

Consultation response form

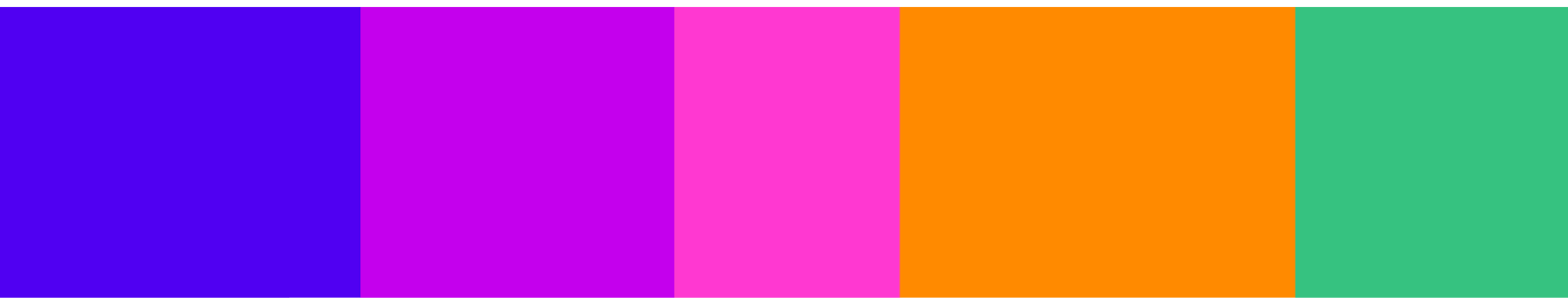
Please complete this form in full and return to [MSOM SoR Consultation@ofcom.org.uk](mailto:MSOM_SoR_Consultation@ofcom.org.uk).

Consultation title	How to promote Media Literacy: Consultation on recommendations for online platforms, broadcasters and services
Full name	Beth Parkes
Contact phone number	
Representing (delete as appropriate)	Organisation
Organisation name	Impress
Email address	

Confidentiality

We ask for your contact details along with your response so that we can engage with you on this consultation. For further information about how Ofcom handles your personal information and your corresponding rights, see [Ofcom's General Privacy Statement](#).

Your details: We will keep your contact number and email address confidential. Is there anything else you want to keep confidential? Delete as appropriate.	Nothing
Your response: Please indicate how much of your response you want to keep confidential. Delete as appropriate.	None)
For confidential responses, can Ofcom publish a reference to the contents of your response?	Yes



Your response

Question	Your response
<p>Question 1: Is it clear which types of organisations the 10 proposed recommendations are aimed at? Please provide reasons and evidence to support your answer.</p>	<p>Confidential? – N</p> <p>Yes</p>
<p>Question 2: Do you have any comments on whether they should apply to all organisations, including those of different sizes and operating models? Please provide reasons and evidence to support your answer.</p>	<p>Confidential? – N</p> <p>They should apply to all organisations, but dependent on size and operating models, timelines and expectations should be altered.</p>
<p>Question 3: Do you have any comments on the proposed recommendations? Please provide comments in particular on their effectiveness, applicability or risks. Please provide evidence to support your answer.</p>	<p>Confidential? – N</p> <p>2 and 3: require large overhauls of technology in some cases and may take a long time / see reticence from corporations to change practices being non-mandatory recommendations.</p> <p>8. Investment is key – local community networks / groups / publications rarely have the funds to pay staff let alone pay for training. Getting tech platforms to invest in media literacy would be key.</p>
<p>Question 4: Are there any other additional recommendations you think we should consider? If so, please provide evidence to support your comment.</p>	<p>Confidential? – N</p> <p>Offer specifically targeted education packages to all age groups on media literacy and ethics – Impress has recently developed a course for this service.</p>
<p>Question 5: Do you have any examples or suggestions of ways of encouraging services to adopt these recommendations?</p>	<p>Confidential? – N</p> <p>Working with partners in the industry such as Impress, alongside integration of education in communities will especially help with empowering people, providing knowledge, and supporting vulnerable groups.</p>
<p>Question 6: Do you have any comments on our impact assessment, rights assessment, equality impact as-</p>	<p>N/A</p>

Question	Your response
assessment and Welsh language assessment? Please provide evidence in support your answer.	

Please tell us how you came across about this consultation.

- Email from Ofcom
- Saw it on social media
- Found it on Ofcom's website
- Found it on another website
- Heard about it on TV or radio
- Read about it in a newspaper or magazine
- Heard about it at an event
- Somebody told me or shared it with me
- Other (please specify)

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