UNESCO/APC multimedia training kit launched

'The farmers' co-operative that uses our tele-centre can never find the information they want online. I want to offer them basic internet training but I don't have materials.'

'A women's group I have trained has been offered a regular 15-minute spot on a local radio show. They've asked me for a workshop on script-writing but my experience is in writing for the web, not radio.'

More and more people are seeing the creative potential of linking the internet to more traditional communication technologies, particularly radio and television.

A structured multimedia training kit
The UNESCO/APC Multimedia Training Kit (MMTK) provides trainers in tele-centres, community media organisations, and the development sector with a structured set of materials to help make that jump between new and traditional media or train in a new skill area.

The materials cover a range of multimedia areas like 'presenting on radio' and 'writing for the web' as well as topics such as 'co-operative problem solving'. The MMTK is a growing collection, and new topics will be added in the months to come.

Materials follow a standard format and so can be used as interchangeable building blocks from which trainers can build up face-to-face training appropriate for their different contexts. So, a trainer running a workshop on information skills for a women's organisation could choose components from the 'Searching the internet' unit and the 'Violence against women' module and combine them into a single workshop kit. Individuals can also use many of the materials for self-instruction.

Each unit includes notes for trainers on running the workshop, a handout for workshop participants, exercises, a list of additional resources, a glossary of terms, a copyright statement and workshop and materials evaluation forms. Many units contain additional resources such as presentations, detailed manuals for trainers, and case studies of how the tools in question are being used in different contexts.
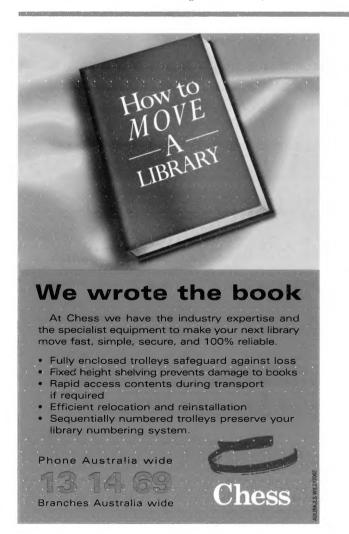
Free to use
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A partnership project
The MMTK is a multi-stakeholder initiative involving the Association for Progressive Communications (APC), UNESCO, OneWorld International, AMARC, the International Institute for Communication and Development (IICD), Search for Common Ground, Radio for Development, and the Food and Agriculture Organization of the United Nations (FAO).

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