and take home a special MLI Awards trophy?
4. Apply now via the MLI Awards website
www.medialiteracyireland.ie/awards

*Don't miss this opportunity to shine
among your peers*



Specific message targeting: **Media literacy media champion**

What you need to know about the MLI Awards 2023

1. Are you working in media or know someone working in media?
2. Have you covered (or seen coverage of) media literacy issues in the last year such as avoiding misinformation, raising awareness of and managing risks linked to new technology, promoting informed media choices, helping the public better understand how media is created or facilitating public participation in the media? Check out the BAI Media Literacy Policy for more examples
3. Do you think this coverage deserves to be recognised for its excellence?
4. Apply or nominate now via the MLI Awards website www.medialiteracyireland.ie/awards

***Don't miss this opportunity to shine
among your peers***



Specific message targeting: **MLI member special contribution**

What you need to know about the MLI Awards 2023

1. Are you a member of Media Literacy Ireland?
2. Is there another member of Media Literacy Ireland that you think has gone 'above and beyond' to help promote media literacy on the island of Ireland?
3. Do you want them to be recognised for their work, attend the MLI Awards ceremony and take home a special MLI Awards trophy?
4. Nominate them now via the MLI Awards website
www.medialiteracyireland.ie/awards

***Don't miss this opportunity to recognise
a fellow MLI member***



SPREAD THE WORD ACROSS YOUR ORGANISATION, COMMUNITY OR NETWORK WITH THESE MESSAGES

1. Media literacy is the key to empowering people with the skills and knowledge to understand how media works in this changing environment. The MLI Awards 2023 is designed to spotlight Media Literacy champions across Ireland
2. The MLI Awards recognise excellence in the promotion of media literacy skills such as avoiding misinformation, raising awareness of and managing risks linked to new technology, promoting informed media choices, helping the public better understand how media is created or facilitating public participation in the media. Check out the BAI Media Literacy Policy for more examples
3. If you know someone in your organisation, community or school who is involved in a project like this, do encourage them to apply
4. Applications are open to individuals, groups and organisations across the island of Ireland who have developed or delivered media literacy projects, programmes or interventions of any kind

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**MEDIA
LITERACY
IRELAND**
★
A W A R D S



#MLIAWARDS2023

5 WAYS TO GET INVOLVED

1. SPREAD THE WORD ABOUT THE AWARDS
2. POST YOUR SUPPORT TO SOCIAL MEDIA
3. FIND MEDIA LITERACY ACTIVISTS IN YOUR COMMUNITY
AND ENCOURAGE THEM TO APPLY
4. LET YOUR LOCAL COMMUNITY CHAMPIONS KNOW WHY
MEDIA LITERACY MATTERS
5. STAY UP-TO-DATE ON CAMPAIGN NEWS AT
[MEDIALITERACYIRELAND.IE/AWARDS](https://medialiteracyireland.ie/awards)



#MLIAWARDS2023 OTHER ACTIONS YOU CAN TAKE

1. LET YOUR STAFF KNOW THROUGH YOUR INTERNAL COMMS CHANNELS
2. SHOW THAT YOU SUPPORT OR ARE PARTICIPATING IN THE MLI AWARDS
3. CREATE THE BUZZ ACROSS ALL YOUR DIGITAL CHANNELS (INTERNALLY AND EXTERNALLY)
4. RECORD A MESSAGE FROM ONE OF YOUR MLI CHAMPIONS AND POST ON YOUR SOCIAL MEDIA PLATFORMS
5. LET YOUR INDUSTRY ASSOCIATIONS KNOW AND EMAIL THEM IF THEY WOULD LIKE TO INVITE THEIR MEMBERS TO GET INVOLVED
6. KNOW ANY **INFLUENCERS?** ENCOURAGE THEM TO REPOST YOUR MESSAGE TO THEIR FOLLOWERS/FANS

GET INVOLVED

The MLI Awards is a new initiative from Media Literacy Ireland to underline the societal importance of media literacy. It is also designed to recognise and promote media literacy initiatives and projects across ALL Irish communities.

The objective of the awards is to raise awareness of the excellent work being done in Ireland by media literacy individuals, communities, organisations or MLI members. Four categories AND four chances to WIN. The awards ceremony will take place at a special MLI Awards Event.

Call for Applications for Media Literacy Awards 2023

1. Opening: 15TH December 2022

2. Closing: 10TH February 2023



MEMBER MESSAGING 15TH DECEMBER

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**MEDIA
LITERACY
IRELAND**

AWARDS

LINKS / TAGS / SOCIAL MEDIA MESSAGES

Twitter: @MedialitIreland

FB: @bemediasmart

#medialiteracy

#MLIAwards2023

Has someone helped you to #bemediasmart, avoid #misinformation, helped you with #digitalskills, #contentcreation or #criticalthinking? If so, we want to recognise them. Apply/nominate now for #MLIAwards2023

Have you helped others to #bemediasmart, avoid #misinformation, improve #digitalskills, #contentcreation or #criticalthinking? Apply/nominate now for #MLIAwards2023

Calling all #journalists, #contentcreators #media organisations! Have you covered #medialiteracy topics like #misinformation, #contentcreation #onlinesafety or #digitalparticipation? Apply/nominate now for #MLIAwards2023

Who is your #medialiteracy #mediachampion? Apply/nominate now for #MLIAwards2023

Are you or do you know a #medialiteracy #champion? Apply/nominate now for #MLIAwards2023



INSPIRE DIFFERENT SECTORS WITH OUR SOCIAL BANNERS



POSTS TARGETING: **BEST YOUTH-LED MEDIA LITERACY INTERVENTION**

CALLING ALL YOUNG PEOPLE!

ARE YOU A MEDIA LITERACY CHAMPION?



**GOT A BRILLIANT MEDIA
LITERACY PROJECT?**

WE WANT TO HEAR ABOUT IT!



POSTS TARGETING: **BEST MEDIA LITERACY INTERVENTION**

**WANT TO TELL THE WORLD ABOUT
YOUR MEDIA LITERACY PROJECT?**

NOW'S YOUR CHANCE!



**GET RECOGNISED FOR YOUR
WORK IN MEDIA LITERACY**
ENTER THE MLI AWARDS 2023!



DOWNLOAD FROM **medialiteracyireland.ie**

POSTS TARGETING: **MEDIA LITERACY** **MEDIA CHAMPION**

**WANT TO 'SCOOP' THE FIRST EVER MEDIA
LITERACY MEDIA CHAMPION AWARD?**

ENTER NOW!



**HAVE YOU GIVEN MEDIA
LITERACY A PLATFORM?**

GET RECOGNISED AT THE MLI AWARDS 2023



DOWNLOAD FROM **media**literacyireland.**ie**

POSTS TARGETING: **MLI MEMBER SPECIAL CONTRIBUTION**

WHO GETS YOUR VOTE?

***NOMINATE THE MLI MEMBER WHO HAS
GONE THE EXTRA MILE FOR MEDIA LITERACY!***



TIME TO SAY THANK YOU!

***HELP US RECOGNISE THE MLI MEMBER WHO
HAS MADE SPECIAL CONTRIBUTION***



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MEDIA LITERACY PURPOSE

“MEDIA LITERACY is the key to empowering people with the skills and knowledge to understand how media works in this changing environment.” - *BAI Media Literacy Policy*

MEDIA LITERACY MEETS UN STRATEGIC DEVELOPMENT GOALS



Goal 4

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Goal 16

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

WHY SHOULD YOUR BUSINESS TALK ABOUT MEDIA LITERACY?

**IRELAND
PLACED
17/24**

IRELAND SCORES BELOW AVERAGE IN SKILLS PROFICIENCY COMPARED TO OTHER DEVELOPED NATIONS.

The OECD survey PIACC adult skills survey assesses proficiency in: literacy, numeracy & problem solving in technology rich environments.

SOURCE ➔

58%

**IRISH CONSUMERS CONCERNED ABOUT
FAKE NEWS/MISINFORMATION**

SOURCE ➔

26%

**IRISH ADULTS TRUST THE INTERNET AND AN EVEN LOWER
FIGURE OF 17% TRUST ONLINE SOCIAL NETWORKS**

SOURCE ➔

83%

**EUROPEAN CITIZENS SAY FAKE NEWS REPRESENTS A
DANGER TO DEMOCRACY**

SOURCE ➔

63%

GEN Z DOMINATE ALL ONLINE SEARCHES

SOURCE ➔