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Electronic Media in Education Forum

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NATIONAL CO-ORDINATOR'S REPORT

JULY - SEPTEMBER 1993

National Co-ordinator

The EME has established an office and has a full-time national co-ordinator: Nicola Galombik.

Programme Design Task Group

The Programme Design Task Group, together with the South African Institute for Distance Education (SAIDE), recently hosted a workshop with the Children's Television Workshop (CTW). The workshop afforded the opportunity for EME participants to find out about CTW and learn CTW's vast experience in producing educational television (e.g. Sesame Street) and their comprehensive research, outreach and production processes. The workshop also initiated discussion on the opportunities and problems involved in CTW's potential involvement in South Africa. Following the workshop, the EME will convene a group of local pre-primary educators, producers and others to work on more detailed proposals regarding CTW in South Africa.

The Programme Design Task Group is also planning a further workshop at the end of October. That workshop will form the basis for an ongoing "show and tell" forum for people who are currently producing multi-media educational projects, to show each other their work, share information and research and generally develop capacity in programme design and evaluation.

Training Task Group

Training Directory

The Training Task Group has commissioned research into existing e.m.e. related training throughout South Africa. The findings of this research will be compiled and distributed in the form of a directory of training institutions by the end of October.

Training Development Plan

This research is also the first step in the process of evolving a Training Development Plan. Guiding principles and preliminary proposals towards the plan will be tabled for discussion at the EME national conference in December.

Communications Handbooks

The EME Training Task Group, in conjunction with SACHED Books, is developing a proposal for a series of "Communications Handbooks". The handbooks will inform educators about the media and assist them in using media in education at different educational levels and in different contexts. It is hoped that Research and development for the project could begin this year.

Task Group on Policy and Structures

Policy Investigation

The EME, together with SAIDE, is currently embarking on a policy investigation on educational broadcasting. The Investigation will be conducted by a team of local and international researchers in consultation with e.m.e. stakeholders and institutions. The policy project is linked into the work of the Centre for Education Policy Development. The recommendations will also be developed in discussion with the new Board of the SABC and will form the basis for a submission to the new Independent Broadcasting Authority. The policy recommendations will be tabled at the EME national conference in December for discussion and hopefully adoption by EME participants.

SABC Board

We have informed the SABC Board about the EME and its activities and have requested a meeting with the Board to discuss the possibility of it establishing a sub-committee on education.

National Education and Training Forum (NETF)

The EME applied for membership of the NETF and has been granted "working group status". We are currently in the process of suggesting that the NETF establish a working group on Media in Education.

Regional Forums

The EME has identified the need to establish regional EME forums as a key priority. This is successfully going ahead in Natal and the Western Cape. Other regions will hopefully follow. Organisations based in the respective

regions will convene the forums.

SABC Literacy Series

EME is represented on an Advisory Committee established by the SABC for their proposed 26-part Literacy Series for television. EME members on the committee have played a significant role in challenging the SABC's attempt to get a rubber stamping committee together and are beginning to set precedents regarding processes of consultation, commissioning and production practices.

Independent Forum for Electoral Education (IFEE)

The EME is part of the Independent Forum for Electoral Education (IFEE) and is an active member of the IFEE Media Commission. Besides ongoing work in the commission, its executive and various sub-committees, the following key events are worth mentioning:

Workshop: "Designing Voter Education Media"

The EME Programme Design Task Group facilitated a workshop on "Designing Voter Education Media" together with the IFEE Media Commission. The workshop which spanned two days and two nights, was attended by approximately 40 people who are currently involved in producing voter education media. The programme was designed to assist people to apply adult education principles and research findings in their voter education materials development; to enhance people's capacity to engage with the SABC around programming and scheduling, and to assess further research and training needs for voter education.

IFEE Distribution Workshop

EME participated in a 3 day workshop on Voter education media distribution. The workshop was very fruitful and raises questions for EME as to how we can make the distribution systems that are developed for voter education now, serve longer term development objectives for e.m.e. materials distribution. The EME is establishing a task group on "Distribution and Receiving Structures" to start addressing some of these issues.

SABC Steering Committee

The EME is one of the 20 organisations representing the IFEE on the SABC Steering Committee on Voter Education. The Steering Committee is still finding its feet and battles continue to be fought to ensure that the SABC's voter education is genuinely controlled by civil society groupings who have credibility in the eyes of the majority of South Africans.

Radio Capacity Building Project

The EME and the BBC are currently assessing the desirability and viability of establishing an educational trust which could produce and pilot a range of educational radio programmes (possibly to be aired on Radio 2000) to develop local capacity and to support existing media in education projects and campaigns. The BBC could potentially offer both production capacity and training in the coming period.

Fund-raising

Up until now, the EME has been funded by its member organisations. The exception to this was the grant we received from Interfund for the Workshop in March. Currently, the EME is engaging in a fund-raising drive so that it can meet the many challenges that face it in the coming year. Funding proposals and budgets for 1993 and 1994 are being sent to a range of international and local donors.