



**PROJECT REGISTRATION**

*Please fill out the form as completely as possible.*

We want to take part with the following project:

**Title:**

Description:

**Category:**             Video     Audio     Print media&Comics     Multimedia&New Media

**PROJECT DETAILS:**

Project leader /contact person:

Class Year:

Subject(s):

Number of participants:

**ADDRESS:**

Name of School:

Street / No.:

Postal Code / Town:

Telephone:

Country:

Fax:

E-Mail / Web-Adress:

Do you have the support of (a) **sponsor(s)**?

- No  
 Yes     Parents/Teachers Association     School     Private Sponsors  
                   Public Institutions                                     Others

Do you **require support** in the **Video category**?

- No  
 Yes     Coaching at your school, 1 day  
                   Camera and supervision at your school, 1 day  
                   Video editing in Vienna, 1 day

Some mla participants may be able to get support for their project. At present we can only offer this support to a limited number of projects in Vienna and the surrounding area in the category VIDEO (for project support for RADIO please see Schülerradio 1476). Please accept our apologies.

**mla Registration and Info** at:

**bm:ukk** Dept. Präs. 8 Media Education, Renate Holubek, Minoritenpaltz 5, A-1014 Vienna,  
E-Mail: [office@mediamanual.at](mailto:office@mediamanual.at), Tel: 0676 - 317 20 51

**What are the media literacy awards?**

bm:bwk, Department of Media Education at [www.mediamanual.at](http://www.mediamanual.at) organise the media literacy awards [mla] every year for the best and most innovative media education projects from European schools.

**Who can take part?**

Pupils and teachers from all classes are entitled to participate.

**You can submit any of the following to the mla:**

VIDEO - RADIO – PRINT MEDIA & COMICS – MULTIMEDIA & NEW MEDIA

Entries in these categories may be in any genre. They should be innovative, amusing, original, exciting and/or experimental. A jury will assess the contributions and will present the best.

**What are the themes?**

All themes are allowed.

**Project goals:**

"Being media competent is identical with the ability to think critically."  
(*Joseph Weizenbaum*)

Involvement with media in school can be many thing - complex, diverse, ambiguous, exciting and at times frustrating. By media we mean almost every method by which humans communicate something to each other, independent of the technology involved. We see words, images, graphics and sounds as the basic elements of the process which, even when considered more closely, still form the basis of even the most technologically complicated and costly "medium" of message transfer. It does not matter whether you want to criticise the content of the media and the media itself - ideally one is closely related to the other - the media literacy award is intended to motivate pupils to increase their ability to read and produce media texts.

**How can I/we register?**

It is easiest if you register electronically at [www.mediamanual.at](http://www.mediamanual.at) or in writing by post.

**Contributions** must arrive by the end of the school year.

**How will the work be assessed?**

A jury will choose the winners in each of the categories from all submitted entries.

**What happens if I/we win?**

The mla winners in all categories will be informed by the 30th September of the following school year. The winner will be introduced at [mediamanual.at](http://mediamanual.at) and on Media Festivals around Europe.