

Dr. Traudel Guennel/ Caroline Mitchell

## **META Europe: MEDIA TRAINING ACROSS EUROPE**

**Speaking out! - Media competence and cultural empowerment**

**Training course from June 20 – June 26, 2012 in Algodonales, Cadiz, Spain**

**Reference Number Comenius – Grundtvig Training Database DE-2012-1190-001**

How can you design a compelling radio format or podcast? How can you reach your target group with your (web-) radio programme? In this course you will learn about digital recording, interviewing and editing and just as important how to train minority groups to create a voice for expressing their cultural identity. Radio producers can learn from adult educators about their practices and adult educators can benefit from the creative and media experience of radio producers. Do you want to know and do you want to share your experiences? Then this course is for you.

META EUROPE Media Competency and Cultural Empowerment is a European training course focusing on media competence and new technology. It has been developed under the European Socrates /Grundtvig scheme by an international consortium of radio stations, universities and media training projects including **Orange 94,0 Free Radio Vienna**, Austria; **Radio Robin Hood**, Turku, **Civil Radio**, Budapest, Hungary, Finland, **Mediapolis**, Rome, Italy **University Lodz**, Poland, **University of Sunderland**, UK, **University of Education Freiburg**, Germany (coordinator).

From 2006 to 2011 courses were run successfully in Poland, UK, Austria, Finland and Spain. The EC specify that the working language for the course is English although there can be provision for translation of some aspects of the course. Participants included adult educators, teachers, social workers, radio producers and youth workers from various European countries. After the course they can integrate media training into their regular work, especially with socially marginalized groups. Thus they are 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. Mutual understanding across Europe is also furthered as the course participants will come from a range of European countries.

**The training** is planned as a 6 day course with approximately 25-30 teaching hours. There will be at least one day for visiting local organisations 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.

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

1. Communication skills / Self Expression / Radio production skills
2. Digital Skills (use of the web, digital editing and production, podcasting)
3. Teaching The Trainers – learning and teaching skills

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#### 4. Publicity, Management, Dimensions of European Media Politics

#### 5. Evaluation – a brief introduction

The course has a CD with extensive materials and resources for personal use and for use in their radio stations or community media projects. **A certificate** of attendance including description of the training content and time input is provided.

#### **Course Dates and Times**

Wednesday 20<sup>th</sup> June -Tuesday 26<sup>th</sup> June 2012, starting with the Welcome meeting 7.00pm.  
Morning session: 10.00-13.00, Evening Session: 17.00-20.00

#### **The Trainers**

The course will be directed and taught by Caroline Mitchell, a British community media trainer and consultant who also works for the University of Sunderland who now lives in Algodonales, Spain and Dr. Traudel Guennel, media trainer, radio producer and member of the scientific staff of the University of Education in Freiburg, Germany.

#### **Location**

The course will take place in **Algodonales** and all the participants will stay in the village and learn about the area and its excellent cultural and leisure facilities and activities.

Algodonales is a large village in the hills between Ronda and Seville in southern Spain (pop. 6000) with a beautiful square flanked by orange trees and cafes, overlooked by an impressive church. The village has lots of bars, cafes (including some with Wi-fi access), shops, banks and a post office. It is set in stunning scenery on the edge of the Sierra de Ronda National Park- a centre for outdoor and adventure sports

#### **Course fee, expenses for accommodation and meals**

Course fee is 750.- Euro.

Accommodation and meals is 600.- Euro

#### **Application and funding**

The Grundtvig Mobility programme provides funding (up to 100%) for the participation in the training course for adult educators, trainers, social workers, radio producers and youth workers for course fee, accommodation, meals and travel. The course is published on the Comenius-Grundtvig database, reference number **DE-2012-1190-001**.

#### **Application procedure:**

1. Participants have to apply for pre-registration. Applications should include the full postal address, phone, email, short CV, information on motivation “Why Do I want to do the course?” **The pre-registration is needed in order to apply for a grant. Deadline for pre-registration: 10.12.2011.**

2. When participants receive their pre-registration document they can apply for a grant at their respective National Agencies (NAs) who handles the Grundtvig mobility programme.

**ATTENTION: The NAs have fixed deadlines for applications. For the META Europe Course this deadline will presumably be the 16<sup>th</sup> of January 2012. After this date there will be no opportunity to apply for funding at the NA!! So please preregister and then apply as soon as possible.**

National Agencies provide an on line application form.

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3. If participants are funded by the National Agency they have to register. This registration is binding. Deadline for binding registration: 01/05/2012.

We recommend to pre register and to apply for the funding at the National Agency as soon as the online application form is provided by the National Agency as the procedure may take some time. If there are more persons willing to register then course places available we unfortunately are forced to follow the principle: "first come, first served".

**Please send your APPLICATION FOR PRE-REGISTRATION as soon as possible to:**

Dr. Traudel Guennel  
University of Education / Paedagogische Hochschule  
Kunzenweg 21  
D 79117 Freiburg  
Germany  
Email: guennel(at)ph-freiburg.de

For those who pre - register more detailed information will be provided.

## **The following schedule provides an overview of the course**

**Wednesday, 20<sup>th</sup> June 19.00h :** Welcome Meeting

**Course time** is each days from **10.00 - 13.00 and 17.00 – 20.00:**

**Thursday, 21<sup>st</sup> June / Friday, 22<sup>nd</sup> June**

1. Communication skills / Self Expression / Radio Skills
  - Introduction to participants and general course goals/activities
  - Journalistic basics, producing radio programmes
  - Introduction to doing radio-interviews (themes –using your own experiences /ideas/adventures- → philosophy → technique, → planning → realizing)
  - Cultivate listening skills and respectful discussion
  - Producing radio shows by integrating interviews and other speech items produced through team work.

**Saturday, 23<sup>rd</sup> June**

2. Digital Skills
  - Overview of digital skills in radio production
  - Editing: theory (e.g. journalistic ethics) and practice (using Audacity programme)
  - Brief overview and comparison of different editing software
  - Introducing digital production to the public/target group (Broadcast / Internet)

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### **Sunday, 24<sup>th</sup> June**

#### 3. Teaching The Trainers – learning and teaching skills

- Styles and roles of trainers (using your own experience)
- Introduction META Europe philosophy of teaching/learning
- Action- oriented media teaching and learning and holistic approaches
- Working with special interest groups (look at specialist examples: Tandem Training, Community Tutors, Working with Women)
- Planning and Preparation of community media courses
- Teaching exercise

### **Monday, 25<sup>th</sup> June**

#### **Monday a.m.**

#### 4. Publicity, Management, Dimensions of European Media Politics

- Typical attitudes or fears in radio production, e.g. in interviews
- Community media situation vs. mainstream media
- Introduction to rights and restrictions in community media production, including legal aspects of community radio
- Thinking about perspectives of the different groups involved in community radio stations (e.g. volunteers, staff, management committees)

#### **Monday p.m.**

#### 5. Evaluation – a brief introduction

- Reflection on objectives and reasons for evaluation
- Basics for realizing a well done evaluation (e.g. types, methods, instruments)
- Exercise: case studies using different evaluation instruments (Team work, Presentation and Discussion to be included)
- Evaluation META Europe Course (questionnaire, feedback/discussion, ideas and suggestions for further activities of participants)

Each unit starts with giving you an overview over its content, aims and objectives. We will also have an review and time for feedback at the end of each unit.

### **Tuesday, 26<sup>th</sup> June**

Visit to local/regional media and cultural organisations. In previous years we have visited a radio station in Seville.