

D Be Careful

- Do not assume that international and bilateral development organizations that support media development and MIL will readily understand how MIL can enable media self-regulation and quality media, for example
- Manage expectations from different stakeholder groups
- Balance short-term objectives with long-term impact
- Building trust in media is not an endorsement of poor quality media
- Be creative about explaining MIL
- Strive for individual and collective commitments

Celebrating Success!

Share the new knowledge
Communicate the failures
Let the citizens vote for the best media programme for conducting the MIL principles



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ABC's of Media & Information Literacy to Build Trust in Media



Being critical is not the same as criticising. Distrusting everything is as bad as trusting everything. Find the middle ground, Media and Information Literacy (MIL) to build trust in media and other information providers is one approach.

Media meets literacy! An oxymoron or not? An anecdote will explain. In September 2017, a UNESCO representative attended the Media Meets Literacy Regional Conference about media and information literacy in Sarajevo, Bosnia and Herzegovina. The conference was organized by Evens Foundation and supported by the European Commission. UNESCO organized a session titled MIL to Build Trust in Media within the framework of the EC-UNESCO project "Building Trust in Media in South East Europe and Turkey". The UNESCO representative moderating the session opened the floor with the question, "Should people trust the media?" The attendees asked, "Why should anyone trust the media...." So, should we trust the media?

A Objectives

Strengthen quality media and improving civic participation in media through media and information literacy.



B Key Principles

- MIL competencies should not focus only on self-protection
- Prioritize MIL that enables people's understanding about the functions of media and information providers and technological intermediaries in development and governance, and the conditions under which they can carry these functions
- Emphasize MIL competencies that improve people's understanding of their rights online and offline. This includes right to freedom of information and freedom of expression and privacy
- Highlight that not all information is media and that much information is not digital
- Stress MIL competencies to make people aware of potential biases, personal, economic, and political agenda in all forms of information

- Enable people's understanding of how advertising support economic development of all kind and sustain media.
- Enable people to understand that trust in media is necessary... But trust is not blind.

C Key Strategies

- Organize training about MIL, which includes media professionals, library and information professional, technological intermediaries, teachers, and civil society together
- Help citizens to organize themselves
- Stimulate partnership between relevant stakeholders
- Coordinate multi-stakeholder consultations on national MIL policies and strategies
- Integrate MIL in formal and nonformal education
- Support partnerships with media and schools
- Guide media and other information providers to develop internal policies on promoting MIL
- Organize peer education about MIL
- Foster cooperation between media regulatory body, self-regulatory mechanism to promote MIL