Newsletter No. 3

m-com community media empowering program

We are a European project partnership working on a Leonardo-Da-Vinci European Project:

Community Media Empowering Program (m – Com).

We are partners from Cyprus, Spain, Italy, Greece, France, Poland and Turkey.

November 2013: Associazione "Comunicareilsociale.it" from Molfetta (IT) hosted the 4th transnational partnership meeting of the Community Media Empowering Program.

The fourth partners meeting of the m-Com Project was hosted by the Italian organization Associazione "Comunicareilsociale.it".

The fourth partners meeting of the m-Com Project was hosted by Italian organization Associazione "Comunicareilsociale.it", thank you all for the great organization. We finalize the best practices for each partner and modules. Work in progress! This was another step forward for the goals of the project.

Why Community Media?

In our times, Economy is not the only one that is in crisis in Europe: It is also a Society and Democracy crisis and there is an urgent and serious need for Civil Society empowerment. The EU/CoE Member States work together to increase Civil Society capacity, understanding its role both for the future of democracy and civil participation.

In order to achieve Civil Society's empowerment it is necessary to make its voice heard. And thus is has been identified that in order to build Civil Society capacity, its media capacity must be increased. Community Media is comprised of a set of the tools and networks that Civil Society can use in order to make its voice heard and thus be empowered.

There are many reasons – often highly contextual – why CSOs cannot make their message heard in the society by reaching media (in some countries more than others): difficulties to learn new methods and technologies, discord/no communication routes and networks with traditional mass media, or a lack of motivation, guidance or training / support.

In the same Resolution, the European Parliament "Advised Member States, without causing detriment to traditional media, to give legal recognition to community media as a distinct group alongside commercial and public media where such recognition is still lacking" and "Calls on the Commission to take into account community media as an alternative, bottom-up solution for increasing media pluralism when designing indicators for media pluralism.".

In order for Community Media to reach this aim, achieving homogeneity of CSOs media capacity in Europe, there is a need for co-creation of such training frameworks and programmes and partnerships/networks among community media and related NGOs in Europe.

If you are interested in learning how to empower your media-outreach skills, please visit our website at: m-com.aimcy.eu

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