

SABC Education



SABC Education, a Great Brand helping to make South Africa Greater!

1. SABC Education delivers the Educational and Children's Mandates of the South African Broadcasting Corporation. Our purpose is to share, in true South African style, compelling educational and children's content that contribute to a rich South African identity.
2. SABC Education builds sustainable relationships with South Africans by focusing on programming covering issues in the Children @ Home, Formal Education, Youth Development and Public Information & Social Development categories. Our competitive advantage is SABC's radio and television services that reach most South Africans.
3. We breathe life and local pride into our brand and programmes for:
 - 3.1. **Children @ Home:**
Covering programming for Early Childhood Development (Takalani Sesame, Nali Bali, Inside the Baobab Tree, etc.), Tweens and Teens (Hectic Nine 9, YO-TV, Hectic on 3, Behind the Rainbow etc.)
 - 3.2. **Formal Education:**
We motivate audiences to do better in life by encouraging active participation in education from reception year through to adult education and training phases.
 - 3.3 **Youth Development:** Programming for young people in a youthful country. We promote youth involvement and empowerment.
 - 3.4 **Public Education and Social Development:**

We are relevant in a changing South Africa; we inspire audiences to play key roles in building democracy through social action campaigns. SABC Education cares about South Africans and their future. This category is the social scientist of strong editorially driven creative content that sheds LIGHT, brings HOPE, rejuvenates VALUES and restores the DIGNITY of our people

SABC Education Digital Media

SABC Education has transformed and built a number of online platforms such as the SABC Education portal, mobile app, programme sites and social media networks such as Facebook, Twitter, YouTube and Google Plus.

The following are projects which SABC Education has implemented through campaigns such as:

- **The SABC Education Virtual Academy (SEVA):** is a self-help e-learning management platform that has been primarily developed to support the quality of education and its Technical and Vocational Education and Training (TVET) in South Africa. The functional role of SEVA is to take SABC Education TV

programmes and convert them into online learning material for the benefit of the general public based on the format below:

- ✚ Video lessons (extracted from the SABC Education TV programmes)
- ✚ Notes
- ✚ Revision flash cards
- ✚ Task and Activities
- ✚ Self-Assessments
- ✚ Progress Report
- ✚ Gamification
- ✚ Virtual community support (viz. Social Media)
- ✚ And other customisable needs and designs



- **Matric Results released through our MatricsMate App, SMS and USSD lines:** SABC Education in partnership with the Department of Basic Education (DBE) released the 2019 National Senior certificate results on the mid-night of 07 and 08 January 2020. The MatricsMate App reached number 1 on the top 100's free most downloaded educational apps.