

THANK YOU VERY MUCH FOR GIVING US THE OPPORTUNITY TO PRESENT OUR ASSOCIATION – ALPMJ – AND THE WORK WE HAVE BEEN DOING.

A SPECIAL THANKS TO ANTHONY BELLANGER, LUÍS MENÉNDEZ, MEU QUERIDO AMIGO, AND ALSO LUÍS SIMÕES, PRESIDENT OF OUR JOURNALISTS' UNION IN PORTUGAL, FOR THE STRONG SUPPORT.

FIRST OF ALL, I WANT TO SALUTE THE FUNDAMENTAL ROLE OF THE INTERNATIONAL FEDERATION OF JOURNALISTS AND SHARE MY SOLIDARITY WITH ALL JOURNALISTS FACING DANGERS AND THREATS AROUND THE WORLD.

IN THE PRESENT CONTEXT, DESINFORMATION IS LITERALLY KILLING – AND MEDIA LITERACY IS THE ANTIDOTE.

SAYING THAT, HOW CAN JOURNALISTS GET INVOLVED IN MEDIA LITERACY AND WHY IS IT IMPORTANT?

I'M HERE TO PRESENT YOU WHAT STARTED TO BE A PROJECT AND BECAME AN ASSOCIATION.

### **WHAT DO WE FOCUS ON?**

MEDIA LITERACY AND JOURNALISM, ALL COMBINED.

WE CAN RESUME IT TO FOUR ESSENTIAL PILLARS:

UNDERSTAND THE MEDIA;

PROMOTE CRITICAL THINKING;

IDENTIFY AND COPE WITH DISINFORMATION;

SUPPORT THE ROLE OF JOURNALISM IN DEMOCRATIC SOCIETIES.

### **WHAT RESULTS DO WE HAVE TO SHOW?**

- WE HAVE TRAINED A POOL OF **MORE THAN 200 JOURNALISTS**, ACADEMICS, RESEARCHERS AND OTHER COMMUNICATION EXPERTS, SPREAD ALL OVER PORTUGAL, INCLUDING ISLANDS, AND 12 PROFESSIONALS IN CABO VERDE, AN AFRICAN PORTUGUESE SPEAKING ARCHIPELAGO.
- HOW DO WE CHOOSE THEM? EITHER BY THEIR PROFILES OR BECAUSE THEY WERE SUGGESTED TO US BY PEOPLE WE TRUST. WE DON'T DO OPEN CALLS.
- WHAT NEXT? WE SHARE OUR PROFILES IN AN OFFICIAL WEBSITE, OPEN TO THE PUBLIC, WHO CAN SEE WHO WE ARE AND WHAT WE DO. AND WE BECOME AVAILABLE TO MEDIA LITERACY SESSIONS IN ALL FORMATS.
- THOSE TRAINERS HAVE ALREADY **TRAINED AROUND 500 SCHOOL TEACHERS** IN PORTUGAL AND HAVE GIVEN SUPPORT TO MORE THAN **100**

**MEDIA LITERACY PROJECTS IN SCHOOLS, INVOLVING AROUND 8.000 STUDENTS.**

- WE HAVE ALSO ORGANISED MEDIA LITERACY SESSIONS FOR DOZENS OF **SENIOR PEOPLE**.
- ALPMJ IS CURRENTLY A PARTNER IN **THREE EUROPEAN PROJECTS** AND A FOCAL POINT FOR NATIONAL ENTITIES WORKING ON MEDIA LITERACY.

**HOW DID IT ALL BEGUN?**

THE PROJECT HAS STARTED WITHIN THE PORTUGUESE JOURNALISTS' UNION, WHEN I WAS PRESIDENT, AND AFTER WE WERE ASSIGNED IN A JOURNALISTS' CONGRESS TO ADDRESS MEDIA LITERACY. WE DID SO FINDING THE BIGGEST MEDIA LITERACY EXPERT IN PORTUGAL, VÍTOR TOMÉ, BOTH A JOURNALIST AND AN ACADEMIC, CALLING HIM TO HELP US DESIGN AN APPROACH.

IN 2020 WE FELT THE NEED TO TRANSFORM AN UNION PROJECT INTO AN INDEPENDENT AND SMALL NON-PROFIT ORGANIZATION, MAINLY TO BE ABLE TO APPLY FOR EU FUNDING. BUT WE DID THAT MAINTANING A CLOSE RELATION WITH THE UNION – WE STILL SHARE THE SAME FISCAL ADDRESS AND WE HAVE A COLLABORATION PROTOCOL.

OUR ASSOCIATION IS CURRENTLY PARTNER IN THE FOLLOWING EUROPEAN PROJECTS:

IBERIFIER – IBERIAN DIGITAL MEDIA OBSERVATORY;

MELISE – MEDIA LITERACY FOR SENIORS;

CIVIC HYPE, AIMED AT STRENGTHEN CIVIC ENGAGEMENT, UPHOLD EU VALUES, AND COUNTER THE GROWING THREATS POSED BY DISINFORMATION AND MANIPULATION IN DEMOCRATIC PROCESSES.

IN THE ACTIVITIES WE DO FOR THOSE EU PROJECTS AND ALSO SOME OTHERS WE PROGRAM OURSELVES WE ARE OFFERING TRAINING TO SEVERAL TARGET AUDIENCES; JOURNALISTS AND JOURNALISM STUDENTS; SCHOOL TEACHERS; YOUNGSTERS AND CHILDREN; SENIORS.

WE BELIEVE OUR WAY OF DOING CAN BE REPLICATED IN OTHER GEOGRAPHIES. AND WE PROFOUNDLY BELIEVE JOURNALISTS HAVE TO GET INVOLVED IN PROMOTING MEDIA LITERACY AMONG ALL AUDIENCES. BECAUSE NOBODY IS BETTER ON EXPLAINING HOW JOURNALISM WORKS AND WHY IS IT IMPORTANT THAN JOURNALISTS THEMSELVES.

THANK YOU SO MUCH FOR LISTENING. I'LL BE AROUND IF YOU WANT TO KNOW MORE. I WISH YOU ALL THE BEST FOR THIS CENTENARY CONGRESS!