



December 1, 2020

#IWASFAKE Digital Campaign Challenge

To: Schools Division / City Superintendents
Public and Private Secondary Schools Heads
All Others Concerned

As part of our #IWASFAKE counter-disinformation project, Out of The Box Media Literacy Initiative (OOTB) will hold a **Digital Campaign Competition on Countering Disinformation** for Filipino students and youth groups in January to March 2021. The contest is open to all youth advocates of media and information literacy, social justice, democracy, truth, and press freedom.

We highly encourage campus press and student councils of high schools, colleges, and universities to participate in this event as this will provide them an authentic learning opportunity especially amidst the distance learning school year. It will not only test their media production skills but will also hone their civic values, the sense being in the world with others toward a common good. As we find ourselves in the middle of the disinformation crisis—only made worse and more apparent by the ongoing COVID-19 *infodemic*— it is everyone's duty to find creative solutions to this problem. We hope you and your students can take on this challenge.

This contest will purely be conducted virtually and is free of charge. To register, just form a team of 5-7 members and fill out the Google form at tinyurl.com/iwasfakechallenge. Kindly read the full contest mechanics in the concept note attached in this letter or visit the website ootbmedialiteracy.org/iwasfake/challenge.

For inquiries, please e-mail us at info@ootbmedialiteracy.org.

Sincerely,

Marlon Julian S. Nombrado
Co-founder, Out of The Box Media Literacy Initiative





CONCEPT NOTE
#IWASFAKE Digital Campaign Challenge

As part of its [#IWASFAKE](#) Project, [OOTB Media Literacy Initiative](#) is holding a **Digital Campaign Challenge** that aims to incentivize positive online behavior and countering disinformation amidst the COVID-19 “infodemic”. This contest is open to student and youth groups in the Philippines who have novel campaign ideas that address the different barriers to countering disinformation in their own communities.

To make Filipinos “*fake news*”-proof, we must find creative ways to overcome the many barriers that prevent us from countering disinformation. Research studies have shown that many [cognitive and digital constraints](#) get in the way of people’s consumption of news and accurate information. One thing we have learned is that fact-based arguments do not always work on people who have strongly held beliefs. Some literature suggests that [to counteract these psychological vulnerabilities, people must be alerted about them](#). In the end, an effective response to disinformation requires understanding and addressing the converging factors of technology, media, and human behavior.

For this Digital Campaign Challenge, we ask the question, “**How will you address disinformation in your community?**” Here are some of the specific barriers to countering disinformation that you can consider in building your campaign:

- Cognitive biases and the psychology of “fake news”
- Trust/distrust in media and social institutions
- Algorithms and business model of social media platforms
- Media consumption behavior and habits of youth
- Societal fragmentation and polarization

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About the organizer and the #IWASFAKE project

Out of The Box (OOTB) Media Literacy Initiative is a SEC-registered non-profit non-government organization that aims to mainstream media literacy practices in the Philippines. Founded in 2014, it has reached thousands of learners and educators through its various educational programs, campaigns, and learning resources.

#IWASFAKE is a media literacy campaign and COVID-19 response project of OOTB supported by the US Embassy in Manila and TechCamp Taipei. It aims to support Filipino teachers and students in their distance learning needs through the #IWASFAKE Remote Learning Resources and Digital Campaign Challenge contest.





Contest Mechanics

Who can join?

- Teams of 5-7
- Ages 14 - 21 y/o
- Members of Campus Press, Student Government, and School- or Community-based Youth Organizations

How can we join?

- Registration is FREE! Just head to tinyurl.com/iwasfakechallenge
- In your registration, you need to submit an Initial Campaign Pitch. The pitch should answer the following questions:
 1. What's the disinformation problem in your community?
 2. Who's your audience?
 3. What's your message?
 4. How do you plan to address the problem?

What's in it for me?

- Contribute to the #IWASFAKE campaign's promotion of positive online behavior and countering disinformation
- Develop your group's potential and extend your campaign's reach
- Meet like-minded individuals and organizations who share a common passion of promoting positive online behavior and countering disinformation
- Meet and learn from inspiring advocates and experts in counter-disinformation efforts, advocacy and social marketing

What can we win?

- First Place: P20,000
- Second Place: P15,000
- Third Place: P10,000

Campaign Entry Checklist (What you need to submit)

- ☑ Campaign Strategy Plan: This document contains your detailed campaign plan. This must be submitted to the organizers on or before January 31, before your campaign's official start. (Template – to be uploaded on the website soon)
- ☑ Social Media Account/s: You need to have a social media account to start your campaign. You can set up a new account or use an existing one. It is up to you to conduct your campaign in multiple or single platform.
- ☑ Campaign Materials: A huge part of an effective campaign is creating content that drives your message. This could be through posters, videos, memes, infographics, articles, or any media form of choice.
- ☑ Documentation of Campaign: At the end of your campaign, you must submit a compilation of your materials plus an evaluation of your whole campaign. This is due March 5. (Template – to be uploaded on the website soon)

Criteria for Judging

Campaign Content - 50%

- Creativity
- Originality of Message
- Relevance to theme
- Consideration of Audience

Campaign Engagement - 30%

- Enumerated data on the campaign's total reach and impact

Campaign Strategy Plan - 20%

- Clarity of Problem Analysis and Plan of Action
- Compliance to format





Timeline

November 30	Call for Participants	Register via tinyurl.com/iwasfakechallenge
January 9	Forum on Countering Disinformation	Online event (Public)
January 14	Deadline of Application	
January 16	Workshop on Digital Campaign Design	Online event (Participants-only)
January 16-31	Digital Campaign Planning	You have two weeks to polish and finalize your Campaign Strategy Plan. You need to submit your plan or before January 31 before the official start of your campaign.
February 1-28	Digital Campaign Implementation	Your digital campaign should be launched in the first week of February and should run for at least the first 3 weeks of the month.
March 5	Deadline of Submission of Campaign Documentation	Your campaign should be fully documented and self-evaluated at the end of the campaign run. This will be the main basis for the judging of the entries. A template will be provided for this.
March 7-13	Judging of Campaign Entries	
March 17	Showcase of Best Entries and Announcement of Winners	Online event (Public)

Recommended References

- UNICEF's Countering Online Misinformation Resource Pack
<https://www.unicef.org/eca/media/13636/file>
- CounterDisinfo.org Online Toolkit
<https://counterdisinfo.org/create-campaign/>
- Now Hear This: The 9 Laws of Successful Advocacy Communications
<https://www.scribd.com/document/311902474/FENTON-IndustryGuide-NowHearThis-pdf>

