



### Media in Education News

#### Teachers TV to move to web only delivery

This popular UK service has recently announced that it is to cease its television broadcasts completely and will depend exclusively on web delivery from now on in keeping with the requirements of its many users. [Teachers TV](http://www.teachers.tv) is an award-winning channel that provides engaging videos, practical resources and an active online community. It aims to support the professional development of anyone working in school, enabling them to widen their skills, develop their practice, and connect with others in the field.



#### Scientific video portal AthenaWeb wins prize



[AthenaWeb](http://www.athenaweb.com) is a video portal and workspace for European audiovisual communication professionals in the areas of science and scientific information. It offers a rich variety of scientific video resources highlighting developments across the scientific and innovation domain. AthenaWeb is 100% backed by the European Commission's Research Directorate-General and has recently been selected out of the 5000+ online video sites available on the OVGuide to receive a 2009 'Best in Category' Viewers Choice Award.

#### New resources for making your own educational comics

MakebeliefsComix is a US based site that offers teachers and others resources and ideas on creating educational comics, it has also been recognised by Google and UNESCO as one of the world's most innovative websites in fostering literacy and reading. MakeBeliefsComix has recently launched a new version of its website with added features to enrich the experience of students as they write, read and tell comic strip stories online. This site can be used in Spanish, German, French, Italian, Portuguese and even Latin as well as English, a teacher's guide is also available, for more information visit their [website](http://www.makebeliefscomix.com).



#### Access to scientific video lectures

The main purpose of the project [Videolectures.Net](http://www.videolectures.net) is to provide free and open access to high quality video lectures presented by

distinguished scholars and scientists at the most important and prominent events like conferences, summer schools, workshops and science promotional events from many fields of science. This portal is aimed at promoting science, exchanging ideas and fostering knowledge sharing by providing high quality access to not only the scientific community but also to the general public.



#### Useful guide to creating your own Internet TV

The [Make Internet TV](http://www.makeinternet.tv) is a project conceptualised and executed by the [Participatory Culture Foundation](http://www.participatoryculturefoundation.org) (PCF), a US-based non-profit foundation with a mission to build tools and services that give people more ways to engage in their culture. Make Internet TV provides a very simple but useful guide with step-by-step instructions for recording and publishing internet video. It is particularly useful for newcomers to video capture and publication online. PCF also hosts Miro, a free and open-source desktop video player, built on open standards and designed to encourage decentralization of video hosting.



### Featured Article

#### Educational Broadcasters: Keepers of a Fine Tradition or Dinosaurs from a Bygone Age...

The [BaKaFORUM](http://www.bakaforum.com) held at the end of January each year brings together educational broadcasters and others interested in educational and societal TV and Media. The most recent forum held Jan 29 – Feb 1, made up of a mix of screenings and workshops, provided an opportunity to meet that sadly almost extinct breed of media-maker, the educational broadcaster. At one time, practically every broadcaster of note had its own educational television and/or radio department, creating programmes aimed at schools, colleges and universities as well as adult learners. These departments generally created high-quality media productions aimed at mass numbers of learners drawing on their usually rather impressive resources.





A product of their time however, they have suffered greatly according as budgets have been squeezed and patterns of media usage amongst the general population have changed, and apart from several remaining icons of the educational television age like NHK in Japan, they have largely had to re-invent themselves, forging new partnerships to ensure their survival. This forum highlights the fact that they still have significant resources and vast amounts of experience and know-how to share and the programme samples shown during the forum highlighted just how exciting, relevant and valuable their contribution can be, even if some commentators would wish they would take a rather less elitist approach from time to time.

BaKaFORUM organised a special series of sessions on 30 January entitled 'Media Literacy and Global Education' which provided a fascinating selection of viewpoints clearly highlighting many of the issues faced by media-makers in relation to education. During the first session called 'Classroom Video, Teacher Training, User-Generated Content and Media Education: What Broadcasters can provide and What Broadcasters Need', a wide variety of views and experiences emerged. Veteran educational broadcaster Paul Ashton, Commissioning Editor of Teachers TV in the UK linked with Channel 4, raised the issue of production quality, long a source of debate amongst everyone interested in the space between user-generated educational media resources and professionally produced content. Paul made a good case for his belief that high production values are less important when content really meets teachers' needs, pointing to the relatively modest production standards of the highly successful set of video resources made available on Teachers TV to support classes addressing moral and ethical questions. However, it is also worth pointing out that what Paul considers modest in terms of production standards needs to be taken in perspective, given the range of views that exist in relation to what constitutes high production quality.



Paul Ashton



In the same session, Sylwia Bielec from the innovative schools TV initiative in Quebec, Canada called [LEARN](#) illustrated how teachers who would not normally be the first ones to start using media can be attracted to producing their own video materials. She dispelled the commonly held view that teachers have to learn how to use video production tools themselves before they can start producing attractive educational video and showed how bringing them on board to create stories in much the same way as they produce other narrative based materials can be a far more effective way to engage non tech-savvy teachers.



Shinichi Takeuchi from NHK Education in Japan really impressed the audience with samples from the spectacular new Discover Science series being made by NHK in collaboration with Al Jazeera Children's Channel. His presentation made a clear and un-equivalent case about the value of high-quality educational TV production, although it is unlikely that anyone in this particular audience needed to be convinced of this.

These sessions also provided a good opportunity to hear more about developments like the mixed resources and e-services and certainly holistic approach of the [EduTubePlus](#) consortium. Such developments clearly showed the types of evolutions taking place as educational broadcasters struggle to find their way in today's media environments with re-purposing, re-versioning and re-using increasingly the order of the day.



What is probably most surprising about the forum was the absence of many of the other voices and interests increasingly engaged in discussions related to media literacy and the use of media in education. Missing were the archivists from many of Europe's public service broadcasters who are working together in projects like [EUscreen](#) to make their terrific archive materials available to educators. Also missing were people from the very many initiatives supported by the European Commission amongst others aimed at enhancing media literacy. These interest groups have a lot to share with one another about how best to support media education as well as the use of media in education.

Educational broadcasters have much to contribute to the educational media landscape of today and bring not only their resources and high-quality materials but also their finely honed skills in relation to educational media production. The educational media world is certainly made richer by their presence. However there is probably still quite some work for them to do to find their role and to recognise the very many other voices and relevant stakeholders who occupy the same, or at least a related, space.

## MEDEA News

### Featured winner 2009: Eyes in the Skies

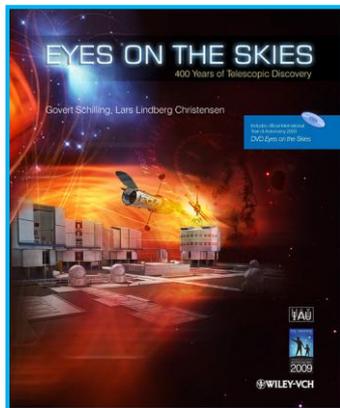
Eyes on the Skies, created by the [European Southern Observatory \(ESO\)](#) is one of the 2009 MEDEA Award winners and so we have asked Lars Lindberg Christensen, co-author of the Eyes on the Skies book, to give us an insight on the classroom perspective.



Lars Lindberg Christensen



“The winner of the MEDEA Special Jury Award 2009, [Eyes on the Skies](#), is a visual journey through the exciting history of the telescope in astronomy, from Galileo Galilei's breakthrough in 1609 all the way to the most powerful telescopes built to date, over four centuries of never-ending discoveries. It consists of a 60-



minute DVD (standard DVD and Blu-Ray) accompanied by a 132-page, full-colour book, an excellent combination to be used in the classroom. The DVD explores the mysterious Universe studied by astronomers through a spectacular selection of animations, timelapse footage, simulations and stunning photographs, taken by ESO's observatories, the

Hubble Space Telescope and many other astronomical facilities spread around the world and aboard satellites orbiting our planet.

The history of the telescope is essentially a visual tale, as the instrument was invented to enhance the power of human sight and has allowed mankind to see objects farther and farther away, both as a military application on Earth and as a scientific tool for looking at our Universe. In order to convey this feeling, Eyes on the Skies relies on high-definition video standards, and the achievement of the best possible visual and technical quality was one of its main goals. The resulting product, with its highly appealing aesthetics, eases the delivery of a scientific message to a large and diverse variety of students, as demonstrated by the demand of more than 300 000 copies of the movie worldwide.

The invention of the telescope has been a milestone in the history of humankind: a modern tool to introduce students to the universe of ideas and knowledge disclosed by this instrument enriches science, history and philosophy lessons alike. In addition to that, the format of the DVD, with its thematic chapters, is naturally suited for being employed during different sections and in a multidisciplinary approach to the evolution of science and technology.



Besides breathtaking vistas of the marvels of the Universe, Eyes on the Skies features Dr J, a.k.a. Dr Joe Liske, an astronomer from ESO, well known to the young public for his engaging narrations as the host of the successful [Hubblecast](#) and [ESOcast](#).

In a class-room setting the DVD can be viewed chapter by chapter according to the needs of the teacher and the curriculum.

In the future we are focusing on producing video podcasts, little 5-minute bite-sized productions that show the latest news about cutting-edge astronomical research as well as explaining the secrets of the science and of the telescopes behind them. Originally conceived to communicate directly to an audience of young people, exploiting the tools that are most familiar to them, the ESOcast and Hubblecast series of podcasts represent a valuable, captivating addition to science and physics lessons.”

You can also view a [MEDEA Showcase](#) about Eyes on the Skies online.

### National Contact Point in Czech Republic

Each month we highlight the work being done by one of the agencies or centres that is helping to promote the MEDEA Awards. This month we Dr Libor Stepanek from [Masaryk University Language Centre](#) will discuss their promotion of the MEDEA Awards as the national contact point in the Czech Republic.



Dr Libor Stepanek

“The dynamic entrance of multimedia to higher education has dramatically changed the ways teaching, scholarship and research fulfil their missions. [Masaryk University](#), located in Brno, with its 9



faculties and 60,000 students, is an example of such changes (see [promotional video](#)). One of the fastest growing universities in Europe is firmly committed to ICT and media use in learning and

communication. Its [intranet](#), a 2005 EUNIS Elite Award Winner, provides an environment for an effective implementation of manifold tools designed for e-learning and media use (e.g. [Skiing - Methodology for ski courses](#), [Mathematics for Physics I](#)) in a large scale.

Masaryk University Language Centre, the largest one in the country, believes that an appropriate combination of creative multimedia-enhanced teaching and learning methods with traditional ones is a new pedagogical tool that can better satisfy current needs of language education. This is why we engage in



activities (e.g. [Oral Presentations Course](#) and projects (e.g. [Invite and Compact \(PDF\)](#)) that promote an innovative learner-centred environment; create both independent and collaborative learning opportunities; and support application of ICT, multimedia and social networking, while paying special attention to cross-cultural communication.

The number of videos and multimedia our centre and university use for learning purposes has naturally brought us closer to international activities such as MEDEA competition. As a new NCP we began to build the network with a search for the national equivalent of the MEDEA competition in the Czech Republic only to find out there was none at that time. Knowing this, we implemented a two-direction policy: We focused on institutions where we knew some multimedia-enhanced learning takes place or is produced, such as various faculties and schools of Czech universities, mainly those of Education, Media, Art, Film, or Science and Medicine, or [Czech Television](#). At the same time, we contacted national and regional bodies and associations such as [Czech Ministry of Education](#), [National Association of Private Schools](#), or [South Moravian Service for School Centre](#) to spread the word about MEDEA. All the institutions were addressed in Czech with the invitation to join the MEDEA competition either directly or with our support.”



### MEDEA 2010 website launched

The new [website](#) for the MEDEA Awards has been launched and includes showcases from both the 2008 and the 2009 awards as well as plenty of information about how to enter MEDEA. It also includes information about the judging process and the organisations who are working with MEDEA to ensure its growth and success. Entries to MEDEA 2010 are now welcome, this year the deadline for receipt of entries is 31 July 2010!



### Related Award Schemes

#### 47th International Festival TECHFILM 2010

TECHFILM which takes place this year from 13 to 17 September in the Czech Technical University in Prague is the oldest festival of

professional, popular-science and science films in Europe. Its aim is to collect and present the latest programmes from the fields of science, technology and arts within the festival competition and the post-festival distribution. Closing date for receipt of entries to this scientific film festival is 31 March and more information is available from the TECHFILM [website](#).



### PLURAL+ Youth Video Festival Addresses Migration, Identity and Diversity

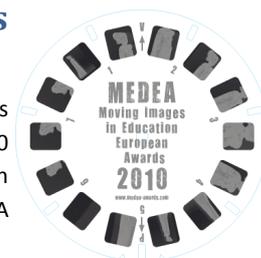
[PLURAL+](#) is a video competition organised by the United Nations Alliance of Civilisations in cooperation with partners around the world that aims to involve youth in addressing the key challenges in their communities related to migrant integration, inclusiveness, identity, diversity, human rights and social cohesiveness. You can register to view the 2009 entries which are included on the [UNESCO audiovisual e-platform](#) where you will also find a fascinating selection of programmes that really highlight the power of video in addressing core social questions around the globe.



### MEDEA Secretariat

#### Leaflets and posters available

If you would like to receive leaflets and/or posters promoting MEDEA 2010 which are available in French, German and English, please contact the MEDEA Secretariat.



#### Contact information

For more information, to submit content or to unsubscribe from this newsletter, please contact Nikki Cortoos at the MEDEA Secretariat:

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