



United Nations
Educational, Scientific and
Cultural Organization



Education Response to COVID-19:

Virtual knowledge-sharing workshop on distance education programmes using radio and television

Thursday 18 June 2020 (09:00 – 10:30 GMT -4 / 15:00 – 16:30 GMT +2)

Link to the virtual forum:

<https://zoom.us/j/93547823827>

Password: 936784

Live transmission via YouTube:

<https://youtu.be/tsAjbydmhI0>

Organizers

UNESCO

European Broadcasting Union

In the framework of the UNESCO Global Coalition for Education



Context

The Covid-19 pandemic has caused education disruptions in most countries around the world. Many governments have temporarily closed educational institutions in an attempt to contain the spread of the COVID-19 pandemic. These nationwide closures have impacted more than 90% of the world's student population. Several other countries have implemented localized closures impacting millions of additional learners.

Many countries rushed to online distance education to ensure continuity of education. However, some 826 million students (50%) who are kept out of schools due to the COVID-19 pandemic, do not have access to a computer, about 706 million (43%) lack Internet access and 56 million live in areas not covered by mobile networks.

For many teachers, [the use of digital tools is also a challenge](#). The closure of schools has left them with little time to find solutions to ensure continuity of teaching. As such, many do not have the skills required or digital equipment, while others lack connectivity due to insufficient financial means and/or lack of local supply

In light of the technological divide that exists, even in most developed countries (in Europe, 14% of households do not have access to the Internet and 22% do not have access to a computer), almost all states have already set up or wish to develop educational broadcasts on mass media such as television and radio, in order to reach a greater number of learners, especially the most vulnerable. These "traditional" media channels enjoy wide coverage and have taken advantage of the digital revolution of the past decade to increase their power and reach.

The value of educational broadcasts through TV and radio often goes beyond the needs of students alone. In some countries, such as Mexico, TV programmes are conceived as opportunities to provide intergenerational learning, including in local languages, to out-of-school children, youth and illiterate adults. They include issues such as health and psychosocial well-being, both of which are important in supporting populations affected by the threat of COVID-19. The programmes are also designed to provide a platform for the exchange of information and experiences between generations.

The following are some of the questions that are frequently raised across countries and that led [UNESCO](#) and the [European Broadcasting Union](#) (EBU) to organize a series of virtual workshops to facilitate knowledge sharing on educational radio and television broadcasts, in the context of school closures during the COVID-19 and beyond.

- How can quality audio-visual educational programmes be developed and implemented? What capacities are needed?
- What is the role of educators and communicators?
- What are the pitfalls to be avoided?
- What learning outcomes can be expected and how can they be measured and monitored?



Objectives and Expected Results:

It is against this background that within the partnership of the Global Education Coalition, EBU and UNESCO have joined hands to offer a series of regional virtual workshops in support of expanding the use of audio-visual means to provide quality distance education programmes and experiences as part of a vital education response to the COVID-19 pandemic.

The objectives of the virtual workshop are to facilitate knowledge sharing on good practices in the development of educational audiovisuals and, in doing so, to strengthen collaboration between educational content developers and audiovisual specialists.

The recordings of these workshops will serve as a basis for the production of modules and other resources for all interested countries. More technical follow-up sessions will be considered according to the needs expressed by participating countries.

At the end of the virtual workshop, participants will have acquired:

- Understanding of strategies and key elements necessary to develop and implement quality audio-visual programs
- Knowledge to enter into and sustain strong partnerships between education content developers and audiovisual specialists

Concretely, the virtual workshop will aim at generating discussions and sharing good practices/models centering around the following questions among others, with a view to recommending a way forward:

- How do audio-visual programmes fit into overall education/ICT policy provision?
- What are key elements for quality programme development? (contents, partners, resources, etc.)
- How can education audiovisual programmes be made attractive and create some interactions with the audience?
- How can viewer satisfaction be monitored, and feedback implemented for quality improvement?
- How can countries measure and monitor learning outcomes?
- How can countries build capacities in Ministries of Education? Communications governmental agencies (i.e. Ministry of Communications)?

Target audience and panelists

The target audience will be education officials and managers, television and radio broadcasters as well as teacher trainers and teachers involved in the production of educational content.

The panelists are educators and professionals in public service radio and television, with wide



experience in the development and dissemination of educational content through radio and television in diverse contexts as well as representatives from Ministries of Education.

Languages of the virtual workshop

English and Spanish simultaneous interpretation will be provided. Once you have entered the Zoom platform using the link provided below, participants will be able to select language at the bottom of the platform as shown below. Those accessing via YouTube live transmission will have access to the meeting in the language as spoken.

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Agenda

Thursday 18 June – 09:00 – 10:30 GMT-4 / 15:00 – 16:30 GMT+2	
09 :00 – 09 :05	<p>Opening Remarks: Introduction to the impact of COVID-19 on learning and the role of the mass media in ensuring #LearningNeverStops.</p> <ul style="list-style-type: none"> - Ms. Claudia Uribe, Director, UNESCO Regional Bureau for Education in Latin America and the Caribbean <p>Reminder of the virtual workshop instructions - UNESCO</p>
09 :05 – 09 :10	<p>Presentation of the UNESCO rapid need assessment result</p> <ul style="list-style-type: none"> - Mr. Borhene Chakroun, Director, Division of Education Policies and Lifelong Learning Systems, UNESCO HQ
09 :10 – 09 :30	<p>Educational Radio and TV programmes: Guidance for successful programmes and concrete examples</p> <ul style="list-style-type: none"> - Ms. Madiana Asseraf, Manager of Business Development & Young Audiences, EBU - Mr. Yago Fandiño Lousa, RTVE, Spanish Public Service Media - Mr. Carlos Medina, Ministry of Education, Spain <p>Plenary discussion</p>
09 :40 – 10 :10	<p>Education radio and TV programmes: Experiences, lessons learned and challenges from countries</p> <ul style="list-style-type: none"> - Mrs. Isabel Maldonado, Vice Minister of Education, Ecuador - Mr. Héctor Cermeño, Vice Minister of Education, Guatemala - Ms. Nadine Simms, Assistant Chief Education Officer, Media Services Unit, Ministry of Education, Youth and Information, Jamaica
10 :10 – 10 :25	<p>Q&A and discussion</p>
10 :25 – 10 :30	<p>Key messages and way forward</p> <ul style="list-style-type: none"> - Ms. Yayoi Segi-Vltchek, Chief, Education 2030 and Education in Emergencies, OREALC/UNESCO Santiago <p>Closing remarks:</p> <ul style="list-style-type: none"> - Ms. Nicola Frank, Head of Institutional and International Relations, European Broadcasting Union