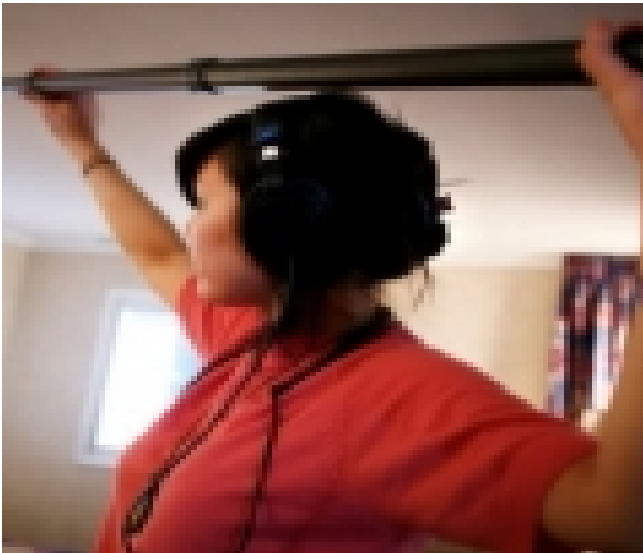


Ed TV

EDTV is about young people making documentary films and videos, either inside school as part of their curriculum subjects or outside in their own time. The young people are involved in all aspects of film making. All the documentaries made are available on the Ed Creates website.

www.edcreates.org.uk

Ed TV

Key Objectives

Ed TV provides a fantastic opportunity for business to engage with schools and young people. Business sponsors are offered the opportunity to influence the film content to ensure it meets their company needs. Young people are then commissioned to produce them. The main objective is to bring about a closer relationship between business objectives, the curriculum and potential future employees. Ed TV brings the real world into the classroom and curriculum.

Process

Young people make the film within an outline negotiated with a business sponsor. Ed TV provides the school and the teachers with full support including equipment, training and in class sessions. Ed TV and the business sponsor decide the context of the programme. Ed TV will then negotiate with the school and support the selection of the young people who will form the production team which does everything including:

- Presenting and acting
- Planning
- All aspects of camera work
- Directing, Producing and Writing
- Making storyboards
- Filming and editing

Benefits for Young people

The process provides a detailed insight into filmmaking including technical, management, planning, communication and presentation skills. It develops literacy; employability and enterprise skills and can have a negotiated focus on any curriculum area.

Benefits for Business

Businesses are provided with a relevant and realistic programme that links directly with the curriculum. Providing local profile with a sustainable resource available to all schools through the Ed TV website.

Benefits for School

The curriculum-focussed films provide a unique pathway to learning. Young people are inspired, confident and motivated. The completed product is an excellent vehicle for promoting the school as well as providing a tool for staff development.

Feedback

“I really enjoyed the experience and thought it was a once in a lifetime experience. It was fun, educational and I felt privileged to be part of it”
Student

“Having seen the Ed TV staff work closely with young people I can personally testify to their focus, hard work and dedication... young people benefited directly from this brilliant programme with countless others having access.”
Shopping Centre Manager

“Many thanks for this fantastic opportunity, the pupils have been completely engaged in their tasks” Deputy Head teacher

Conclusion

Ed TV is a unique format for the delivery of Corporate Social Responsibility business objectives linked to curriculum development and the raising of achievement. The website provides a platform for sustainability, dissemination and marketing.