

Ethical Media for Active Citizenship (EMAC)

<http://ethicalmediatraining.eu>



We need more women on air!

Are you a woman, interested in presenting on the airways? Have you ever listened to the radio and thought: 'Why does no-one talk about....? Why are there not more women on air?' Why does no-one ever play... Maybe I could do that' Then this is the place for you! Learn the skills to become a community media broadcaster on Near FM and host your own radio programme. No experience necessary. To register email dorothee@near.ie Please Note: This course is now [...]

[Read More »](#)





READY TO IMPROVE YOUR REPORTING?

[TRAIN ME NOW](#)



TRAINING

View the training modules, the manual and the terminology pages

[Read more](#)



AUDIO

Listen to the audio produced about this project and our training

[Read more](#)



RESOURCES

Find any links, files and source materials that we used in our work

[Read more](#)



ABOUT

Find out about us, our partners, our funding



PARTNERS

Learn more about the partners involved in



CONTACT

Let us know what you think or ask any

PARTNERS



NEAR FM 90.3

Near Media Co-op is a democratic not-for-profit media co-operative which uses media as a tool for community development. The Co-op was founded in 1982 and has more than 120 regular volunteers. We produce development education and drama programming. We also offer a wide variety of specialist music programmes from jazz to classical to ska. We believe that access to media production comes with responsibilities. All our volunteers receive induction training, which includes a basic introduction to media literacy. We have been involved in several European projects that have focused on the development of training resources that are then used by our own trainers and that we share with others.

Bunratty Road, Dublin 17, Ireland
+353 1 867 11 9
[nearfm.ie](#) | [facebook](#) | [twitter](#)



FREIES RADIO WÜSTE WELLE

"Wüste Welle" is an associated community radio outlet in Tübingen, Germany. We have been on the air since 1995, broadcasting 24 (actually 23.7) hours a day on an FM-frequency, the local cable network and through online live streaming.

We offer low-threshold access to radio and digital media and media training to pupils, students, associations, initiatives and individuals, especially girls, women, people with disabilities, migrants, asylum seekers, refugees... About 150 of the 400 members of the association, built up of people of all ages and social and cultural communities, are actively involved in the daily life of the radio station.

Hechinger Straße 203, 72072 Tübingen,
Germany
+49 7071 760337
[wueste-welle.de](#) | [facebook](#) | [twitter](#)



RADIO CORAX

Radio CORAX is a non-commercial local radio in Halle licensed with about 300 people who more or less regularly create programmes, most of them are volunteers. With about 100 regular transmissions Radio CORAX is the biggest non-profit radio in East-Germany. Radio CORAX has long experience in hosting conferences and workshops in the field of media policy and media training.

Starting in 2000 the radio developed a number of intercultural and cross border-projects with a special focus on intercultural radio training and East Europe. CORAX is an active contributor in national and international community media networks.

Unterberg 11, 06108 Halle (Saale), Germany
+49 345 4700745
[radiocorax.de](#) | [facebook](#) | [twitter](#)



AMARC EUROPE

AMARC Europe is the European representative of the Community Radio sector. It gathers around 300 active members in 23 countries. Its members are community radio stations and national Federations of independent broadcasters. AMARC Europe promotes the third sector of communication, the non profit media, as a public service interest to and by local communities, as a distinct sector alongside national public service broadcasters and private commercial media.

AMARC advocates for the right to communicate and the promotion of cultural diversity at the international, national and local levels.

Rue de la Liniere 11,1060 Bruxelles, Belgium
+32 260 94440
[amarceurope.eu](#) | [facebook](#) | [twitter](#)



EMA RTV

The Association of Public and Communitarian Radios and TV of Andalusia (EMA-RTV) was founded in 1984 to promote the legalization of municipal and local radio stations in Andalusia. EMA RTV has a lot of experience in the field of national and international training projects. One of the priorities of the association is the organization of trainings in communication skills for citizens, with a special focus on marginalized people such as migrants, unemployed or young people.

EMA-RTV's staff is composed by 13 full time workers (journalists, video & audio technician, administrative and coordination staff) and more than 20 volunteers that collaborate in the radio & training fields.

Avenida Américo Vespucio 5, 41092 Sevilla,
Spain
+34 954 228930
[emartv.es](#) | [facebook](#) | [twitter](#)



COMMIT

COMMIT was founded in 2010 as the national training organization for community radios and TVs in Austria. COMMIT organizes seminars and workshops for employees and volunteers active or interested in community media. COMMIT offers training in journalistic, technical and organizational skills and develops curricula and materials for local community media training and adult education organizations.

COMMIT works to strengthen the cooperation between community media and the larger field of adult education and cooperates with the federal institute of adult learning, but also with partners all over Europe.

Prinz-Eugen-Straße 72, 1040 Vienna, Austria
+43 650 4948773
[commit.at](#) | [facebook](#)



Co-funded by the
Erasmus+ Programme
of the European Union



The EMAC project is funded by the Erasmus+ programme of the European Union in **KA2 (Key action 2) – Cooperation for Innovation and the Exchange of Good Practices**. It has been accepted for the Erasmus+ Call 2017 as a Strategic Partnership for adult education (KA204). The European Commission supports **Strategic Partnerships** "to support the development, transfer and/or implementation of innovative practices as well as the implementation of joint initiatives promoting cooperation, peer learning and

exchanges of experience at European level. The primary goal is to allow organisations to develop and reinforce networks, increase their capacity to operate at transnational level, share and confront ideas, practices and methods."

Strategic partnerships, in one sentence, are supposed to transnationalise education (life long learning) and improve social cooperation throughout the EU.



DO YOU WANT TO FIND OUT MORE ABOUT THE ERASMUS+ PROGRAMME AND WHAT OPPORTUNITIES IT MIGHT HOLD FOR YOU?

You can find a lot of information on the projects and the funding online. Feel free to

- look at **other projects that received grants in recent years**

http://toolbox.understanding-media.eu



TOOLBOX

ABOUT THE TOOLBOX	JOURNALISTIC SKILLS	PRODUCTION SKILLS
BROADCASTING	UNDERSTANDING MEDIA	GLOSSARY
RESOURCES	LATEST ITEMS (SHOW ALL)	LANGUAGES

LATEST ITEMS (SHOW ALL)

122 EN

GENDER EQUALITY AND MEDIA

This activity is a good starting point for a discussion on gender stereotyping and inequality in media coverage, and to approach the concept of feminist media analysis.




» read on

124 EN

WALKING IN YOUR SHOES

This activity focuses on creating empathy with others by stepping into situations they might encounter in their daily lives.



» read on

125

WHAT IS NEWS

This activity will introduce the concept of editorial team work and editorial decision, as well as a discussion on who decides what is news and how news are being selected.



» read on

107 HU

BESZÉDTECHNIKA GYAKORLATOK A TILOS RÁDIÓZÁSHOZ

Rádiósként nagyon fontos megtanulnunk a hangunkat használni, mert a hangunk a munkaeszközünk. E mellett a hangszalagsérülések elkerülése végett is érdemes elsajátítanunk a beszédtechnika alapjait, és alkalmaznunk is azokat. A beszédtechnika gyakorlatok célja annak a hangtartománynak a helyes használata, amiben a legkönnyebben, legérthetőbben, tudsz beszélni.

» read on

171 HU


A TÖBBNYELVŰ MŰSORKÉSZÍTÉS MÓDSZERTANA

Az alábbiak segíthetnek többnyelvű műsorok vagy adás készítésében. Ezzel a módszerrel a műsorok készítése egyszerűbbé válik, és a nyelvi hibák elkerülése érdekében a szöveg fordítását is megkönnyíti.

150 HU

MÉDIA ÉS NEMEK KÖZÖTTI EGYENLŐSÉG

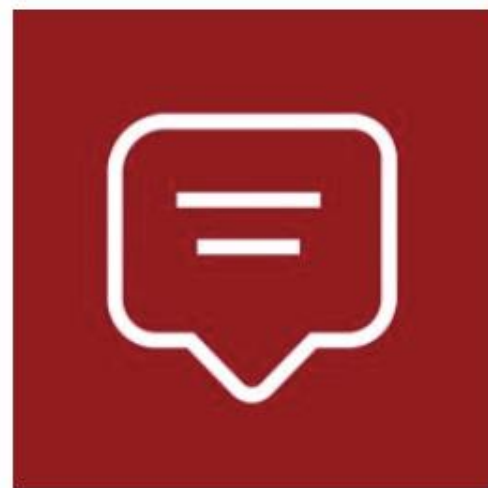
Ez a gyakorlat jó lehet a média és nemek közötti egyenlőség témájában. A gyakorlat célja a média szerepének megértése, és a nemek közötti egyenlőség előmozdítása.



CATEGORIES

Here are the four basic categories that we assign to any of the EMAC media training activities to help guide your way to our content. Further down you will find a longer description of each category along with all the activities assigned to it.

WORDS MATTER



Language is our main form of communication and it plays a powerful role both in training. The activities included here focus on language and terminology to facilitate understanding of inclusive and constructive reporting...

[\[learn more\]](#)

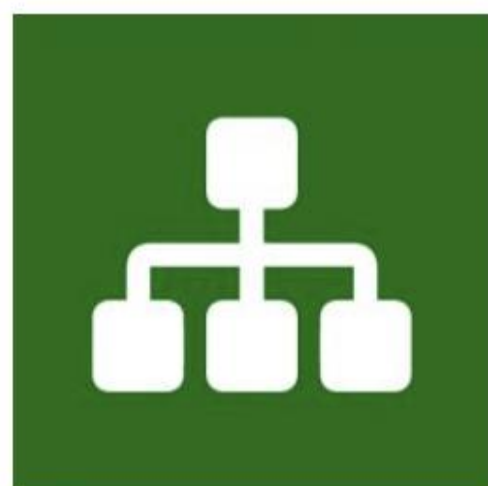
ALTERNATIVE PERSPECTIVES



Media over-relies on "expert sources": Their voices and perspectives are ever present in media and in most cases, unchallenged. These activities look at how media can use diversity for challenging this reality...

[\[learn more\]](#)

RECOGNISING PRIVILEGE



An ethical approach to media is – among others – about responsibility for content. Stereotyping of minorities influences their standing in society. The activities in this section work towards journalists gaining a greater awareness of that process...

[\[learn more\]](#)

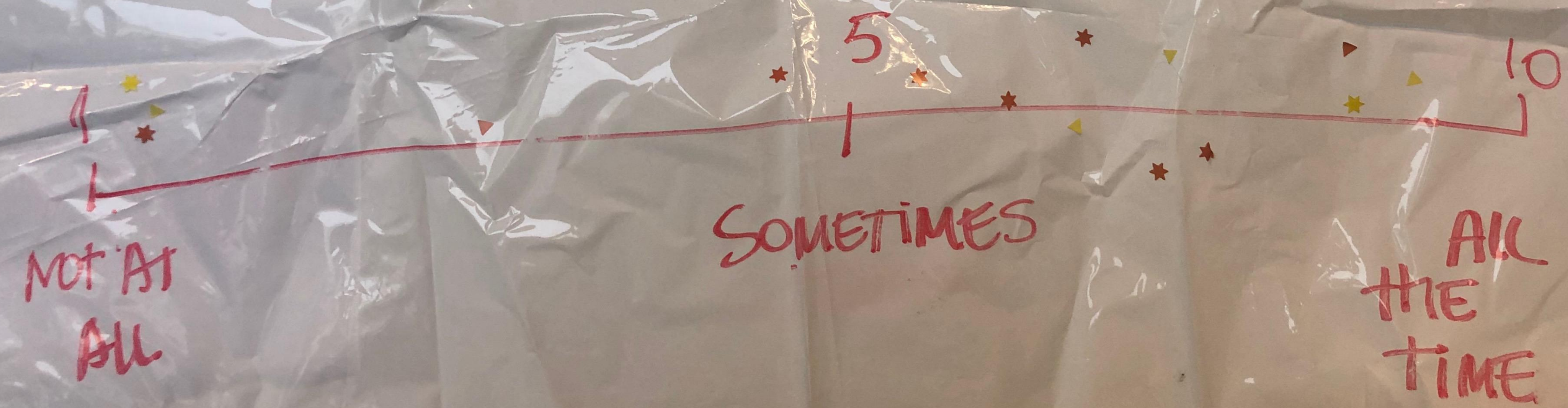
BACK TO BASICS



These activities take a look back and reflect on the ethical principles that underline the role of the media content producer. Activities in this category look at important journalistic skills helping to avoid stereotypes and aim to make learners aware of how basic fact checking works.

[\[learn more\]](#)

HOW MUCH DO YOU BELIEVE MEDIA
INFLUENCES THE WAY YOU SEE OTHER PEOPLE?



Thank you

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<http://ethicalmediatraining.eu>

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