

Consultation response form

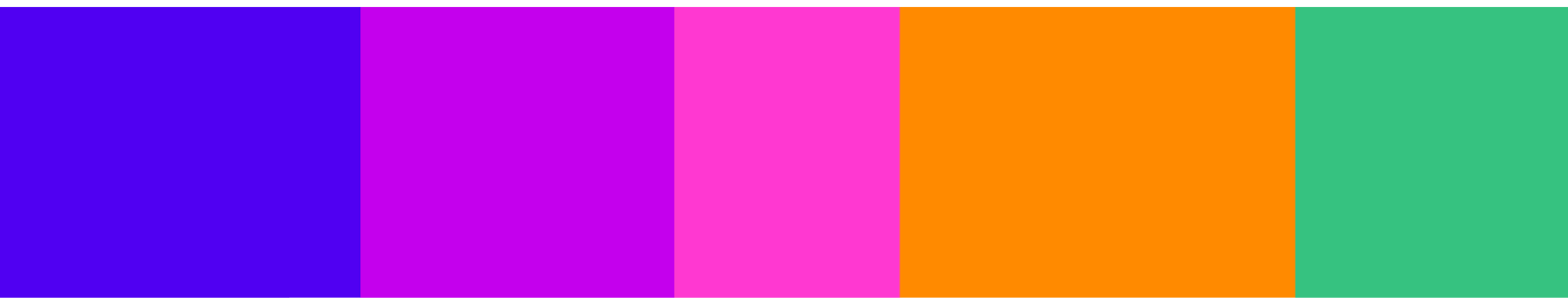
Please complete this form in full and return to [MSOM SoR Consultation@ofcom.org.uk](mailto:MSOM_SoR_Consultation@ofcom.org.uk).

Consultation title	How to promote Media Literacy: Consultation on recommendations for online platforms, broadcasters and services
Full name	Chris Butcher
Contact phone number	
Representing (delete as appropriate)	Organisation
Organisation name	WEA (Workers' Educational Association)
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?	



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>Yes it is clear. From the point of view of an education charity such as the WEA, we recognise that learners obtain information through a wide range of channels and sources and it is important that best practice in promoting media literacy is applicable to all of them</p> <p>Confidential? – N</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>Yes they should apply to all for similar reasons – users will access content through many different channels</p> <p>Confidential? – N</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>We agree with all of the recommendations and especially would like to point to the importance of recommendation 6 – empowering and engaging expert third parties. Trusted organisations which engage with the users of content and which can provide context and critical skills will make a strong case for media literacy.</p> <p>Like many community adult education organisations, we support adults who are under-represented in education & training (and often also in public services as a whole): around 52% are over 50 years old, 65% have received Universal Credit, 49% had been unemployed for more than three years.</p> <p>Reaching groups such as these, who may lack support in other areas, to educate and inform about media literacy is vital.</p> <p>The community adult education sector could be a very strong ally here, with reach into some of groups which are identified in the report as needing most support. The WEA has already made a contribution to this by providing a free course in tackling misinformation and disinformation, available via our website .</p> <p>Confidential? – N</p>

Question	Your response
<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>It may be helpful to include a recommendation for online platforms to engage with Strategic Combined (Mayoral) Authorities as they develop skills strategies (using devolved Adult Skills Fund) to incorporate media literacy approaches.</p> <p>Confidential? – N</p>
<p>Question 5: Do you have any examples or suggestions of ways of encouraging services to adopt these recommendations?</p>	<p>No</p> <p>Confidential? – N</p>
<p>Question 6: Do you have any comments on our impact assessment, rights assessment, equality impact assessment and Welsh language assessment? Please provide evidence in support your answer.</p>	<p>We feel that the approach is correct and again point to the importance of engaging with trusted and expert third parties, especially charities where they can provide additional support for underserved communities</p> <p>Confidential? – Y / N</p>

Please tell us how you came across about this consultation.

- Email from Ofcom
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- 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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