

Issue Date: January 30, 2019

Issue Number: Tong-Chuan-Nei-Rong-Zi No. 10848001571

**Subject: Applications for Media Literacy Workshop subsidies
2019**

**Basis: Standardized handling in accordance with the budget
subsidies of the National Communications Commission
(the NCC)**

Announcements:

1. **Purpose:** To enhance the public's media literacy and strengthen their skills to recognize and identify media content. In addition, there is the aim to encourage the broadcasting & television industry, colleges and universities, and non-governmental institutions to establish various educational programs on media literacy and apply for subsidies. Such programs should include enhancing the understanding, interpretation, and analysis of the media – and access to it. Moreover, discussions on gender quality (including dispelling gender role stereotypes, marriage equality, and understanding LGBTI), communication rights of different ethnic groups, people with disabilities, and judicial human rights should also be components in the

aforementioned programs.

2. Eligibility:

(1) Non-governmental radio broadcasting businesses, terrestrial television businesses, satellite radio & television businesses, and cable radio & television businesses (including cable television program broadcasting systems).

(2) Colleges & universities, foundations, juridical associations, and other social organizations related to communications (with the exception of colleges & universities, proof of registration or filing is required to be submitted).

3. Coverage:

(1) Organization of a “media literacy workshop” event

(2) Organization of the aforementioned events in rural areas (see att.1), eastern Taiwan, and offshore islands will be prioritized for subsidies.

4. Provisional sum: NT\$1 million

5. Funding usage: Organization of free-to-attend media literacy workshop events for the general public (including children, adolescents, people with disabilities, and other

minorities).

6. Event timetabling and applications:

(1) Event timetabling: Beginning from the issuance of this notice until December 31, 2019. The NCC shall close applications once all funds have been successfully allocated.

(2) Applications: Each organization wishing to be considered must submit to the NCC an application form in the format of attachment 2 with detailed descriptions and plans for the event.

7. Subsidized items and criteria:

(1) Hourly fees and transportation fees of lecturers, limited to those speaking:

i. Fee per lecture is NT\$2,000 (each lecture is 50 minutes; a 90-minute lecture will be considered as two lectures. Those who do not fulfill the required time will be paid half the standard fees).

ii. Transportation fees for long-distance trips (over 30 kilometers); reimbursement can be provided for the verifiable and necessary usage of airplanes, public buses, trains, high-speed trains, mass rapid transit

systems (metro), and ships.

(2) Lecture assistant fees: College and university student assistants are entitled to be paid NT\$1,200 for a full day and NT\$600 for a half day.

(3) Venue decoration fees: Based on actual expenditure; limited to a maximum of NT\$3,000 per event

(4) Digital teaching material fees:

i. Digital teaching material content:

i. Digital audio & video material: Audiovisual recordings and streaming of lectures (teaching material will be composed primarily of teaching recordings accompanied by presentations, subtitles, and lecture handouts). Each lecture (50min.) included in an application will be reimbursed NT\$1,000; each application can apply for a maximum reimbursement of NT\$6,000.

ii. Digital broadcasting: Lectures will be audio recorded. Each lecture (50min.) to be digitally broadcast in an application will be reimbursed NT\$500; each application can apply for a

maximum reimbursement of NT\$3,000.

- ii. Digital teaching materials must be published on designated internet platforms for at least 30 days.
- (5) Lecture handout fees: Based on actual expenditure; limited to a maximum reimbursement of NT\$100 per participant (staff included).
 - (6) Meal fees: Based on actual expenditure; limited to a maximum reimbursement of NT\$130 for each full day and NT\$80 for each half day per participant (staff included).
 - (7) Insurance fees: For the purchase of public liability insurance for workshop participants. Based on actual expenditure; limited to a maximum reimbursement of NT\$50 per person for each day (half day included).
 - (8) Staff transportation fees: To facilitate staff transportation for events organized in rural areas (see att.1), eastern Taiwan, and offshore islands. Based on actual expenditure; limited to a maximum of NT\$15,000 per application. Reimbursed expenses include:
 - i. Expenses related to the necessary usage of airplanes,

public or charter buses/automobiles, trains, high-speed rails, metros, and ships.

ii. For events organized in regions that lack public transport, each staff member (lecturers included) may be reimbursed a maximum of NT\$250.

8. Requests for funds: Each organization wishing to be considered for the subsidy by the NCC shall submit the following documents within 45 days of the end of its event:

(1) Receipts demonstrating expenses equal to the subsidy amount being requested (under the name of the Commission).

(2) Two copies of the Project Report (att.3) (including event photos).

(3) Other related documentation.

(4) Distribution of funding form and funding invoice form (including detailed invoices of all event expenditure and detailed invoices of subsidies (or donations) from the NCC and other organizations).

(5) Media literacy teaching materials (including digital copies).

(6) Documentation of performance indicators

- i. Attendance records.
- ii. Evaluation of media literacy and analysis of the passing rate: Test participants are evaluated for their understanding of communication access and/or media literacy. The number of participants and the number of participants who pass the test(s) are collected for analysis. Passing rates must reach 95%.
- iii. Copies of the evaluation forms for the understanding of communication access or media literacy.
- iv. Link to uploaded digital teaching material and a description of the period of publication and the link's click-through rate or engagement rate.

(7) Authorization certificate specified in item 9.4 of this public notice.

9. Miscellaneous notices:

- (1) Applications with event plans not in accordance with regulations or with missing documents shall be denied.
- (2) Application documents and attachments shall not be returned to applicants.

- (3) Lecture handouts, teaching materials, software or related documents produced with this subsidy should follow the regulations stipulated in the Copyright Act. The NCC retains the right to examine any documents prior to release, print, or publication. Organizations wishing to be considered may not refuse such requests.
- (4) The copyright owners of the aforementioned documents should authorize the NCC to openly present and use the documents for non-profit purposes and allow for said documents to be used for teaching and learning purposes in academic settings. Copyright owners should promise not to exercise moral rights against the NCC. In the case that such documents involve a third party in its production, the applying organization should request authorization from the third party and obtain written consent permanently authorizing the NCC to remake, issue, publicly release, broadcast, and transmit the document(s) nationally and internationally.
- (5) Personnel of organizations wishing to be considered are encouraged to participate in the media literacy workshop events.

(6) Matters not addressed in this public notice shall be handled in accordance with the NCC's budget subsidy procedures.