

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 schulerradio.at). Please accept our apologies.

mla Registration and Info at:

BMBF Dept. 7B Media Education, Renate Holubek, Minoritenpaltz 5, A-1014 Vienna, Austria
E-Mail: renate.holubek@bmbf.gv.at, Tel: 0676 - 317 20 51

What are the media literacy awards?

Federal Ministry of Education, Department of Media Education at 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 things - 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 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 and on Media Festivals around Europe.