



### Welcome to the December edition of the Media in Education Newsletter

Congratulations to the overall winner of the MEDEA Awards 2009 which is Know IT All by Childnet International (UK). Our worthy winner was announced during a reception held in Berlin on December 4<sup>th</sup> where several other special award winners were also announced. You can read more about the winners, the other finalists who took part in the Berlin event and those entries which received a 'Highly Commended' mention later in this newsletter.

This month's newsletter also contains news about available resources for those interested in the creation and use of media resources in education as well as information about several other awards schemes.

Our year has come to a happy end with the announcement of our winners and we would like to wish everyone connected with the awards and readers of this newsletter a very Happy Christmas and a great start to 2010!

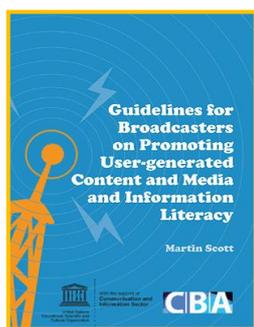
Sally Reynolds and Nikki Cortoos

Editors

### Media in Education - News

#### Guidelines for Broadcasters on Promoting User-Generated Content

For the first time guidelines have been published on how broadcasters around the world can encourage audiences to produce better quality user-generated content (UGC) and to improve media and information literacy (MIL). The new guidelines, which make for very interesting reading, will also enable the public to become more media and information literate. They were prepared by Martin Scott, a lecturer in Media and International Development in the School of International Development at the [University of East Anglia](http://www.uea.ac.uk), UK and are available from the [UNESCO web site](http://www.unesco.org). The purpose of these guidelines is to outline ways in which broadcasters can promote



Martin Scott

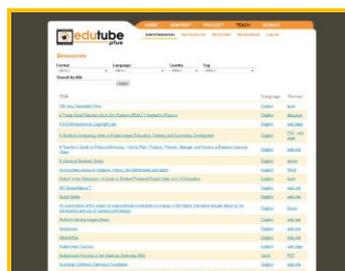
MIL to their audiences and at the same time encourage the production of high quality UGC.

#### Growing Resource Database on Use of Media for Teachers

[EduTubePlus](http://www.edutubeplus.com), a European Commission supported initiative which is setting up



a hybrid, multilingual video-based service for schools, is preparing for its pilot implementation phase in 2010 involving schools in different parts of Europe. The EduTubePlus platform will integrate thousands of multilingual curriculum-related video-clips by major European educational TV and video providers, with tools enabling educators to enrich the library with user-generated clips. The pilot phase also involves the provision of a large [resource of materials](#) to support teachers in their use of



video and other media in the classroom. This resource is open to the public and provides more than 300 separate entries all related to the use of media in the classroom. Resources vary from

research articles to practical handbooks and guidelines and are available in a number of different language versions.

#### Annual Handbook Published by BUFVC

The [British Universities Film & Video Council](http://www.bufvc.org) (BUFVC) is a representative body which promotes the production, study and use of moving image, sound and related media in higher education and research. BUFVC has recently published its annual [handbook](#) aimed at information specialists, academic service providers, students and teachers. It includes a guide to university audio-visual centres in the UK, UK film archives, important media festivals and awards as well as a host of other resources of interest to those engaged with media in higher education in the UK and elsewhere.





### MEDEA News

#### Finalists Present Entries During Online Educa Berlin

Representatives of all 8 finalists traveled to Berlin to take part in the awards ceremony held in the InterContinental Hotel on December 4<sup>th</sup>. Earlier on the same day, they each took part in a special session during the annual Online Educa Berlin conference where they presented their entry to an enthusiastic audience of conference attendees. Chairperson of this session, Mathy Vanbuel invited the audience at this session to vote for who they believed would be the overall winner – and the entry chosen turned out to be special award winner, Daisy and Drago!



The MEDEA team also interviewed all the finalists as well as several of those Highly Commended about their entry and the process involved in producing a high quality media educational media resource. These interviews will be included in the [Showcases](#) section of the MEDEA web site. This section is intended as a way to highlight best practice and to be used by others interested in creating their own high-quality media resources for use in education and training.

#### Awards Ceremony

About 80 people attended the Awards Ceremony where the overall winner was announced by Maruja Gutierrez-Diaz, Advisor to the Director of the Lifelong Learning Programme, European Commission. The MC for this ceremony was Sally Reynolds who introduced each of the guests and winners. Speaking during the awards Deborah Arnold, Vidéoscop - Université Nancy 2, France and Member of the MEDEA Organising Committee described the terrific increase in the

number of entries received this year, 254 from 39 countries and the wealth of experience and interest this represented. She described how the competition, now in its second year, is going from strength to strength and this year involved a judging panel of more than 70 judges from 26 countries.



Prof. Dr. Christoph Meinel, Director of the Hasso-Plattner-Institut (HPI), Germany spoke during the ceremony about the terrific changes taking place generally in respect to ICT use and the importance industrialists and policy-makers place upon the use of media in education. He also spoke about the regional connections between HPI and the history of media. Michael O'Neill from Adobe spoke about the quality of the MEDEA entries and the enthusiasm and commitment which went into their production.

Because of the high quality of entries submitted to the MEDEA Awards 2009, the MEDEA Organising Committee decided to introduce a 'Highly Commended' category to the MEDEA Awards in recognition of the quality of a number of entries that were very particularly appreciated by the jury. These entries will appear on the MEDEA web site among the showcases of the award winners and finalists.



#### Winner and Special Awards

Know IT All for Primary Schools by Childnet International (UK) is the overall winner of the MEDEA 2009 and was represented at the prize-giving ceremony by Lucinda Fell, Policy and Communications Manager, who graciously accepted the bronze MEDEA statuette as well as hardware and software sponsored by Avid and Adobe. Speaking after



the event, Lucinda stated "I am thrilled that Childnet's recently launched Know IT All for Primary resource has been recognised as the winner of the MEDEA Award 2009. Equipping children to use the internet and mobile phones safely is crucial and this resource has been designed to share key messages and lessons in an exciting and engaging way at the time when children are at an early stage in using these powerful tools. Since we launched this resource in June 2009 there has been huge demand from primary schools in the UK for it. Both Childnet and the partners involved in this project are delighted with MEDEA's recognition of its detailed pedagogical framework."



Eyes on the Skies

what the judges described as "a superb example of the value high quality video imagery can bring to an educational production", this award was presented by Helle Meldgaard, UNI-C, Denmark and Member of

MEDEA Organising Committee.

### Full list of Finalists and Highly Commended

Overall MEDEA 2009 winner: Know IT All for Primary Schools by Childnet International (UK)

MEDEA 2009 Finalists:

- INgeBEELD by CANON CULTURAL UNIT (Belgium) represented by Dirk Terryn
- Les TIC en Classe by VISION FUTURE (France) represented by H el ene Ormi eres and Odile Lausecker,
- Planet SciCast by NESTA (UK) represented by Jonathan Sanderson
- Studiecoach by the Dutch Open University (The Netherlands) represented by Marion Stevens and Lisette Meijrink.

MEDEA Award for Creativity and Innovation 2009: Daisy and Drago by Terakki Foundation Schools (Turkey)

MEDEA European Collaboration Award 2009: Traditions Across Europe by Istituto Comprensivo "Don Bosco" (Italy)

MEDEA Special Jury Award: Eyes on the Skies by European Southern Observatory (ESO) (Germany)

Highly Commended entries:

- ASBCAST Mini Lectures by University of Aarhus (Denmark)
- Dialogue by IE Business School (Spain)
- I animate, I communicate and I integrate by Free Primary School Meulebeke (Belgium)
- Kaatje by VRT (Belgium)
- Online Video Soap "Neu in Berlin" by LinguaTV GmbH (Germany)
- Passport to the Internet by Media Awareness Network (Canada)



Maruja Gutierrez-Diaz and Lucinda Fell with the MEDEA statuette

In addition to the overall winner, the MEDEA Award for Creativity and Innovation 2009 was won by Daisy and Drago made by Terakki Foundation Schools (Turkey) represented at the awards



Daisy and Drago

by  zge Karaođlu who received this award from Tobias Hall from Avid. Traditions Across Europe by Istituto



Traditions Across Europe

Comprensivo "Don Bosco" (Italy), represented at the awards by Gina Mango won the MEDEA European Collaboration Award 2009 presented by Maruja Gutierrez-Diaz. A MEDEA

Special Jury Award was given to Eyes on the Skies by European Southern Observatory (ESO) (Germany), represented by Lars Lindberg Christensen, in recognition of



- Regards sur la psychologie sociale expérimentale by Vidéoscop - Université Nancy 2 (France)
- The Green Energy by Educational RadioTV, MoE (Greece)

Congratulations to all our winners, finalists and those who were Highly Commended! If you submitted an entry to the MEDEA Awards 2009 and would like to receive a summary of the judging panels' evaluation of your entry, please contact the MEDEA Awards Secretariat.

The MEDEA Awards for 2010 will be launched in January with an earlier deadline of 31<sup>st</sup> July - we look forward to receiving your entries.

### Related Award Schemes

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

### Learning On Screen Awards Open for Entries

Entries are invited for the annual [Learning on Screen Awards](#) in one of the three main awards categories; General



Audience Education Awards, Curriculum-Related Content Awards and Student Production Awards. The deadline for receipt of entries is 22 January 2010.

The winners of this competition will be announced during the annual Learning on Screen conference being held at the Open University in Milton Keynes UK on the 27-28 April 2010.

### BaKaFORUM Finalists Now Online

An international pre-selection jury selected 30 programmes out of 115 entries to the International BaKaFORUM Contest during working sessions that took place in SWR in Baden-Baden recently.



The list of the contest entries and of the pre-selected finalists is [online](#) now. The final jury work will be done during BaKaFORUM 2010 under the direction of Lúcia Araújo, director general of FUTURA Channel, Brazil.

The [BaKaFORUM TV and Media Forum](#) is a meeting point and platform for exchange and cooperation for broadcasters, independent producers as well as cultural, educational and societal organizations interested in quality TV work, global education and development education. The annual conference includes sessions, a contest, screenings and workshops. During the year, BaKaFORUM is committed to continuously support common initiatives and projects in line with its mission.



### Worldwide Youth Express Themselves in 60 Second Video Clips

The OneMinutesJr project gives young people between 12 and 20 years of age from many corners of the globe the opportunity to express themselves, speak out and learn audiovisual skills to communicate across borders, languages and distances through 60 second videos. The [OneMinutesJr](#) project now contains more than 2000 video clips and provides a fascinating insight into youth culture and interests around the globe. Supported by the European Cultural Foundation, the One Minutes Jr. Foundation and UNICEF amongst others, the one minute videos on the project web site vary a great deal, some have been sent in by individuals, others are results from workshops where young people are taught video production, editing and publishing skills.



### Contacting the MEDEA Secretariat

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

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