



### Welcome to the Media in Education Newsletter

This newsletter is aimed at people actively engaged in promoting excellence in the use of media in education and is linked to the annual MEDEA Awards. Each month it will bring you news about the MEDEA competition and other events, projects, initiatives and developments related to how media can best be used in education. If you have any relevant news for us to share in this Newsletter – send it to us and we will be delighted to include it here!

Best wishes,

Sally Reynolds and Nikki Cortoos

Editors

### Media in Education News

#### Video Service for European Schools

The European initiative [EduTubePlus](#) is moving forward in its mission to create a multi-lingual curriculum-related video-based e-service for European schools and recently published several significant reports into the selection of video materials for education use and a proposed pedagogical framework for the effective use of video in class. Partially supported by the European Commission's eContent Plus programme, EduTubePlus brings together 17 European organisations active in the media in education field. The first version of the EduTubePlus platform will be ready for beta testing with schools in early 2010.



#### ICEM conference in October

The [International Council for Educational Media](#) (ICEM) has announced further details of their annual conference being held this year in Abu Dhabi in the United Arab Emirates from October 6-8, 2009. Entitled "Literacy and You in a Digital Age". This [conference](#) features a whole series of workshops on practical issues ranging from how to



design successful educational videos to the use of specific products like InDesign and Photoshop.

#### DIVERSE conference

The DIVERSE (Developing Innovative Visual Educational Resources for Students Everywhere) Conference held this year in Aberystwyth University in Wales from 24 to 26 June brought together an active community of practitioners



all engaged in developing innovative visual educational resources. This community of practitioners provides a rich resource of know-how and expertise in the field of educational technology and multimedia production. Practically all conference sessions and presentations were recorded and can be viewed on the [conference web site](#).

#### YouTube or Else: Sharing video Resources in Higher Education?

Sharing educational video material is increasingly topical on the conference circuit and in discussion fora all over the world. While YouTube continues to record skyrocketing growth and has recently aggregated educational providers under its [YouTube EDU](#) umbrella, it is not the only show in town. There are now several



other initiatives putting serious resources into sharing and tagging strategies specifically dedicated to video. Key among these is the [Matterhorn Project](#)



spearheaded by the [Opencast community](#).



#### US Student Television Network Popular

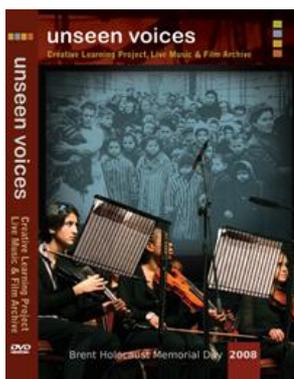
Set up originally in 1999 as a mechanism to give US students an outlet for their journalistic practice, the [Student Television Network](#) now offers annual awards,





resources and an outlet for students work. It was joined in 2004 by the [Open Student Television Network](#) (OSTN) which also has an outlet in the UK through its association with Janet, the network that connects the UK's education and research organisations.

### Featured Production



'Unseen Voices' was submitted for the 2008 MEDEA Awards and is a short silent digital film created as part of a collaborative interdisciplinary creative learning project with British secondary school pupils set up and managed by Sergio López Figueroa (Creative

Director of Big Bang Lab). In two-week workshops a group of music students learned the history of the second World War, the Holocaust and Kindertransport (youth refugees in 1939) by learning how to create a film entirely by re-using archive film footage and photography and editing digitised clips. There were two stages to this project, first the students created the video and composed the music to accompany it and

performed live at the Holocaust Memorial Day with the Unseen Voices film in Wembley Town Hall in January 2008. At a second stage, an educational DVD was produced as a learning resource and distributed to 100 schools locally. As Sergio explains: "The 'Unseen Voices' film was about the Holocaust and child refugees in historical terms as well as contemporary terms. I was interested in seeing how I could engage young people with history and also in connecting history with contemporary issues. On the creative side, having a production company based in the school enabled children to use their range of skills. We used music and film in a creative way and we created a silent film purely by using archive film and composing and creating new music for a live performance for a wider audience." For more information about the production, visit the [MEDEA site](#).



### MEDEA News

#### YouTube Channel Launched

A [MEDEA channel](#) was recently launched by the MEDEA Secretariat on YouTube where you can see interviews with previous entrants including several 2008 winners as well as samples of entries from 2008. Interviews cover topics like how the specific example of educational multimedia was made, how it was used and the equipment and skills required. Subscribe to the channel to be kept up-to-date with new additions.



#### 2008 Participants Showcases

The MEDEA web site now includes [background stories and information](#) on many of the 2008 entrants and award winners. This growing resource is intended as a way to provide best practice and resources to others interested in producing their own media items for use in an educational setting. These stories are often highly inspirational, describing what motivated their producers and how they managed to overcome all sorts of barriers in the making of their particular entry.

#### Increased Numbers of Submissions Received for MEDEA Awards 2009!

Submissions to the MEDEA Awards 2009 are arriving daily and the numbers received so far are well up on the numbers received for 2008. We have also received submissions from several new countries including Israel, Latvia and Ukraine (past participants were from Romania and Malta), due in part to the work of the National Contact Points. The closing date for receipt of entries is 30 September, visit our [web site](#) to submit your entry and remember: it costs nothing to enter!

#### Network of National Contact Points Growing

The number of MEDEA National Contact points is growing and now includes institutions in 20 European countries who are actively promoting the MEDEA Awards in their region. Recent additions to this network



include [CSP - Innovazione nelle ICT](#), Italy, [Centre for Literacy](#), University of Malta, [WEBstroom](#) in the Netherlands and the [Estonian e-Learning Development Centre](#).



### Jury Members Needed for MEDEA!

Due to the increased number of entries for the MEDEA Awards this year, we are urgently looking for more jury members who can judge entries in German, French or English. If you have relevant experience in the field of media, video, technology and education or training and if you would like to help judging submissions for the MEDEA Awards 2009, please fill in the [online form](#). Judges are requested to dedicate between 5 and 10 hours of their time during October 2009 to viewing and judging a number of MEDEA entries using an online judging system. Judges are required to be independent and objective.

### New Awards

As well as the main MEDEA Award, don't forget that this year there are two new Awards, the [MEDEA Award for Creativity and Innovation](#), set up to coincide with the European Year of Creativity and Innovation 2009 to



encourage participation from teachers and learners and

intended to highlight creative and innovative use of media in education, and the [European Collaboration Award](#) intended to reward a production, project or initiative that features or has come about as a result of European cross-border collaboration.

### Related National Award Schemes

Each month we will carry news about other Awards schemes related to the use of Media in Education, these include national as well as specialist schemes.

### ALT-Epigeum Award for Effective Use of Video in UK

This year the UK-based [Association for Learning Technology \(ALT\)](#) has launched the ALT-Epigeum Award for the



Most Effective Use of Video in an Educational and Training Context. The closing date for entries in the 2009 competition was in early July, and ALT will be showcasing the work of the three finalists and announcing the winning entry at the [ALT Conference](#) in Manchester on 9 September. For more information about the award go to [http://www.alt.ac.uk/docs/Epigeum\\_rubric\\_2009.pdf](http://www.alt.ac.uk/docs/Epigeum_rubric_2009.pdf)."

### Closing Date for MEDEA Awards 2009

The call for entries closes on **Wednesday 30th September 2009, 12 PM**, by which time all the required materials have to be sent to the MEDEA Secretariat.

### Contacting the MEDEA Secretariat

For more information or to unsubscribe from this newsletter please contact Nikki Cortoos of the MEDEA Secretariat:

Nikki Cortoos, MEDEA Secretariat  
 Address: ATiT, Leuvensesteenweg 132, B-3370 Roosbeek, Belgium  
 Tel: +32 16 284 040, Fax: +32 16 223 743  
 E-mail: [secretariat@medea-awards.com](mailto:secretariat@medea-awards.com)