



EYAG

Youth Advisory Group

2011-2012



Background

The European Association for Viewers' Interests (EAVI)

EAVI – European Association for Viewers Interests – is an International not-for-profit profit organisation active in the field of communication and media education.

EAVI was created to fill the institutional gap in representing citizens and media viewers at European level. Its primary objective is to promote and enhance viewers' interests and, more generally, citizens' and media users' interests at European level. Particular attention is paid to youth and the protection of children and minors.

In particular, as per the Articles of our Statute, EAVI aims to:

- Develop and promote Media Education, Social Responsibility and Active Citizenship, critical approaches towards the media, especially for minors and young people, and facilitate access to educational quality audiovisual programmes;
- Promote good practices in television programming, with particular attention to information and knowledge-based programmes, children and youth programmes, cultural and multicultural programmes. All these areas are crucial for fostering democratic growth, civic awareness and communication welfare in general;
- Engage the interests of European Institutions and influence EU policies in order to make the media consumers' point of view better reflected in policy decisions and in legislative dossiers which are under discussion at European level;
- Promote good practices in media responsibility and accountability, with particular attention to the instruments ensuring viewers' participation in media governance. Increasing responsiveness in the audience is becoming, in many EU Member States, one of the main policy targets, not only for broadcasters but also for regulatory authorities;
- Defend viewers from extreme forms of advertising intrusiveness. Advertising is part of our world and television is part of advertising. Nevertheless, audiences prefer commercial communications to be reasonably limited and to be clearly separated from TV programming;
- Defend public services' objectives and funding, because this is still a way of contributing – especially in the digital future – to the production of quality and challenging programming.

EAVI's current main activities deal in particular with a) the promotion of Media Literacy, b) maximising its impact engaging European Institutions interests and with c) the progressing effort for the development of the association by the active involvement of young people.

In order to achieve its objectives, EAVI intends to carry out a wide range of activities focusing mainly on the fields of European affairs and media education.

Many of the activities and initiatives carried out by EAVI involve citizens from all 27 EU Member States.



Experience

EAVI has experience in the field of media literacy and a wide knowledge acquired through the publication of studies and reports at European level (e.g. the Report *Broadcasting and Citizens*, a research on viewers' participation and media accountability in 29 European countries; and *the Study on the Current Trends and Approaches on Media Literacy in Europe*, covering 15 Member States).

As stated by the EC, "media literacy may be defined as the ability to access, analyse and evaluate the power of images, sounds and messages [...]. It should empower [citizens] with the critical thinking and creative problem-solving skills to make them judicious consumers and producers of information."¹

EAVI and Youth

EAVI places great importance on the necessity to build partnerships with young people and their networks and organisations, to enable their participation, ask their opinions and integrate their views into the work of EAVI. We strive to collaborate with young people in setting up projects in the areas of EAVI's competence.

EYAG, set up in 2008 is, according to the EAVI Statute, an advisory body to EAVI.

The EAVI Youth Advisory Group (EYAG) is integrated in EAVI's structure and aims to give youth a voice, to share new ideas, information and experience relating to media, active citizenship, education and new technologies. It is composed of young (16-30 years old) members representing their respective countries. There is at least one representative per European country.

EYAG can count on the EAVI platform (including over 30 collaboration agreements), facilities, know-how and resources.

Mission

EYAG aspires to be a network of proactive young people who together form an authoritative voice on issues related to media, active citizenship and democracy. EYAG aims to give a voice to the young people of each country we represent in order to assert an important influence on, and promote awareness of, media, democracy and active citizenship policies, projects and initiatives at the European level. In this way, EYAG members mobilises their creativity, expertise and perspectives for the benefit of other young Europeans. EYAG provides recommendations for EAVI's priorities and promotes, if necessary, campaigns and/or projects within their countries and organisations. Members allow for networking and collaboration that promote intercultural exchanges and awareness of linkages at national and international levels. As a consequence, EYAG members empower other youth at a local, national and European level.

Past Achievements

- EYAG members participated in the EAVI conference at the Spanish Senate in 2009. Two members gave a presentation at this high level conference, which was very well received. You can watch these presentations on the EAVI youtube channel.

¹ http://ec.europa.eu/avpolicy/media_literacy/index_en.htm



- EYAG members developed the concept of eavicamps. These are so-called barcamp conferences, or 'unconferences' for young people, which try to break down the traditional concept of a conference. In this way, anyone can contribute to the content of the conference, and everyone is welcome to speak. It is a highly participatory approach to a conference. EAVI held its first eavicamp in Modena, Italy in October 2010. Over 300 young people attended the conference, many of these speaking about their views on media and media literacy. Eavicamps, generated by EYAG, will be further developed and EAVI plans on holding additional eavicamps in other countries.
- EYAG designed a new poster for the EAVI conference in the Spanish Senate. This poster can be found on our website and has become an iconic image for EAVI and symbolises what we aim to do.
- EYAG assisted in the elaboration of the CinELmotion project. The members did a brainstorming exercise to formulate ideas for the project. They also gave feedback on the work-plan and helped to evaluate the project.
- EYAG has developed its own blog: mediaaware. This blog features interesting and provocative articles on the media written by EYAG members.
- EYAG has recently produced its first audiovisual product in the form of an infomercial. This will be used to recruit new EYAG members as part of the 2011 EYAG Recruitment Campaign.

Objectives

In order to complete its mission, EYAG has the following objectives:

- Be a space for the members to interact and share information for their mutual benefit.
- Promote EYAG's priorities and projects by establishing and maintaining links with organisations and networks that have similar goals
- Contribute to EAVI's annual conference, other conferences and relevant events and activities
- Give advice, support and contributions to EAVI projects and initiatives
- Establish regular communication among EYAG members and between members and the coordinator(s) in order to have a meaningful dialogue, share experiences, information, knowledge
- Support other members of EYAG as appropriate

Specific 2011 Objectives

1. Have over 20 EYAG members by the end of the year
2. Have regular communication and flow of information among EYAG members
3. Have active EYAG online platforms
4. Create a database of EYAG members' skills and interests



Activities 2011- 2012

To achieve EYAG's objectives, specific activities are planned for 2011:

- To produce a recruitment campaign in order to reach over 20 members by the end of the year. These members should principally be made up of the 27 EU countries, but we also welcome members from non-EU countries
- To contribute to the creation, design and awareness-arising of an Active Citizenship and Media Award
- To promote awareness of EYAG's activities and objectives through online platforms
- The creation of an EYAG-newsletter (possibly linked to the EAVI newsletter) with information provided by EYAG members
- To contribute to and represent EYAG at the International Youth Media Summit in Belgrade, August 2011
- To contribute to and present at the EAVI conference in Budapest, October 2011
- To participate in other conferences if and when possible
- Develop a platform for sharing audiovisual material
- To look into the possibility of developing a project with EYAG members (and their networks and/or organisations). This may involve further collaboration with other youth organisations
- Further development of the EYAG blogs



EYAG Member Mandate

To achieve EYAG's objectives, members are expected to fulfill the following mandates:

- 1) Liaison Role
- 2) Participatory Role
- 3) Advisory Role

By communicating with the coordinator(s) of EYAG, members help to identify the views and priorities of young people in their countries, thus providing recommendations, whilst also informing about developments at regional and national level in relation to the interests of EYAG and EAVI.

1) Liaison Role

- Liaise between organisations, networks and EYAG members to explore possible areas of collaboration
- As an advocate of your country - endeavour to find out the views and priorities of young people in your country, as well as national developments, in order to inform EAVI and our networks. Likewise, advocate and inform young people about relevant activities/initiatives of EYAG and EAVI
- Inform EYAG and EAVI of activities and events (e.g. conferences, projects etc) that could be related to EYAG and EAVI's priorities and concerns
- Provide feedback on events and activities that could be of interest
- Report to the EYAG coordinator and the rest of the group at least once a month or on request
- Liaise with the other EYAG members

2) Advisory Role

- Provide feedback on EYAG/EAVI documents, projects, proposals etc.
- Recommend activities and initiatives relevant to EAVI's mission
- Provide input, if necessary, for the EAVI conference and/or other conferences where EAVI is participating

3) Participatory Role

- Take part in the monthly meetings and, if possible, meetings at the Brussels office
- Initiate or contribute to the development of projects in line with EYAG's and EAVI's mission
- Participate in the annual EAVI conference and/or other activities (a selection process might take place)
- Where possible, take part in events related to EYAG/EAVI's mission, and provide the group with feedback on relevant information



Members' Mandates

There should be (at least) one representative per European country.

Once selected, members have a mandate for one year (renewable).

Members should:

- send their detailed profile to the coordinator (including their skills, knowledge, specific interests, languages skills etc.)
- take part in monthly meetings (online)
- take part, if possible, in face-to-face meetings in Brussels

Provide an update **once a month** of:

- 1) any regional and national developments relevant to EYAG
- 2) any events/ initiatives that could be interesting for EYAG
- 3) reports of any relevant conferences/workshops
- 4) other items such as ideas, articles projects, stories, photos etc.

Provide an update **once every four months** of:

- 1) what they have accomplished or are presently working on in relation to the three areas of their role (Liaison, Advisory, Participatory).
- 2) any difficulties encountered and good practices to be shared
- 3) some sort of contribution for the EYAG blog (article, photo, graphic, idea etc.)

Meetings will be chaired by the members, in rotation.

Please note that if a member is inactive and/or unresponsive for several months, the coordinator can decide at her/his discretion to remove them from the group.

Coordinator's Role – member of staff EAVI

- Responsible for selecting new members and reassessing member's mandates
- Share relevant information with the group (opportunities, events, contests, articles etc.)
- Collate the EYAG newsletter
- Provide documents for feedback or advice from the group
- Provide support, as far as possible, to EYAG members in their activities for EYAG
- Provide sources of expertise, if possible, as requested by EYAG members.

Assistant Coordinator – volunteer role

- Gather member updates on a monthly basis to send to the Coordinator
- Help to organise meetings, etc.

Media Coordinator – volunteer role

This position is suitable for someone who is highly skilled in IT and can update websites, social media, create graphics/images, as necessary.