

META Europe: MEDIA TRAINING ACROSS EUROPE

Training Course: Media Competency and Cultural Empowerment

Media Competency and Cultural Empowerment is a European training course for adult education trainers focusing on media competence and new technology. The objective is to increase the number and broaden the range of participants in training courses addressing issues of media competence in non-formal adult education. These courses are delivered on a regular, sustainable basis in different European countries for Grundtvig 3 participants. Participants in the course – adult educators, teachers, social workers and media pedagogues from various European countries working in different areas – will be enabled to offer and integrate media training into their regular teaching especially with so-called socially marginalized groups. Thus they will be able to improve access to the public sphere for disadvantaged groups such as persons with limited schooling, women, migrants, residents of rural areas, elderly and disabled people. By imparting communication skills and media competence, and encouraging these persons to participate in the public forum, mutual understanding across Europe can be furthered.

It is important for participants to be aware of their dual role during this course – at the same time both trainees but also future trainers.

The training is scheduled as a one week course with approximately 25-30 teaching hours. At least one day is foreseen for visiting the local organisation where the course takes place in order to facilitate exchange of experience. The course starts with a welcome meeting in the evening of the day preceding the beginning of the course itself. It is strongly recommended that all course participants attend the welcome meeting to get in touch with each other right from the beginning.

The course itself is divided into the following 5 units each covering different topics:

1. Communication skills / Self Expression / Radio Skills
2. Digital Skills
3. Teaching The Trainers – learning and teaching skills
4. Publicity, Management, Dimensions of European Media Politics
5. Evaluation – a brief introduction

The curriculum of the META Training Course and the teaching and learning materials are provided here. Each unit presented starts with an index and a description of the respective content and the objectives. Further each unit provides a schedule, teaching and learning materials / handouts and a list of further reading.

There are two issues vital from the trainer's perspective to be addressed at this point:

- Since a Power Point presentation in a foreign language may sometimes unintentionally add to the difficulty of listening to a foreign language trainer, we suggest preparing over head projector transparencies as a more flexible and slower paced alternative.

- We also suggest that for convenience and to avoid possible technical problems (e.g. no printer available, Power Point projector not working ...) trainers have all the materials printed out beforehand.

The units have been designed and elaborated by 5 work groups. Members of the META Europe partner organisations each participated in 2 different work groups in order to design the course based on as wide a range of European experience as possible. Wherever possible, materials from model workshops developed and delivered under the preceding European Socrates funded projects “Creating Community Voices” and “Digital Dialogues” (<http://www.digital-dialogues.de/>) were adapted.

The names of the partners involved in the design of a respective unit are listed in the beginning of each unit. The first name listed shows the partner who coordinated the work group, other partners involved are listed following the alphabetical order of the countries they are coming from. A short Curriculum Vitae of each partner is provided in the folder “Curricula Vitae”.

META Europe as a whole is coordinated by Dr. Traudel Günnel, University of Education, Freiburg. Consultancy is provided by a UK consultant: Peter Lewis.

Welcome Meeting

Description

The welcome meeting is foreseen to take place in the evening of the day preceding the beginning of the course itself. The character of the welcome meeting is planned to be more or less informal. The meeting (to last approximately 3 hours: 19h – 22h) could be arranged in a separate room of a restaurant or at the place where the META Europe Training Course takes place. Drinks and food should be provided

Objectives

1. On the one hand it is intended to facilitate that participants get to know each other.
2. On the other hand some essentials about community media and community radio will be provided:
 - to understand the meaning of community media for individuals and for society in general
 - to review community media initiatives overall and locally
 - to reflect on motivation of target group (current course participants and 'second-stage trainees')

To facilitate the discussion on Community Radio and Community Media central key words for (self-) definition of Community Radios are to be found in the paper "key words for trainers". Some aspects mentioned at the welcome meeting will be retaken during the course itself – especially in unit 4.

Suggestions for possible activities / events:

Activities / events listed here are suggestions which in any case have to be adapted to the local situation which might differ depending on where the META Europe Training Course takes place.

Panel of speakers

In places where a Community Radio Station exists a panel of 2 or 3 people all involved in different aspects of community radio, perhaps even different stations could discuss community radio in an informal manner (for details see paper: An introduction to Community Radio).

Slide show

Different European community radio stations / community media centres can be presented by a slide show (power point) showing pictures and screenshots of websites of a variety of community radio stations (see power point).

Radio productions

Some short radio productions by different European Community Radio Stations could be presented. Certain genres understandable also if someone does not know the language could be chosen like station jingles or typical openers or introductions of programmes.

Videos, films

If available: short videos or films about community radio stations / community media centres could be presented.

Posters, flyers

Posters and flyers of different Community Radio Stations / Media centres can be presented.

Handouts

AMARC International Charter of Community Radios and list of link addresses of related community media networks / information sources to be handed out to participants (see handouts).

Central key words for (self-)definition of Community Radios:

- participation
- open access
- non-commercial programme/non for profit organisations
- empowerment of minority groups, special focus on minority issues

additionally:

- creating public space
- alternative (as opposed to mainstream) media
- independence (of political parties, the state, market-oriented structures/mechanisms)
- media literacy/competence
- (development of) experimental formats
- non-professional/voluntary programme production
- community based/related
- reference to local issues

Individual motivation:

- articulation of ideas and opinions in public
self confidence
- participation
in public space
in a media organisation
in a group (e.g. editorial team)
- networking with other people and organisations
- development of political attitude, thinking in political terms
- acquisition of new skills (life long learning)
- vocational insights and ideas
- fun through self-expression, developing new forms of creativity

These points covered in the evening session also are considered relevant for the content of unit 4. In unit 4 those aspects are discussed again.

Panel: An introduction to community radio

An evening event perhaps the first evening where trainers and trainees can socialize with each other while at the same time receive an introduction to community radio.

A panel of 2/3 people all involved in different aspects of community radio, perhaps even different stations will discuss community radio in an informal manner.

A host will introduce the panel members and have them discuss who they are and give some information on their station.

Then the host will ask some questions of each of the panel members. (see possible topics below) and give the panel members the opportunity to interact with each other on certain topics.

At the end there will be an opportunity for any questions from the floor

Afterwards there will be an opportunity for the trainees/trainers/panel members to interact in a social setting (cheese and wine?). This will give everyone a chance to chat on a one to one basis and perhaps discuss issues raised in the meeting in more detail or raise questions not discussed.

Possible Topics for Discussion

Significance of community radio for societies and individuals

What facilities do you need?

-technical requirements of radio from very basic to very 'hi-tech'

Programming

How does it work?

- an insight into the organisational structure of community radio

How do you get people involved?

-how to include/recruit people/organisations in to community radio (and support the community to which it broadcasts to)

Other points that could be discussed

- who is involved
- funding/finances
- training
- administration

Room and infrastructure requirements

The evening session should be held in a semi-public space and offer the possibility of socializing after the panel discussion and presentations (drinks, space to sit in smaller groups, possibly music).

The radio station at which the workshop takes place might also want to invite local radio makers to join the event and get in contact with workshop participants.

The presentations and discussion could be recorded.

For presentations: Internet access, PC and beamer (optional: microphones, recording devices)