

# MINISTRY OF EDUCATION

## MINISTRY PAPER 43

### EDUCATION BROADCASTING NETWORK (EBN)

#### INTRODUCTION

In order to bring other learning options to students and the wider community, the Ministry of Education (MoE) launched its virtual education initiative in 2014. It signed Memoranda of Understanding for test transmission of educational programmes with a Free To Air provider, DC Digital as Love TV and a Cable/Subscriber TV provider, Jamaica Education TV (JETv). Tests continued during 2015/2016 and the Educational Broadcasting Network (EBN) - a working title - now broadcasts educational content through various electronic media, namely tablets, social media, the internet and radio.

#### BACKGROUND

Traditionally, the Ministry presents its core curriculum to students using face to face and print media in schools. The quality of the instruction may be uneven and not meet the desired results and outcomes for all students. The EBN offers a new option using electronic media to reach all students as most have access to a television set.

The Tablet in School Project by the Ministry of Science, Technology, Energy and Mining (MSTEM), is also an initiative which allows students another option for accessing the core curriculum in the privacy of their homes and to match their own pace of learning.

Electronic media is the ideal platform for delivering uniformly high quality content to all audiences across the island. It is liked by students, and cheap compared with print media. The use of electronic media allows for the most disadvantaged in the most rural areas to have access to the same high quality programmes as those in urban areas. It is a major asset to creating a level playing field for all students from pre-school, early childhood, primary, secondary to adult learners. Free To Air TV is available in 75% to 85 % per cent of homes; Subscriber Television is 55 % and 65 % and internet market penetration is approximately 50%.

#### PROGRAMME CONTENT & PRESENTATION

The EBN will produce videos covering core curriculum content for the school system in fifteen minute modules based on the attention span of the learner and by the same principle, thirty minute modules will be produced for the professional development of teachers. EBN will screen programmes for the Ministry's other audiences – parents, teachers, principals, administrative staff and out of school adult learners pursuing the High School Diploma Equivalency (HSDE).

Informational videos will be produced to build public awareness and interest in the Ministry's policies and programmes, for example, Early Childhood Education, Nutrition, Special Education and STEM. Human interest, inspirational stories, values and attitudes, the Respect Agenda and

character education will form a major component of programme content, and some will be infused through subliminal messages into all modules. This initiative will ensure to good conduct and respect for our national symbols, self and people from all walks of life.

EBN will also provide links to open source supplementary materials on the internet.

#### **INITIATIVES/HIGHLIGHTS**

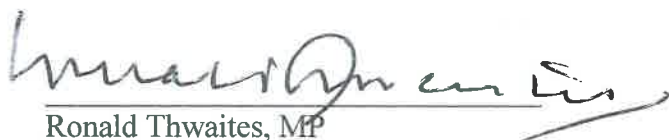
- Transmission of the first GSAT series - "***GSAT Anytime***" will begin in the new School Term (September 2015). The modules that are already filmed and edited are Mathematics Science and Social Studies. Language Arts will be ready for Summer 2015.
- An Education Television (ETV) Guide is available virtually and in print so all students, their parents and adult learners can inform themselves. The Guide is available on the Ministry's web site ([www.moe.gov.jm](http://www.moe.gov.jm)), social media sites and will be updated periodically.
- A public feedback link for suggestions, comments and new ideas has been established - the address is [feedback@moeschools.edu.jm](mailto:feedback@moeschools.edu.jm).
- Production of content will reside with the EBN using the Ministry of Education in-house resources as well as public and private service providers.
- The requisite protocols have been established for production and quality assurance and Intellectual Property and Copyright protocols have been developed.

#### **FINANCIAL IMPLICATIONS**

The provisional Budget for the EBN for 2015/16 is J\$15,961,000 which will be covered through the Ministry's resources and from sponsors.

#### **PROJECTIONS/PLANS (TARGETS)**

The EBN will use modern techniques of cinematography including animation and cartoon devices on an age-appropriate basis to stimulate students to watch programmes as entertainment is infused with core curriculum content, values and attitudes.



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Minister

April 10, 2015

File No. **G953/105**