



# Media Literacy 2024

EPRA, EMIL presentation

# Media Literacy 2024 Memorandum

CEM signed memorandum for cooperation with Ministry of Culture, ABRO, BNT, BNR and The Media Literacy Coalition in support of various media literacy activities during the current year.



## Media content consumption among kids Research



78% watch TV



64% search content online



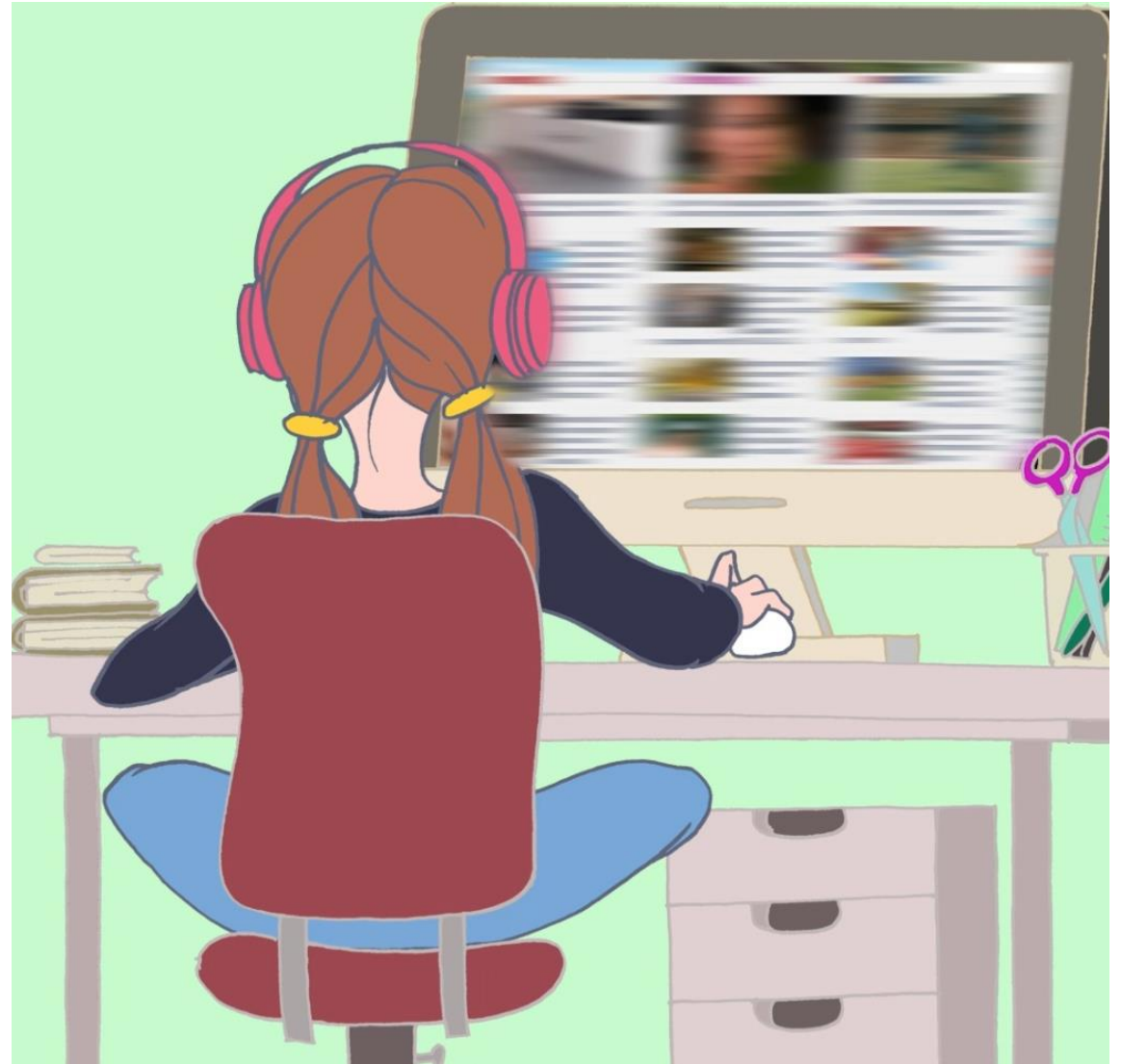
54% spend time with friends



## Media Literacy 2024 Audio and Video Campaign "Check before you trust"

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- Type of the practice – campaign
- Target group – general population, kids
- Theme - factchecking, deepfake disinformation, online scams, cyberbullying
- Duration July-September 2024
- Competences – critical thinking, evaluation of information
- Reach – national
- Link – <https://www.cem.bg/infobg/463>



# Media Literacy 2024 Campaign Results

1681 times the audio was aired in Radio Play Media

800 times the audio was aired on Bulgarian National Radio

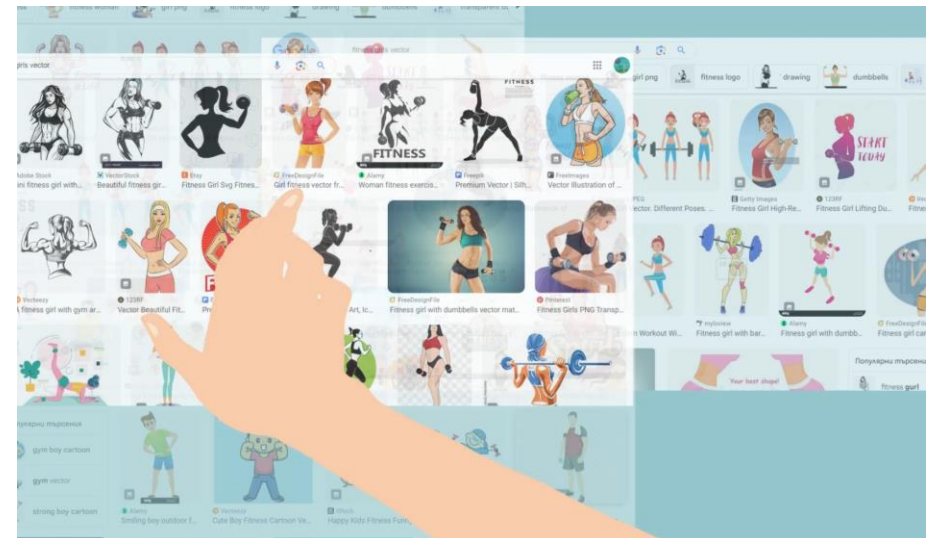
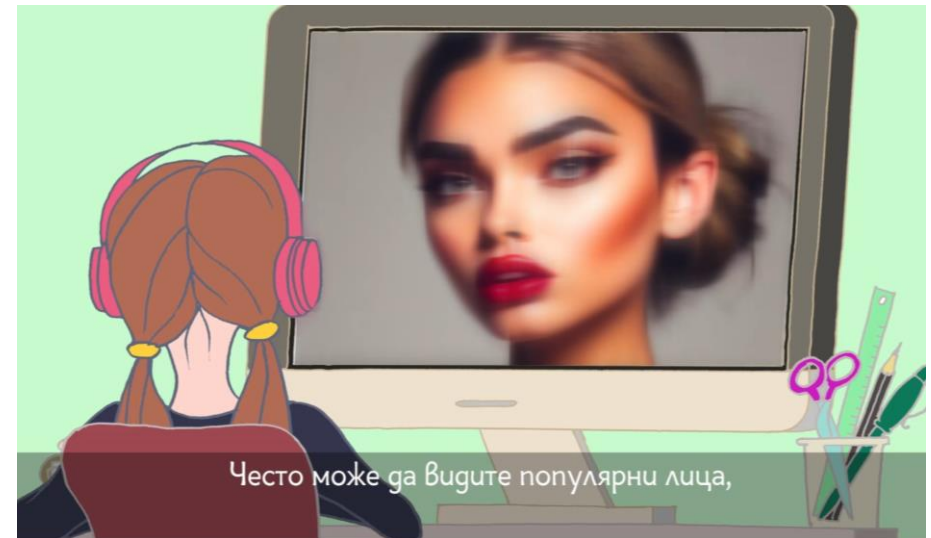
531 times the video was aired on BTV Media Group

336 times the video was aired on Bulgaria On Air

178 times the video was aired on Nova Broadcasting Group

50 times the video was aired on Bulgarian National Television

The video and audio was broadcasted more than 3500 times in various electronic media outlets.



# Media Literacy Activities

- Extending the scope and duration of the Memorandum for cooperation
- Workshops for journalists
- Training and hackatons for students

