



CENTRE FOR MEDIA AND INFORMATION LITERACY



WHO WE ARE?

Centre for Media and Information Literacy (CMIL) is a non-profit organization committed to promote Critical Information Consumption (CIC) and Digital Media and Information Literacy (DMIL) among people of all ages enabling them to make informed and rational decisions in their democratic life effectively by tackling all misleading disinformation and media manipulation.



VISION

To build practical competencies and the resilience required by citizens to deal with disinformation and all forms of information falsehoods.



MISSION

To be the leader in educating citizens on digital media and information literacy, critical thinking and rational information consumption skills, through training, research and advocacy.



OBJECTIVES

To enhance the competence of citizens on critical thinking, rational news and information consumption and active digital citizenship.

To conduct and disseminate research on the impacts of disinformation and media manipulation and to advocate the informed citizenship.

OUR APPROACH

The CMIL operational approach is informed by the following identified principles.

DIGITAL MEDIA AND INFORMATION LITERACY (DMIL) AS A LIFE SKILL:

We strongly believe that DMIL is one of the core life skills of the 21st century, which enables citizens to make highly informed decisions about the democratic engagement.

ENGAGE CITIZENS OF ALL AGE GROUPS:

We believe that the increase of disinformation and media manipulation affects all sections of the populace, regardless of their status and age. Therefore, constant and creative engagement with citizens of all ages is vital.

DIGITAL CITIZENSHIP: Rapid development of technology, growing use of social media and mobile phones have made every individual a digital citizen. Tons of Information reach each citizen in every single minute. Increased accessibility requires increased responsibility.

NOT JUST CONSUMPTION: The broader goal of CMIL is not only to promote rational news and information consumption, but also to enhance people's ability to contribute to and produce factual information along with authentic media content.



OUR VALUES

The following values guide, inform and shape what we do and how we do it.

IMPACT ORIENTATION: We assess impacts in all aspects of work undertaken. Our goal-driven team is committed to achieve desired results through continuous learning, adaptation and evaluation.

INCLUSIVITY: We are diverse and believe in diversity. In every aspect of development and implementation we want to be as inclusive as possible and, ensure that our beneficiaries represent all segments of our communities.

SENSITIVITY: Both internally and externally we are sensitive to the needs and circumstances of our people. We firmly believe that without being sensitive to diversity we cannot deliver a solution acceptable to all.

EMPATHETIC: We listen to those who we work with, those who we are working for, and design solutions in partnership with them.

LEARNING: We learn from our successes, our errors, the experiences of others, and the latest researches. We believe that learning is a lifelong process and our learning and reflections should happen every day.

OUR PROGRAMS

PROVIDING CREDIBLE INFORMATION

CMIL has partnered with IREX and several local partners in producing more than 100 interactive online media programs: #MediaCorpsWatch - providing credible information for the benefit of thousands of rural communities affected by COVID-19. By engaging hundreds of mobile journalists across the country, CMIL debunked a large amount of disinformation around COVID-19.

STORIES ON ECONOMIC CHALLENGES

Due to the pandemic situation, the economies of small scale business-holders, women that are managing rural businesses, individuals running self-employments, farmers, etc. were severely hampered CMIL used mobile journalism and social media as innovative tools to address their livelihood challenges. CMIL's reporting program resulted such affected people to be assisted by the local and foreign supporters.

CRITICAL MEDIA CONSUMPTION AND MEDIA LITERACY

CMIL together with **NEWSEUMED** and several local organizations organized series of workshops on critical media consumption and media literacy to equip younger generation to counter increasing disinformation and media manipulations. These workshops were organized through universities, higher educational institutes and youth networks in various parts of the country.





CAPTURE DIVERSITY

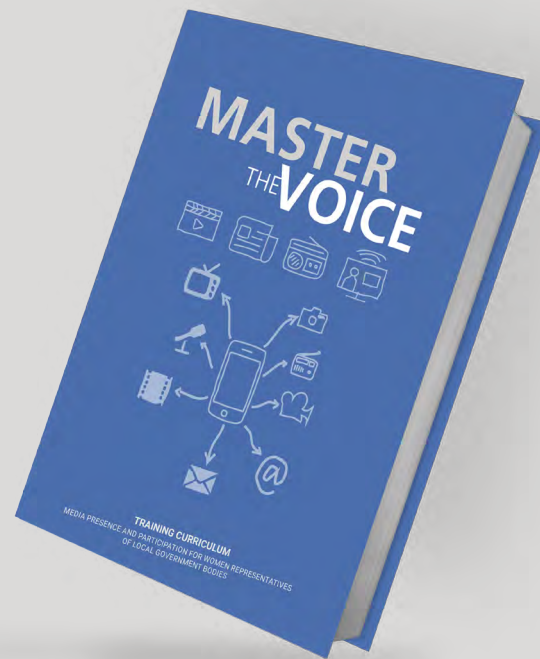
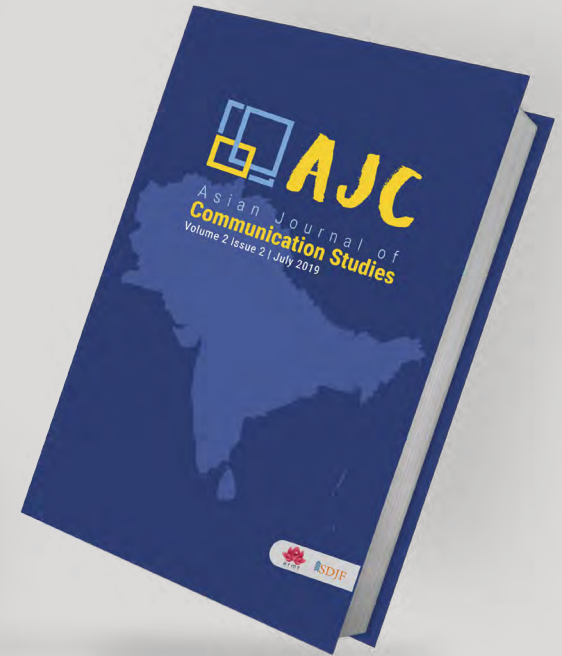
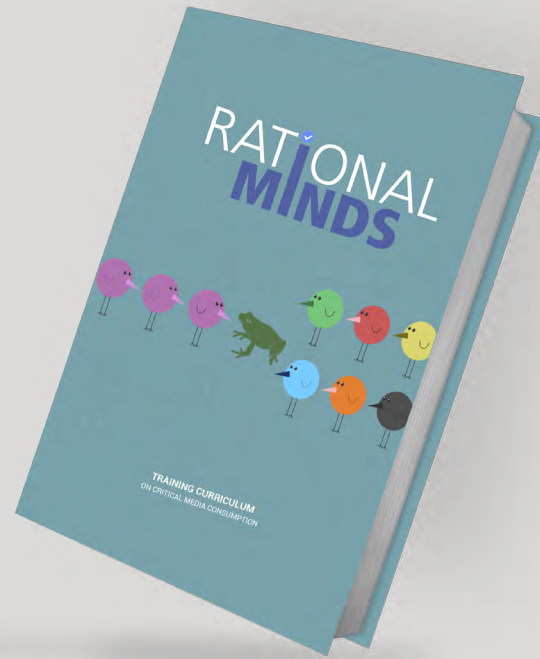
The advantage of CMIL to reach-out a larger population is that its pool of women storytellers. With the support from U. S. Embassy, CMIL engaged 10 women mobile storytellers from different faiths, ethnic, language and geographic backgrounds to engage in each other's culture and produce mobile video stories highlighting the diversity of Sri Lankan communities.

EMPOWERING WOMEN POLITICIANS

Media plays a significant role in amplifying the voice of women in the local government bodies. While media provides those women representatives a platform to participate in democratic discussions and debate, it helps them express their ideas and articulate fair dissents too. However, it is only 1% of the women in those local government bodies are using media for such purposes. CMIL trained 20 women representatives on media participation and critical media consumption. At least 60% of women representatives became active users of media, as a result.

PUBLICATION AND MEDIA PRODUCTION SERVICES

In order to advance the mission of the CMIL, it provides consultancy services to the non-profit organizations, corporate entities and the public institutions on media production: video editing, filming, short documentaries, project videos, translation, and graphic designing. CMIL has highly qualified members who are the beneficiaries of its program to provide such services innovatively.



OUR STRENGTHS



120 young trained mobile journalists



100+ news magazine programs



Highly experienced technical team



CMIL's programs have resulted
policy changes



SUPPORTERS & PARTNERS



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