



BROADCASTING COMMISSION (BCJ)

Project Number:
Project Title: Transitioning the Caribbean into a Digital Future: an integrated programme of media literacy and public education
Project Short Title:
Start Date: January 2013
Estimated End Date: December 2016
Government Coop. Agency: Office of the Prime Minister, Other Regulatory bodies, Ministry of Education.
Implementing Agency: Broadcasting Commission
Project Site: Broadcasting Commission, Jamaica
Beneficiary Country: Jamaica
ITU Project Manager:

SUMMARY OF CONTRIBUTIONS	
A) Project Budget	
Description	US\$
Project Personnel	96000
Equipment	100,000
Communications & media	252000
Website development	95000
Monitoring & Evaluation	30000
Administrative & operational expenses	17000
Miscellaneous and Other Costs	110,000
Total:	700,000
B) Cost Sharing	
US\$ 700,000	
Participating countries Contribution (in kind)	
- OFFICE SPACE	
- Training Room / CONFERENCE ROOM	
- Communication Facilities	

Brief Description:

This project aims at raising awareness and building the capacity of Jamaicans to take advantage of the benefits that will accrue from digital switchover.

For the	Signature	Date	Name/Title
ITU:	_____	__/__/__	
Partner(s):	_____	__/__/__	
	_____	__/__/__	

1. Background & Context

Jamaica has set December 2015 as the date to begin its Digital Switchover (DSO) or, alternatively, analogue switch off. Since its first major DSO forum in 2003, followed by a DSO workshop in 2008, the intervening periods have been characterized by limited public policy initiatives and Government action. Consequently, Jamaica has ceded top position on many global ICT indices, including the highly popular Global Information Technology Report. Among the main areas in which Jamaica has ceded its top ranking position are institutional and public policy innovation and market development among others.

The Jamaican electronic media sector is an important contributor to national life for both its communicative role and its role as a contributor to economic development. There are currently three free-to-air broadcasters in operation, 40 subscriber television operators in 241 zones across the island including one all-island triple play STV provider and one mobile TV provider. There are also 27 radio stations (22 national and 5 regional). The sector is an important contributor to economic life, generating over USD 77 million in 2010, which represents just under 0.04% of gross domestic product. However, the sector can be further strengthened and made more competitive through the adoption of digital switchover. The Broadcasting Commission has identified some critical far reaching and overlapping benefits to Jamaica if it transitions to digital broadcasting:

Consumer and cultural benefits

The main consumer and cultural benefits come from switching digital television on, as distinct from switching-off analogue terrestrial, though there are interdependencies. The analogue television set-up allows only a very limited number of channels; consequently the most readily appreciated benefit is a major expansion in the breadth of choice. How this opportunity is used depends on regulatory decisions and market conditions. It however carries the potential for new content, including more specialized minority-interest programmes, an expansion in and streaming of existing content, more extended coverage and more convenient consumer access through new content providers. This redounds to greater pluralism and diversity. Additionally, the technology will facilitate more local services, more data-based services, interactive features (level of sophistication dependent on the platform), the option of widescreen and/or HDTV (of appeal in the growing market for large-size flat screen TV sets) and the option of mobile TV, e.g. on screens on mobile telephones.

Spectrum efficiency benefits

There are efficiency gains in switching to digital technology for all platforms. However, the gains which most clearly involve governments are those to be obtained from switching-off analogue terrestrial transmissions. Spectrum for terrestrial broadcasting is usually scarce and, historically, has normally been allocated by, and ultimately managed by, governments -- or by regulators accountable to governments. Approximately six digital terrestrial TV channels can be accommodated in the capacity required for one analogue TV channel. The scope for improved efficiency is therefore considerable. It may well be possible to increase the broadcasting provision substantially and still reclaim some saved spectrum. The detailed motives for switching-off analogue terrestrial TV transmissions completely, in the end on a compulsory basis, may vary depending on degrees of scarcity and level of demand and may include:

- Adequate frequencies for the introduction of digital terrestrial television at the desired levels of coverage;
- Adequate frequencies for an expansion of local television
- Utilizing saved spectrum for new developments in the field of telecommunications, e.g. mobile TV, wireless broadband etc.

- Auctioning saved spectrum for a range of competing purposes and securing the financial proceeds from the auction(s).

Economic Development and Strengthening Democratic Foundations

Increased spectrum availability would facilitate the expansion of broadband deployment which in turn has implications for economic growth in the region. Regional telecommunications company Digicel has expressed the view that for every 10% increase in broadband penetration there is a corresponding 0.9 to 1.5% increase in GDP¹.

The positive correlation between broadband deployment and GDP has been supported empirically by the research of Professor Raul Katz of Columbia Business School in Latin American and the Caribbean markets. Professor Katz, has identified that a 1% increase in broadband penetration results in a corresponding 0.0178% growth in GDP. He further posits that broadband deployment contributes between US\$6.7 to \$14.3 billion to the combined GDP of Latin American and the Caribbean².

The creative industries (music, broadcasting and film) have been identified as a critical plank in Jamaica's development plan (Vision 2030). Moreover broadcasting is closely related to the copyright industries which make a significant contribution to Jamaica's GDP. It follows that expansion of Jamaica's broadcasting would redound to further growth of copyright industries.

Imperative of Media Literacy

The Broadcasting Commission in its role as regulator of electronic media in Jamaica recognises that media literacy is a critical component of its work in a media environment that is dynamic, expanding and challenging conventional methods of regulation. A necessary response is a citizen who is empowered in the true sense of the word, including the ability to deal with opportunities and challenges presented by the plethora of sources of media content, especially those that will emerge as Jamaica and other Caribbean countries march towards digital futures.

Educators and policymakers³ have embraced media literacy as a potential antidote to the negative effects of media consumption by children. Among the goals of media literacy are the enabling and empowerment of media consumers who are taught to critically analyse messages as well as to create messages using media and technology tools⁴.

In partnership with UNESCO, the Broadcasting Commission of Jamaica has piloted a digital media literacy project among primary and secondary school children. The project involves the inclusion of digital media literacy in the curricula of Jamaican primary and secondary schools and in teachers' colleges. The project involves the production of videos and other material for that will be used to integrate digital media literacy into the conventional curricula, as well as the establishment of radio stations in schools designed to train the next generation of media practitioners and content creators. UNESCO has indicated that this project, which is still in its early stages, could well be a global success story and a model for the global roll-out of digital media literacy. The results of the media literacy project have confirmed the need for an expanded version, both within Jamaica and the Caribbean.

¹ Ellington, B. 'Mark Linehan, Digicel's 4G Man'. *The Sunday Gleaner Outlook*, September 12, 2010.

² Katz, R. (2010). 'The Digital Communications Market: Challenges & Opportunities'. Unpublished paper presented at Broadcasting Commission's Regional Forum on Policy and Regulation in the Electronic Media Sector, July 5, 2010.

³ The Broadcasting Commission's Media Literacy Project has been endorsed by Jamaica's Minister of Education and was scoped with input from the Ministry.

⁴ Hobbs, R. (2005). Strengthening media education in the twenty-first century: Opportunities for the State of Pennsylvania. *Arts Education Policy Review* 106 (4), 13-45.

Beyond the formal classroom setting, there is also need for broad public education around DSO in order to facilitate buy-in by citizens who will be required to purchase new equipment and to create awareness of the opportunities presented by the transition to digital. The Broadcasting Commission of Jamaica in its capacity as regulator of the electronic media industry has begun the process of sensitization through public outreaches and engagement. Much more work is however required in the form of on advertisements, public service announcements and other tools to promote digital media literacy.

PROBLEM STATEMENT

The technical and pecuniary challenges of transitioning to digital modes of broadcasting are deeply interrelated and interconnected. On the one hand the extent to which DSO is successful is contingent on consumers' knowledge, ability and 'buy-in' as well as their own media literacy and competence to navigate the new digital terrain.

On the other hand are the financial costs, especially those to be borne by the Government and media regulator in guiding and managing the transition. These costs are especially burdensome. The situation is exacerbated by Jamaica's fiscal constraints. Currently the public debt stock stands at more than 120% of GDP, while debt servicing accounted for more than 32% of GDP in 2009. This is also in the context of decreasing Government revenues, which shifted downward from 32.4% in 2005 to 27.1% in 2009 as a percentage of GDP, and increased Government expenditure, in particular recurrent expenditures such as wages and salaries and utility expenses which have grown in the same time period from 36% to 38% of GDP.

Jamaica is therefore not in a position to cover the costs associated with any meaningful public education or digital media literacy campaign.

2. Project Objective

The media literacy project will support the long term objective of professional capacity building in the Jamaican and Caribbean media industry by exposing children to digital media and journalism at an early age. They will also be equipped to function very early as citizen practitioners which could be a foundation for a transition to careers in media. The project will also teach children about the role of media in the preservation of democracy and plurality. They will be taught how to critically analyse information, taking account of sources and the importance of tolerating diverse views, whilst being empowered to create and disseminate their own information.

The establishment of low power radio stations is intended to yield three outcomes. Firstly, students will appreciate the role of community media when they see how their small operations benefit the school community. Secondly, there is the knock on effect of their low power stations contributing to the expansion of community broadcasting. Thirdly, the students will impact the wider community by having their own means through which to exert influence and propagate the digital message from the youth perspective.

- The general objectives of the broader public education/digital media literacy programme are to Develop and lead implementation of a consumer and stakeholder communications programme on DSO;

- Interface with key stakeholders in the DSO process; DSO steering Committee, media and other regulators, civil society, Government, consumers and broadcasters to develop and promulgate the DSO message;
- Provide an impartial and independent focal point for reliable information on all aspects of the Digital Switchover programme;

3. Project Results

- Media and consumer education campaigns to sensitize Jamaicans and the media industry about DSO. Use will be made of a wide range media such as newspaper articles, radio and TV Commercials, Social media networks (Facebook, Twitter etc.), DSO websites to create awareness, understanding and positive attitudes towards the digital among Jamaicans;
- Public outreaches and multi-media presentations to schools, churches, civic and business and community groups.
- Five project schools where radio stations will be established identified.
- 30 primary schools and 15 secondary schools where the media literacy materials will be tested identified.
- Budget for operating cost for schools' radio developed.
- Plan and budget developed for handover of the project to the Ministry of Education. (Includes: meeting with Chief Education Officer; Reproduction of videos and manuals; incentives for teachers assigned to school radio stations; MOU between BCJ, JBTE, UNESCO for refreshing videos every two years)
- Publicity plan for media literacy project developed (including launch of programme and launch of radio stations on-air).
- Marketing plan with various categories of sponsorship developed for presentation to media houses targeted for partnership;
- Partnership with media houses secured for promotion of the project, the mentorship programme, and the establishment of the radio stations. Minimum commitment of 3 years required.
- Partnership with the Jamaica Foundation for Lifelong Learning's Career Advancement Program (C.A.P.) to provide technical support and administration for the radio stations.
- Radio station equipment procured.
- Media literacy materials tested by the forty-five (45) trained teachers in 30 primary schools and 15 secondary schools.
- Refresher course in media literacy materials conducted for student teachers in preparation for practicum.
- Radio stations established in five pilot schools
- Handover of media literacy curriculum to the Ministry of Education for implementation.

Expected Results

- Establishment of low-power fully functional school-based radio stations in five schools across Jamaica in order to expose students to the operations and technical aspects underpinning media operations;
- Preparation and testing of media literacy material in 30 primary schools and 15 secondary schools throughout Jamaica;

- Development of a refresher course on media literacy for student teachers in training and those who are about to enter the class-room as new teachers;
- Development and hand-over of a media literacy curriculum to the Ministry of Education Jamaica for implementation in the primary school system in Jamaica.

4. Activities

- Collaboration with five project schools where radio stations will be established.
- Collaboration with 30 primary schools and 15 secondary schools where the media literacy materials will be tested.
- Collaboration between Ministry of Education, Broadcasting Commission of Jamaica, UNESCO and Joint Board of Teacher Education for handover and maintenance of Media Literacy Project.
- Consultancy for development of budget for radio station
- Consultancy for development of Marketing Plan and securing of media partnership.
- Consultancy for development of publicity plan
- Collaboration of UNESCO, other donor agencies and Jamaican radio and television stations for the acquisition of radio station equipment for five pilot schools.
- Refresher course for Student teachers

5. Inputs

Broadcasting Commission will contribute Office space to house the project secretariat; and Administrative and project management support to the project secretariat and project implementation.

6. Sustainability

To ensure the short term viability of the project, the BCJ will be seeking more strategic partners to join the project who could be ask to bring their own resources to offset some of the projected project expenses. To ensure the long term sustainability of the project, the BCJ in partnership with the Joint Board of Teacher Education will be partnering with the Ministry of Education to integrate the media literacy curricula developed under the programme to be included in the School curriculum for both primary and secondary schools throughout Jamaica.

7. Management

The Broadcasting Commission will retain overall management responsibility and oversight for the project. The project will be implemented by the assigned Project Manager from the Area Office in close coordination with the Broadcasting Commission and the project partners.

8. Monitoring and Evaluation

The Project Manager will coordinate preparation of, in collaboration with other stakeholders, progress reports, which will provide a summary of the project progress, the challenges as well as any necessary change management requests that may be required for the successful project implementation.

The progress of the project will be monitored through periodic evaluation reports issued by the project and an evaluation report will be prepared at the end of the project. Upon conclusion of the project, the Project Manager will prepare a final project closure report with future recommendations that will be submitted to partners.

Fiduciary responsibility and programme efficacy are the two essential objectives that programme secretariat will seek to achieve. In this respect, these two main items will be monitored and evaluated as follows:

- Online surveys and qualitative measures will be deployed periodically to gauge the perceived effectiveness of the programme among the key stakeholders including consumers and broadcasters;
- Audited financial statements will be submitted to the DSO Steering Committee and the ITU annually in an effort to maintain transparency and accountability;
- A comprehensive assessment and review of the programme will be conducted at the end of the third year leading to a substantial document that extrapolates lessons learned and general principles that may be useful in other regions and to other countries that are embarking on their own DSO process.

9. Budget

The estimated budget is attached as Annex 1.

10. Work plan

The Work Plan is attached as Annex 2

