



RENEWED VISION  
NEW IDENTITY  
GREATER IMPACT

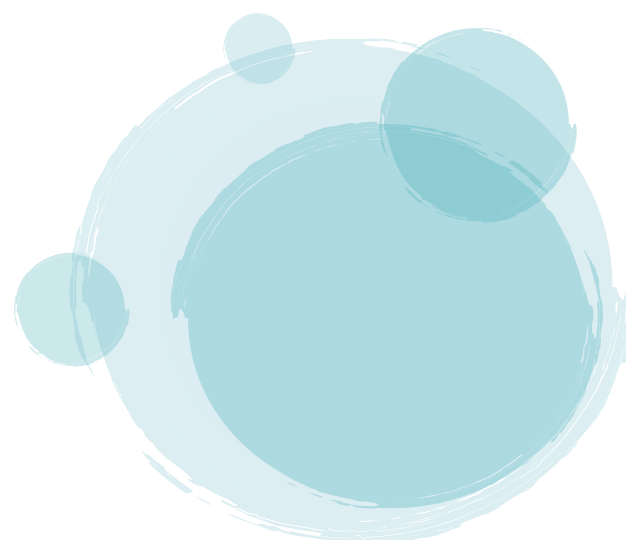


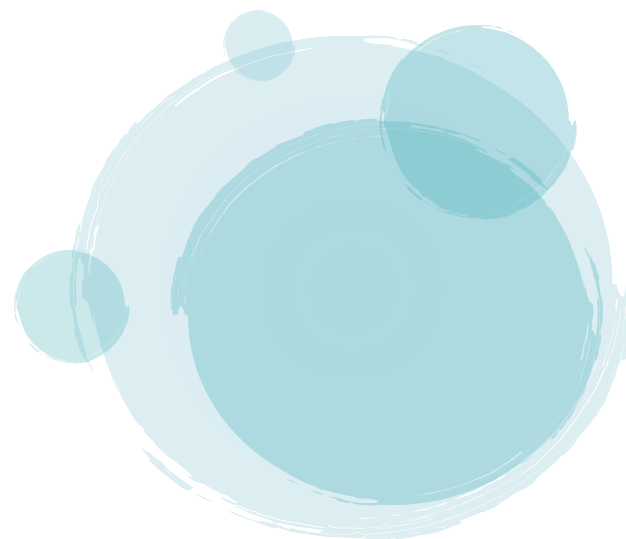
UNESCO  
MIL Alliance  
Media & Information Literacy for All

# UNESCO Media & Information Literacy Alliance

## International Steering Committee 2019-2022

October 2021







# International Steering Committee

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The International Steering Committee (ISC) of UNESCO Media & Information Literacy Alliance is composed of representatives of the core group of partners engaged in the Alliance. The ISC supports UNESCO, which takes the overall direction about UNESCO Media & Information Literacy Alliance. The ISC advises UNESCO and has functional coordinating roles in the implementation of UNESCO Media & Information Literacy Alliance activities, as co-coordinator of the network, helping to ensure its sustainability at national, regional, and international levels.

## UNESCO

### Mr Alton Grizzle

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### Mr Alexandre Le Voci Sayad (Brazil)

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## Vice-Chair


### Ms Sherri Hope Culver (USA)

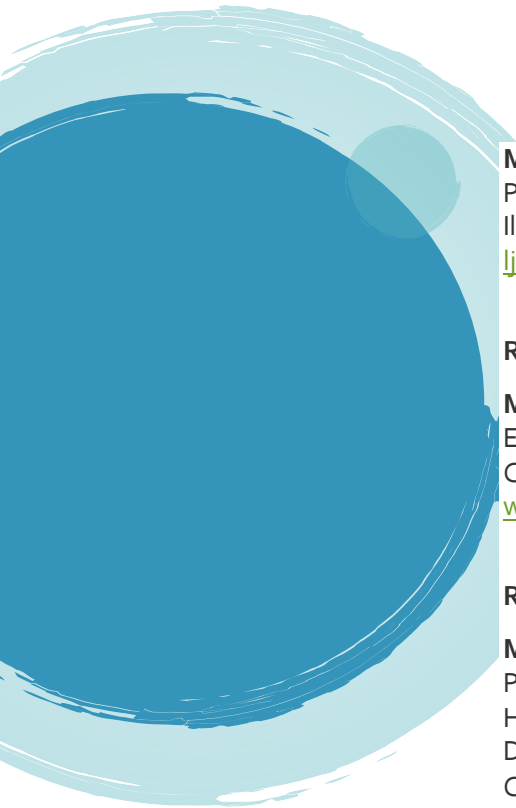
Associate Professor  
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## Co-Secretary Generals

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Head of Education Department, National Centre of Audiovisual Media & Communication – EKOME  
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Media and Communications, Afrika Youth Movement

Global Youth Coordinator, GAPMIL Youth Sub-Committee

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## Origins and Mission

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UNESCO Media & Information Literacy Alliance is a joint initiative of UNESCO and other key stakeholders such as the United Nation Alliance of Civilizations (UNAOC), UNICEF, Open Society Foundation, IREX, European Commission and other UN agencies and international development partners who agree to come on board in future, towards UNESCO SDG by 2030.

UNESCO Media & Information Literacy Alliance seeks to globally reposition Media & Information Literacy around the core objectives of:

- Articulating key strategic partnerships to drive MIL development globally and its application to the following key areas:
  - ❖ Governance, citizenship and freedom of expression;
  - ❖ Access to information and knowledge for all citizens;
  - ❖ Development of media, libraries, Internet and other information providers;
  - ❖ Education, teaching, and learning - including professional development;
  - ❖ Linguistic and cultural diversity as well as intercultural and interfaith dialogue;
  - ❖ Women, children and youth, persons with disabilities and other marginalized social groups;
  - ❖ Health and wellness;
  - ❖ Business, industry, employment and sustainable economic development;
  - ❖ Agriculture, farming, wildlife protection, forestry and natural resources conservation as well as other areas.
- Enabling the MIL community to speak and address, with a unified voice, certain critical matters, including the need for policies;
- Further deepening the strategy for MIL to be treated as a composite concept by providing a common platform for MIL related networks and associations globally that will ensure convergence of regional and international initiative and amplification of global impact.

**Contact:** Alton Grizzle, Programme Specialist, Section for Media Development and Society, UNESCO Headquarters  
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**Link:** <https://en.unesco.org/themes/media-and-information-literacy/gapmil/about>

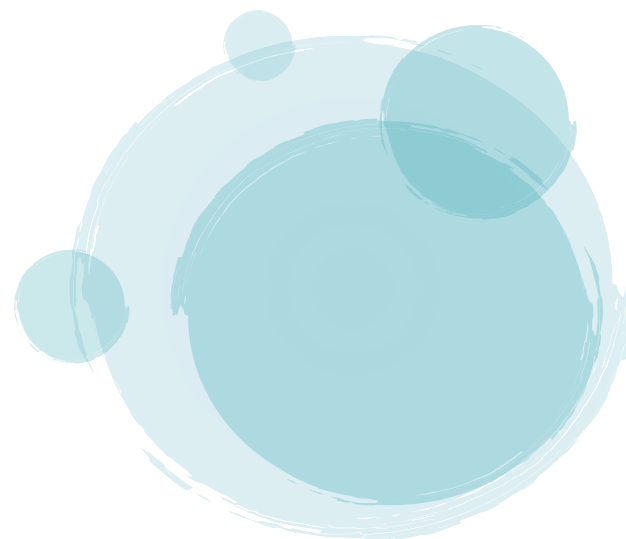


**UNESCO  
MIL Alliance**



## Welcome Notes

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## Co-Chair

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Life gets its meaning from the things we do, and one that has given substance to my now long information literacy career is co-chairing the MIL Alliance, a UNESCO network where I have met some of the most passionate media and information professionals. People who work and devote their time to enable society to be critical about the myriad of information inputs that they get on any given day. Among them, the top ones, are the International Steering Committee members, who do their best in their busy lives to undertake our MIL leading roles. UNESCO is certainly our base and the organization, where we channel our ISC efforts to keep its multi-state MIL work. Let's give the best meaning to our lives by helping others to contribute and benefit from our now hyper-information society.

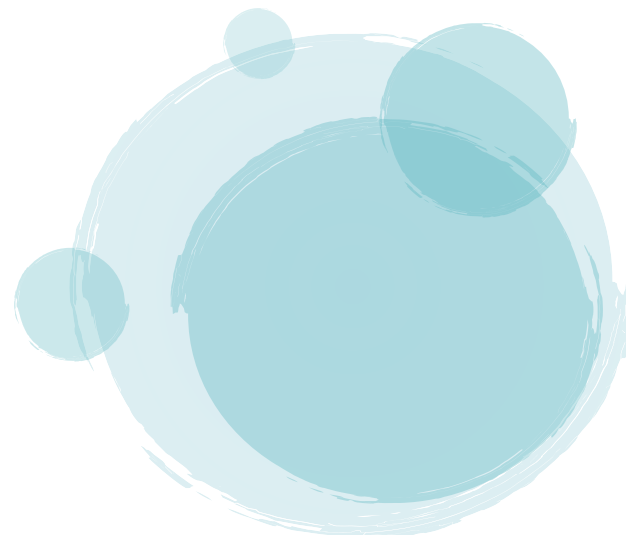


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### Jesus Lau (Mexico)

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Pedagogy, Universidad  
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## Co-Chair

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Understanding and advocating the importance of Media and Information Literacy (MIL) is directly linked to the comprehension of some contemporary codes in which we live. The digital and physical world no longer has clear boundaries - technology is the meaning of culture, expression, understanding and changing paradigms in the world today. We look and live the physical and the digital; the term "reality" has legitimacy in both cases, it is worth remembering.

This hybrid environment is marked by the speed, simultaneity, fluidity and impermanence of scenarios, models and situations. MIL becomes essential as an element of lifelong learning for the construction of critical thinking. Their practices must be present in the curricula - from early childhood education to universities. But not only there: the media, culture, libraries, museums, squares and public policies must embrace MIL as an element of ethical counterpart and exercise of citizenship.

The political, economic, cultural and social life of nations can only be fulfilled with the right to access MIL. The skills contained under this conceptual "umbrella" are the guarantee of a less unequal, more united society with more active and critical citizens.

In the name of equity, it is necessary that local and national governments consider MIL to be a fundamental element in the creation of public policies of all kinds.

It's duty to the UNESCO MIL Alliance should, through its International Steering Committee, expand the dialogue, understanding, formation and inclusion of MIL as an elementary agenda on all continents.

From a little-known acronym to a term of global relevance, it is also a role for UNESCO MIL Alliance to support the fundamental actions that UNESCO has launched as milestones for decades, safeguarding and raising the awareness and effectiveness of its actions.

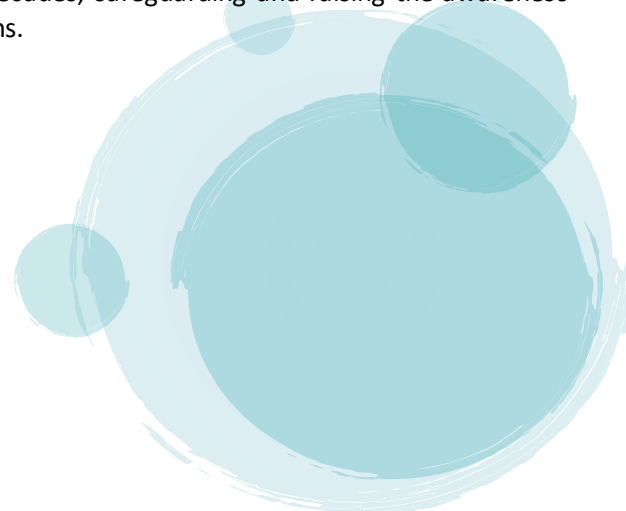


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Sayad (Brazil)**

**CEO of ZeitGeist  
Pontifical Catholic  
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## Vice-Chair

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My work with media and information literacy is born from a deep commitment to help others understand and create media that brings joy, knowledge and connectedness to their lives. I believe in the power of media to bring people together, to enhance cross-cultural understanding, and to inspire creativity. This has been a thread throughout my career. Serving on the Global MIL Alliance and the UNESCO university collaborative (UNITWIN MILID) I have been fortunate to meet colleagues aiming to achieve many of these same goals. Media and information literacy is an essential educational competency. It is only by understanding the power and influence of media that one can direct that influence toward positive ends. Since media permeates all aspects of life, MIL is a skill important for everyone, from young children through adults. This is why my MIL work often focuses on helping our youngest media consumers to become media literate. Through my college courses, I encourage students to bring more thoughtful choices to their media use. And through various consulting projects and with the MIL Alliance, I am able to help organizations, educators and parents explore their media choices. Although media regulations and programs and influencers may be different from country to country, my work with the ISC and UNESCO also reveals the similarities and the ways in which we can collaborate to effect positive (MIL) change.



**Sherri Hope Culver  
(USA)**

**Associate Professor  
Director of the Center for  
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## Co-Secretary General

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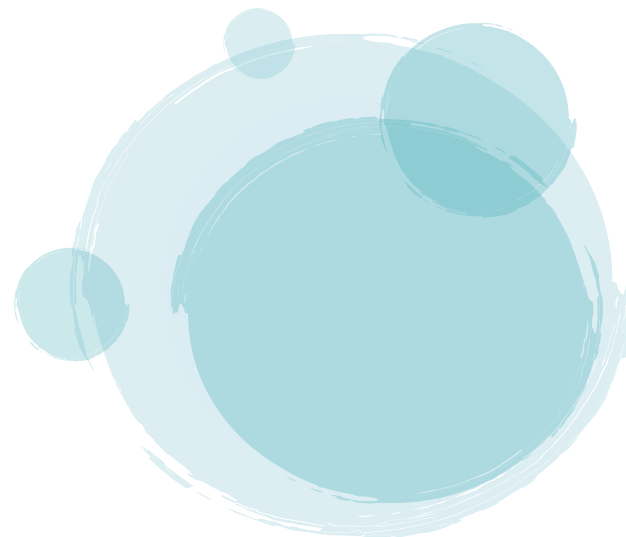
Old and new media and their complex relationship with the audience have been my only choice for academic studies, through the field of media and communications, and accordingly my main focus in my career, ever since. When I first met with media literacy somewhat 20 years ago as an academic field, I could never have imagined the multiple crossing pathways and challenges it would lead me to. Approaching the field as a media researcher was a starting, knowledge-enriching point for me however, being a turbulent personality myself, I could not rest assured only by studying the main theoretical schools of thought: I longed for an evidence-based approach that would certify its necessity, I wanted to see Media and Information Literacy out there, interacting with the citizens for self- and societal development towards resilient and knowledge societies, a concept engulfed by UNESCO MIL Cities. My work became my passion and my passion became my work. Through consistent promotion of MIL in the Greek, EU and global scene as a driving source for public good – to use 2021 theme of UNESCO MIL Conference - from public media institutions, EU policy making working groups (EC, CoE, European Audiovisual Observatory), research and projects, partnerships with international stakeholders (UN, OFCOM, NORDICOM, UNESCO), I am now thrilled to see MIL so vividly apparent in the global public discourse, as the new indispensable “soft and life skills” for all citizens of our intermediated societies. UNESCO MIL Alliance stands certainly at the cornerstone of this global action, accelerated by the pandemic and leading to the emerging stance, that of health media literacy. To this end, advocating for MIL through UNESCO MIL Alliance and my position as global Co-Secretary General, is my most pointy challenge towards reaching, like “concentric circles”, a MIL consensus for all aspects of our digital-oriented life. We are getting there and we have to thank UNESCO’s, over 40 years of impactful work on that.



**Irene Andriopoulou**  
(Greece)

**Media Analyst,  
Head of Research, Studies &  
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## Co-Secretary General

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I entered the master's degree program in library science just weeks after completing my undergraduate degree and then just weeks later discovered the role of user education/information literacy librarian. A perfect fit and since then my career for more than 25 years. In that time, the Internet went from something that few people had heard of and even fewer used to a ubiquitous reality that has restructured information flows, the publishing industry, personal connections, professional networks, the work of librarians, and arguably the fundamentals of society itself. For me, information literacy is an enabling literacy -- it supports people as they pursue their goals and dreams in their personal, vocational, and civic lives and assists them in solving problems, identifying opportunities, and developing as individuals in contexts small and large. We rely on our information skills without thinking much about them, whether they are robust or lacking, which makes it all the more important that we provide information literacy education that sets a foundation for a lifetime of information literacy success. I'm proud to have worked in Illinois and the United States as well as globally to build information literacy communities of practice and it is my honor to continue my work as the Co-Secretary General of the ISC of UNESCO Media and Information Literacy Alliance with such distinguished and accomplished colleagues from around the world.



**Lisa Janicke  
Hinchliffe (USA)**

**Professor, Coordinator for  
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# Regional Representative for Africa

Growing up as an avid news and information consumer, thanks to my teacher parents, I had from the outset made up my mind on a career in media and communication. Years later, I confronted the reality of a general low guard by audiences while consuming information and news items, including low application of critical analysis which left them predisposed to misinformation and manipulation. A scan of the media and information landscape revealed a dearth of audience-oriented interventions to empower them as critical players in the communication loop. I founded the Centre for Media and Information Literacy in Kenya to fill this gap and spearhead the uptake of MIL initiatives in the country and the African Continent as a whole through partnerships, research, resources development, advocacy, awareness creation and training and capacity building on MIL.



## Wallace Gichunge (Kenya)

**Founder & Executive  
Director, Centre for Media  
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UNESCO has been a key partner in our quest to enhance media and information literacy competencies among media stakeholders and practitioners, education policy makers, teachers, students, youth organizations, and indeed all citizens to empower knowledge societies through the development of free, independent and pluralistic media and universal access to information and knowledge and exercise of freedom of expression for good governance and development. In parts of the world where it has been adopted, MIL provides a strong platform for citizens to contribute to social, political, and economic development, give expression to cultural and religious pluralism, learn about the issues in other environments that are different from their own, and promote the democratic process. While media and information literacy has taken root in other continents over the time, it is a relatively new area of engagement in Africa. For this reason, Africa cannot afford to isolate its citizens from the lofty MIL goals as it gears towards the aspirations of Africa Union's Agenda 2063. Media and information literacy has the ability to reach across the continent's diverse cultures and help bridge its economic, social, and technological gaps; and become a powerful and positive force in Africa's transition to peace, democracy, and development.

Therefore, today's global media and information literacy environment offers great opportunities to inspire active civic participation and engagement especially among the youth who are digital natives in a highly dynamic and technologically advancing continent.

In this regard, media and information literacy practitioners and stakeholders across the globe, including the UNESCO MIL Alliance, have a great role to play towards the uptake of MIL in the African continent.



## Regional Representative for Arab States

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UNESCO develops educational tools so that each child and citizen have access to quality education. By promoting cultural heritage and the equal dignity of all cultures, UNESCO strengthens bonds among nations and helps countries manage programs that promote the free flow of ideas and knowledge sharing. How can we access, use, and contribute content wisely? What are the ethical issues surrounding access to and use of information? How can we engage with the media to promote equality and intercultural dialogue? Media and Information Literacy (MIL) provides the answers.

Through capacity-building resources, such as curricula development, policy guidelines, UNESCO supports the development of MIL competencies among people. Through media and information technologies, UNESCO facilitates networking and research through the Global Alliance for Partnerships on MIL. The purpose of the UNESCO MIL Alliance in the Arab world as in all the other world regions is to promote media and information literacy for all.

UNESCO has been promoting media information literacy (MIL) in the Arab region and countries across the globe. Jordan's government included MIL in its roadmap for the future of the country, where it seeks to maintain its citizens' right to know. UNESCO aims to coordinate MIL efforts in the country and determine areas where it can advise and guide organizations to optimize resources.

UNESCO continuously strives to promote and advance the field of MIL in Jordan and the Arab region. MIL is now part of the Jordan government's plan where the goal is to establish that part of citizen's rights is the right to know as per law. In that regard, the government launched the 'Haggak Tiraf' (You Have the Right to Know) platform in 2018 and is supporting MIL initiatives. In addition to the Arab governments. Numerous initiatives have been conducted in various areas of MIL, across all regions by organizations of various backgrounds.

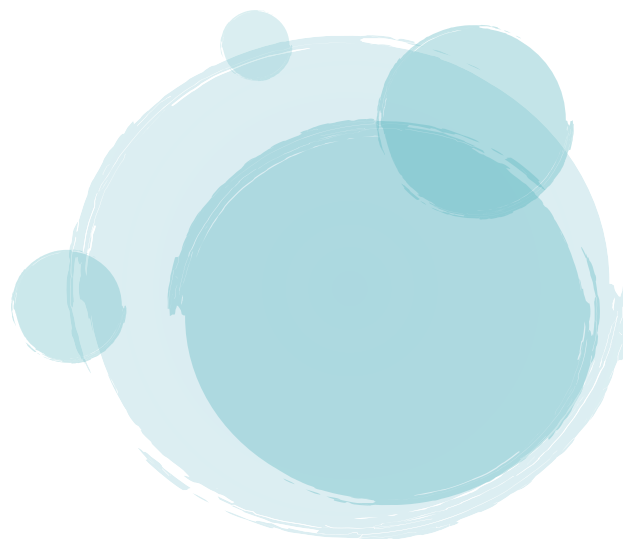


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### Ahmad Al- Khasawneh (Jordan)

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Director of Center,  
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## Regional Representative for Asia-Pacific

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Jose Reuben Q. Alagaran II, PhD is one of the pioneers in MIL training in the Philippines. He started his career in media education in 1986-87 as part of the Community Communications program of Communication Foundation for Asia. As Executive Director of People in Communication, Inc., he initiated and facilitated workshops on Media Education for College Educators for Luzon, Visayas, and Mindanao in 1996 funded by World Association for Christian Communication. When UNESCO changed media education into media and information literacy, he was among those who organized the First International Forum on MIL held in Fez, Morocco in 2011. While in Miriam College, he became UNESCO Consultant on MIL trainings in the country in 2012. In 2013, he was among the international experts invited to Paris, France by UNESCO to develop and validate MIL indicators. Before the start of K to 12 Curriculum, he conducted MIL workshops for teachers as a book author. He finally founded the Philippine Association for Media and Information Literacy in 2018 to sustain the MIL movement. A year after, he was chosen by the US Department of State to participate in the International Visitor Leadership Program to observe and undergo MIL training in five key States in the US. In 2019, he was elected Asia - Pacific Regional Representative to the International Steering Committee of UNESCO MIL Alliance. Dr. Alagaran obtained his PhD Communication, with cognates in Educational Technology and Distance Education from the University of the Philippines-Diliman.is



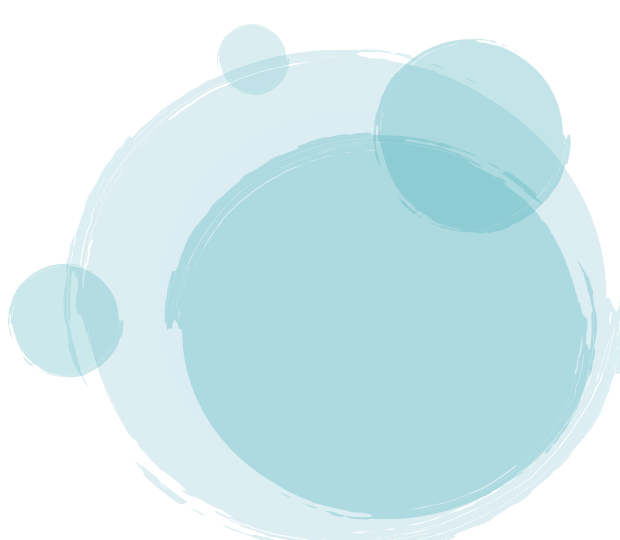
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He believes that MIL is important to enable citizens to understand media and information as they affect how we process, consume, produce, and share media messages and information. In this digital age, it is not enough that we know how to read, write, and apply numeracy. All of us must apply MIL as a lifelong learning skill in a media-saturated society.





## Regional Representative for Latin America and the Caribbean

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The MIL approach teaches how to develop critical thinking fundamentally in young people and adults. The MIL methodology teaches them to carefully analyze messages and reality in a more objective way, without prejudice or cultural barriers such as those related to ethnicity, race, religion, different cultural identities, gender and migration.

The MIL framework also helps, through education, to recognize and unmask false news, deep false and post-truths, and hate speech, which can be transmitted face-to-face communication, in traditional media or on the Internet. It also develops creative thinking, showing how media work and how to craft positive messages.



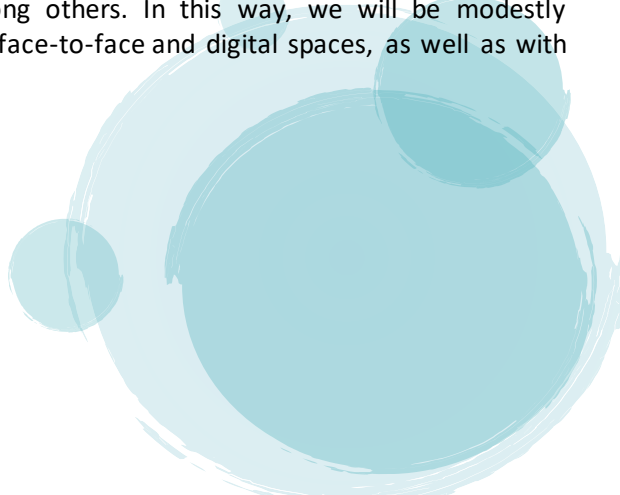
**Felipe Chibás Ortiz**  
(Cuba)

**Associate Professor**  
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I realized in the MIL paradigm the possibility of helping to develop strategies, policies and experiences that allow for a more comprehensive and profound way of influencing and transforming the behavior of citizens and society in such diverse spheres, such as governments, companies, startups, marketing agencies, digital and face-to-face communication media, education, artists and citizens. I often call these elements the 5 factors of social innovation. Therefore, together with many other activists and researchers around the world and the action-research team that I coordinate at the University of São Paulo, Thot-CRIARCOM (Creativity, Innovation, Communication and Marketing), I defend and work in a practical way through the MIL framework UNESCO Cities and I try to promote the UNESCO World MIL Cities Network. We work creating MIL tools, empowering people, researching and with practical actions for the MIL approach

I believe that the challenges that cities face today, such as the COVID-19 pandemic, the infodemic and others to come, must be faced with a systemic focus, in networks and post-human, having nature, technology and being human on the same level. This involves equity, diversity, sustainability and ethics for all and especially for vulnerable groups such as women, LGBTI+, young people, elderly, blacks, indigenous peoples, religions, people with disabilities, immigrants, among others. In this way, we will be modestly contributing to improve our face-to-face and digital spaces, as well as with humanity.





## Regional Representative North America & Europe

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The formation of the new International Steering Committee (ISC) for UNESCO's Media and Information (MIL) Alliance has offered exciting opportunities to contribute to the global research and practitioner community that advocates for our field. One of these opportunities is to facilitate communication about the "state of the field" in various regions, and to that end, I was elected to represent viewpoints from the North American and European Chapter. This large Chapter is broken into two Sub-Chapters: North America and Europe. Each of these Sub-Chapters has organizations that are more focused on their particular region and the heads of these organizations – from North America, Europe and the Mediterranean – are represented on our committee. This provides a direct pipeline from the Sub Chapters to the ISC. As a new Committee, we are finding our way and enjoying the challenge of bringing our far-flung members and activities closer together, just by exchanging ideas and information. We provide quarterly reports of our meetings that inform the ISC of what is on our Committee's agenda, and hopefully, this communication keeps the channels flowing.



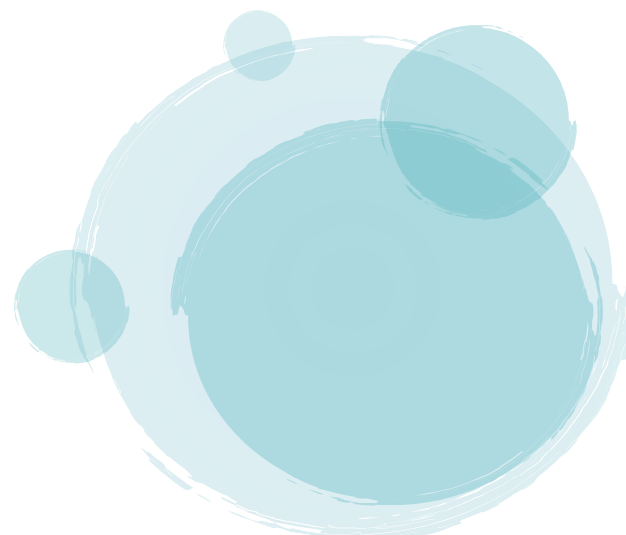
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**Tessa Jolls (USA)**

**President, Center for Media  
Literacy  
Founder of Consortium for  
Media Literacy**

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It has been my pleasure to form this first Regional Committee for our Chapter. Our sincere thanks go to the following dedicated members of our Regional Committee: Michael Hoechsmann (NA/Canada), Divina Frau Meigs (EU/France), Irene Andriopoulou (Mediterranean/Greece), Barbara McCormack (US), Yonty Friesem (US), Vitor Tome (Portugal), Normand Landry (Canada), Kristina Juraite (Lithuania).







## Global Youth Representative – Youth Sub-Committee

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The continuous innovation, creativity, adaptation and relevance of Media and Information Literacy (MIL) in present realities and future prospects is deeply connected to youth involvement and engagement. At the core of misinformation and disinformation are young people who are vanguards of preventing its viciousness and countering narratives to ensure a balanced society.

My vision for MIL is centered around my theory of change of a balanced trinity of socio-political, economic and technical realities where young people are the missing/connecting links and accelerators. The potential of young people will be the driving force of MIL's collective growth. As the world evolves so also the challenges of MIL becomes multidimensional, but also are the solutions and I believe the empowerment of young people is a catalyst for these solutions.

We have led the expansion of the UNESCO MIL Alliance across 5 regions (Africa, Asia - Pacific, Europe - North America, Latin America - Caribbean and Middle East - North Africa). Our efforts from 2018 led to the first ever Youth Declaration on MIL, an open letter to Heads of UN Delegations, Agencies and Presidents and on 25th November 2019, 193 countries at the 40th session of UNESCO General Conference unanimously adopted October 24-31 annually to celebrate Global Media and Information Literacy week. We continued this regional and global success by establishing national youth MIL networks for more localised impacts.

But the above are just drops in the ocean for the many possibilities we can achieve as young people and my vision is to see youth lead the charge, build synergies, co-own and co-develop the future of MIL.

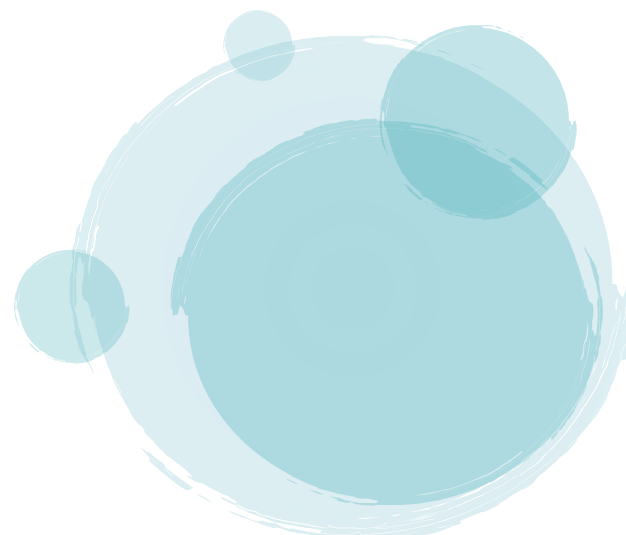


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**RENEWED VISION**  
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**UNESCO  
MIL Alliance**  
Media & Information Literacy for All

A UNESCO led-initiative multi-stakeholder initiative that aims to articulate actors in Media and Information Literacy field to develop a sustainable and fully literate society.

URL: <http://www.unesco.org/new/en/communication-and-information/media-development/media-literacy/global-alliance-for-partnerships-on-media-and-information-literacy/>

Facebook: @UNESCO MIL Alliance

