

DETERMINED TO BROADCAST

Determined to Broadcast

.....energy, enthusiasm and creativity.....

Background

Determined to Broadcast began life as part of the Scottish Government's "Determined to Succeed" strategy for enterprise in education. It was a partnership between Skillset, the Scottish Government, the Hunter Foundation, Radio Clyde Stagecoach and Neon.

Determined to Broadcast used a hi-tech, interactive, specially equipped radio studio and live broadcast capability to take the message of energy, enthusiasm and creativity directly to pupils and teachers in schools across Scotland.

Determined to Broadcast is now delivered by an operational working group comprising Neon Productions and Skillset.

Vision

Determined to Broadcast provides a unique experience to all who engage with it. It taps into the creativity and innate abilities of its participants. In doing so it offers the opportunity to broaden the horizon of all who engage with it, both in terms of self-awareness and vocational possibilities.

Aims

Using radio as the medium, **Determined to Broadcast** aims to:

- **Promote the development of employability skills** - Focus on craft and technical skills, media literacy skills and creative use of ICT. It will also engender critical thinking, communication and team-working skills which are necessary to achieve and sustain success at all levels in the workplace.
- **Contribute to the delivery of Educational Policy** – Delivering across the five national priorities in education, *Determined to Broadcast* aims to raise standards of education. It will achieve this through an exciting vocational learning environment in a real life context, which creates motivation and promotes equality by opening the experience to everyone who could benefit. It will help to deliver on curriculum based subjects and PSE and citizenship (i.e. using broadcast media to explore issues of bullying, sexual health or racial integration) whilst equipping pupils with skills and attitudes such as the importance of having goals and working in a team in order to prosper in a modern society.

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Benefits to students and schools

Radio and broadcast media are powerful tools for communication that provide opportunities to develop students' imagination, expression and aesthetic judgement. The study of radio production enables young people to experience the roles of performers, producers, writers, engineers, listeners and critics.

The stimulation of real-life learning makes a significant contribution to preparing young people for work and life through developing skills including **communication, media literacy, creative use of ICT, working with others, problem-solving, confidence building, developing enterprise, increasing awareness of world of work** and **building partnerships with the community**.

Created in partnership with teachers and curriculum professionals, **Determined to Broadcast** includes a teachers' toolkit and an interactive website, which may be used to support curriculum work in the classroom both before, and after, the road-show. It is an innovative approach to offering a different vocational learning experience within the curriculum and has the versatility to be used within subjects and for addressing school-wide issues and themes. It can open up opportunities for teachers to use more enterprising approaches to their subjects and for pupils to gain an insight into a real-live working environment with the guidance of industry professionals.

What teachers said about Determined to Broadcast:

Lisa McNaughton, Wallace High School:

"The pupils had a brilliant time over the two days. It's really ignited their interest in media studies and some pupils have even expressed an interest in studying production in the future...It built self-esteem. Some pupils did things they never thought they would."

Kayren Macdiarmid, Johnstone High School:

"The Determined to Broadcast team worked brilliantly with the pupils. They were patient, motivating and kept everyone on task. I am amazed and delighted at how this came together. The material the pupils produced exceeded my expectations."

Pamela Thompson, Kirkintilloch High School:

"I feel this initiative has been a very positive experience for the pupils and motivating for the long term."

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What students said about Determined to Broadcast:

Morna Young, Perth Academy:

"I enjoyed talking live on air, once I gained confidence. Awesome day!"

Colin Sleigh, Crieff High School:

"My favourite part of the day was listening to the radio show being performed and seeing that it was a success."

Scott Docherty, St Stephen's High School, Inverclyde:

"My favourite part of the day was making the programme. It made a group of different people work together."

Hazel Anderson, Kirkintilloch High School:

"It is different and exciting – I loved every moment of it. It's really inspiring."

Greg Playfair, Dalkeith Schools Community Campus:

"I enjoyed the support and help from the tutors. I also liked the equipment and the friendly and supportive environment. I cannot thank Determined to Broadcast staff enough for this opportunity."

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Neon Productions Limited

The team at Neon Productions combines half a century of broadcast experience with strong experience in training design and delivery within the SQA and SVQ frameworks. The DtB initiative will combine this experience with strong business management and verification from Reid Kerr College, combining broadcast with an established educational establishment.

Neon Productions Limited is well-placed to deliver this initiative with the following track record:

The company has been delivering a wide variety of radio programmes for fourteen years, mainly to BBC. This includes regular weekly output, one of which, Brand New Country, in Radio Scotland's schedule for thirteen years. There are many commissions across the BBC networks, mainly Radio 2 & Radio 4. At present the company is involved in a number of comedy, drama, features and music commissions. The company was also responsible for an RSL in Glasgow in 1997, Neon Country Radio, which formed part of the KickFM licence bid. This was a fascinating experience and used many volunteers.

The company's main assets are the calibre of its staff and its consistent quality of delivery in the radio broadcast world.

The proposed project manager Max Watson possesses an impressive track record in audio production as well as a multi-faceted background in the technical aspects. This makes him a unique asset. Combine his technical skills with his teaching experience and you have a singularly qualified individual.

Robert Noakes, MD at Neon, has an impressive track record in radio including Radio 1 & 2 production in Manchester. His time in Scotland was spent as Head of Entertainment which mainly involved managing all the music output. He played a part in Radio Scotland's major Sony win as Station of the Year. During his time at Radio Scotland such distinguished alumni as Eddie Mair, Armando Iannucci, Clare English and Quentin Cooper, to name a few, passed through his editorship.