

9. 附屬資料



Pontificia Universidad Católica de Chile
Dirección de Educación Universitaria a Distancia
TELEDUC

**PROPOSAL FOR A PROJECT
FOR TECHNICAL AND
ECONOMIC ASSISTANCE
WITH JAPAN**

Santiago, June 1986

CONTENTS

1.-	Foreword	p.1
2.-	Teleduc's Future Development: An Overview	p.3
3.-	Schedule of Activities for the 1986-88 period	p.4
4.-	Main Obstacles Foreseen for Development	p.7
5.-	Means to Overcome these Obstacles	p.8
6.-	Teleduc staff	p.9
7.-	Estimated Budget	p.10
8.-	The Television Network of the Catholic Univ. of Chile	p.11
9	Teleduc's previous activities	p.15
10	Teleduc Organizational Chart	p.21

1. FOREWORD

TELEDUC is the name given to the Distance Education System of the Pontificia Universidad Católica de Chile with the assistance of the university's television channel.

Started about ten years ago, TELEDUC is an educational experience unique in its kind in Latin America. Each academic period, TELEDUC offers a series of courses prepared by a team which includes academics from the different faculties of the university. When a student registers in one of TELEDUC courses, his/her educational experience includes:

- a. Television programmes (generally 12 of them) broadcasted throughout the country on Saturdays and Sundays.
- b. Textbooks containing a complement of the subjects presented in the T.V. programmes. These are handed out to students at the time of registration.
- c. Formal evaluation of degree of achievement of educational goals.
- d. A diploma (in case of passing successfully the evaluation process).

Depending on the contents of the courses, the student receives auxiliary material such as handbooks, cassettes or games. In addition, some courses include academic advise carried-out by staff specially trained by TELEDUC to this purpose.

This educational experience is open to anyone that considers himself/herself able to follow the courses. To be a student of TELEDUC, you just have to register, follow the television programmes, study the texts' contents, mail the answers for the mid-term tests, and personally to take a final examination.

Concurrently to the courses, TELEDUC offers Series of Programmes, that is, sets of about 12 programmes dealing with subjects of general interest which -unlike the courses- require no academic obligations on the part of the T.V. audience or the University.

Both courses and series of programmes are made up with a television language typical of TELEDUC in which the use of drama and humor are outstanding elements. At the same time, the academic units of the university have the task of guaranteeing the quality of the contents of these programmes.

TELEDUC has gained recognition of thousands of students that have received their diploma, hundreds of thousands of people who have followed its programmes on the screen, and the official recognition of the National Television Council (Consejo Nacional de Televisión) expressed by the granting of funds for the production of programmes and the awarding of the Annual National Television Prize in several occasions.

2. TELEDUC'S FUTURE DEVELOPMENT: AN OVERVIEW

The following goals have been defined for the development of TELEDUC over the next three years:

2.1. Reinforcement TELEDUC's current work through developing new productions along four main lines of programmes:

- a. **Tools for Action:** These courses deal with some technological discipline. Their purpose is to serve as a means to improve the students' opportunities in their working environment.
- b. **Personal Development:** These courses normally deal with some humanistic discipline. Their purpose is to encourage the person's inner development through the acquisition of languages and concepts regarded as important for developing self and social awareness.
- c. **The Environment We Live In:** These courses are specifically oriented to enhancing an awareness about the possibilities offered by the country's geography both political and physical.
- d.- **T.V. Programmes for Children:** TELEDUC's programmes are watched by people of all ages. However it should be noted that TELEDUC has a particularly strong commitment to children through producing one third of its current programmes with the younger audience in mind. (6 to 14 years).

2.2. Commitment to developing a leadership within Latin America in the production of educational television.

This goal implies in its turn:

- a. Formal definition of TELEDUC's general objectives, with special consideration to the cultural reality in which its programmes are included.
- b. Production of top quality T.V. programmes. This means two different things in its turn: Firstly, the production of programmes of the highest educational level. Secondly, first class technical production of the television programmes.
- c. Development of a scientific methodology for researching and monitoring of television programmes.

3. SCHEDULE OF ACTIVITIES FOR THE 1986-1988 PERIOD

3.1. Titles of 1986 Courses and Series of programmes

- "Applied Computing" (*"Computación Aplicada"*)

This course is oriented to show the most successful applications of personal computers, such as word processing, data bases, spread sheets etc.

- "I Businessman" (*"Yo Empresario"*)

This course is intended to help people organize his/her own business activity. The course covers legal, economic, and human aspects involved in setting-up an organization.

- "Art, Window of the Soul" (*"El Arte Ventana del Espíritu"*)

This programme is intended to cover all major manifestations of the arts. Part One has been designated "Cinema: Watching doesn't mean Seeing" and is dedicated to exploring the language of cinema and its related activity, the video. This is the first in a series of programmes designed with the intention of making it possible for mass audiences to enhancing their ability to appreciate the artistic phenomenon. Our intention is to present Art as something that can be de-mystified and therefore assimilated by any individual. The

series: "Art, Window of the Soul" is intended as a project developing over a period no shorter than three years.

- "History of Words" (*"Historia de Palabras"*)

This is a series of 52 "microprogrammes" (each one is 1-2 minutes long) in which common words are described and their original meaning and deepest sense is analysed. This programme represents one instance of a more general interest about language.

- "Continuity TELEDUC 1986" (*"Continuidad TELEDUC 1986"*)

We call Continuity the space that fulfils the following tasks:

- a.- serving as a link between TELEDUC's programmes.
- b.- delivering news related to scientific and cultural activities that have taken place during the week.
- c.- informing about tests, exercises and other matters related with TELEDUC's courses.

- "Written Expression" (*"Expresión Escrita"*)

This course has been designed to teach how to write documents of various classes, including commercial documents and literary works.

- "Look, Listen and Learn" (*"Oreja, Pestaña y Ceja"*) 1986

Program for children that bears high didactic contents.

3.2. Titles of 1987 Courses and Series of Programmes

- "Computing through the Logo Language" (*"Computación a través del Lenguaje Logo"*)

Course in computer programming specially oriented to children and youngsters from 12 to 20 years.

- "I, Businessman (Part Two)" (*"Yo, Empresario"*)

This course deepens concepts given in Part One placing special emphasis on innovation and creativeness in established organizations.

- "Art: Window of the Soul" (*"El Arte Ventana del Espiritu"*)

Part Two: Music.

In the series already mentioned, the second series of subjects covers the world of music.

- "History of Words (Part Two)" (*"Historia de Palabras"*)
New words are submitted to the analysis already explained.
- "Continuity TELEDUC 1987" (*Continuidad TELEDUC 1987*)
Idem. 1986.
- "Applied Computing (Repetition)" (*"Computación Aplicada"*)
- "Geography of Chile (Part One)" (*"Geografía de Chile"*)
First course on the thematic line "The Environment We Live In".
TELEDUC's intention is to cover the physical and political geography
of the thirteen regions of Chile.
- "Look, Listen and Learn" (*"Oreja, Pestaña y Ceja"*) 1987
Traditional program for the youngest.

3.3. Titles of 1988 Courses and Series of Programmes

- "The World Above Us" (*"Los Cielos de Chile"*)
Second course in the thematic line "The Environment We Live In", in
which the students learn to observe, value and appreciate the
wonders of the universe. We intend to make use of the very high
investment in equipment and skilled personnel that exists in our
country. (Chile has the best sites for direct observation of the
cosmos, as well as the largest telescopes in the southern hemi-
sphere).
- "Art: Window of the Soul": Part Three, Fine Arts.
In the series already mentioned, the third series of subjects covers
Fine Arts, Painting in particular.
- "Art: The Window of the Soul": Part Four, Chile a Country of Poets
(*"Chile, País de Poetas"*)
- "Continuity TELEDUC 1988"
Idem. 1986.
- "Advanced Course In Applied Computing" (*"Computación Aplicada"
Avanzada*)

- "Geography of Chile" (Part Two)
Continuation of the study of natural and human resources of the thirteen regions of the country.
- "My Body, ^{My} Machine of Life" (*"Mi Cuerpo, mi Máquina de Vida"*)
Descriptive anatomy course oriented to improve Chilean's health through a better understanding of the functioning of life's physiology.
- "Builders of our Land (Part One)" (*"Creadores de nuestra tierra"*)
Series of programmes about the main handicraft production centers of the country along with interviews and personal experiences concerning the creative process of the artisans.
- "Builders of Our Land:(Part Two)"
New examples along the same line.
- "Look, Listen and Learn 1987" (1988?)
- "Hello, goodbye!" (Basic English Course)

4. MAIN OBSTACLES FORESEEN FOR THE FUTURE DEVELOPMENT OF TELEDUC

Given its current resources, the materialization of TELEDUC's development plans encounters some serious hindrances, e.g.:

a. Substantial academic material has been developed for the programmes in the thematic line "The Environment We Live In". In spite of this efforts, TELEDUC hasn't got enough equipment to carry-out outdoors recordings for extended periods of time which are called for. This becomes an unsurmountable restriction when it comes to shooting outside recordings.

b. We hold the view that TELEDUC's outstanding reputation can be attributed to its unique approach to designing TV programmes for mass-teaching. This style is based upon the premise that learning and entertainment are not necessarily two contradictory goals. The style of programmes referred to, is characterised by the following features:

- i) Use of drama to present academic subjects.
- ii) Extensive use of humor in TV scripts.
- iii) Use of graphic resources of highest visual impact, particularly, animated cartoons.

5. MEANS TO OVERCOME THESE OBSTACLES

It is considered that TELEDUC 's main obstacles for development could be conveniently dealt with ~~with~~ assistance in the following areas:

5.1 Equipment

- a) A mobile unit for outside recording, particularly in the subjects of Geography and Natural Sciences.
- b) Computer facilities including software, peripherals and video interface, oriented towards the creation of digital images, animation and special effects.

5.2 Training

- a) Scheduling of visits to top-class educational television centres (such as NHK) with a view to observe how first class educational television is produced, and to learn how scientific research of educational programmes is carried-out.
- b) Short visits by foreign experts to advise the selection of equipment described in 5.1.
- c) Scheduling of visits by experts to advise the training of Chilean staff in the use of the technologies described in 5.1 and 5.3 (presented below).

5.3 Scientific Research

TELEDUC is interested in setting-up a research group devoted to the study of the effects of educational television. For this purpose, an specific project should be drawn up and the staff determined by the study should be trained.

TELEDUC STAFF

Alfonso Gómez (Ph.D.)	Director
Cecilia Guitart	Academic Coordinator
Rafael Vial	Administrative Coordinator
Edith Altmann	Special Projects Coordinator
Nellie Krauss	Commissioner of Branches
Juan Pedro Broussain	T.V. Supervisor
María Teresa Meneses	Director's Secretary
Francisco Masquián	Administrative Official
Consuelo Velasco	Bookstore Commissioner
Paulina Bustos	Administration
Manuel Marín	Administration
Marco Videla	Administration
Isabel Vicuña	Channel Coordinator
Cristián Guzmán (*)	Graphic Designer
Ramón López(*)	Stage Designer
Andrés Martínez (*)	Stage Designer
Pia Rey (*)	Production Assistant
Marcelo Miranda (*)	Computer Animation

(*) part-time personnel

TELEDUC ESTIMATED BUDGET 1984-1986

	1984	1985	1986
CONTRIBUTION CH 13			
National TY Council	2,333,493	1,778,084	2,258,167
TY Production	7,905,416	11,593,361	14,723,568
Other contributions	5,571,923	9,815,277	12,465,402
TOTAL CHANNEL 13	15,810,832	23,186,722	29,447,137
UNIVERSITY BUDGET			
TELEDUC staff	9,702,546	8,988,000	11,414,760
Overhead	4,927,600	4,023,000	5,109,210
Fees	11,407,140	9,760,000	12,395,200
National TY Council	2,217,420	1,308,000	1,661,160
Other incomes	3,208,020	4,896,000	6,217,920
Donations	0	2,341,000	2,973,070
Books (wholesale)	1,071,880	914,000	1,160,780
Books (retail)	4,211,320	5,093,000	6,468,110
Sale of Computers	0	1,532,000	1,945,640
Ingresos Revista Oreja	0	3,043,000	0
Sub-Total Income	36,745,926	41,898,000	49,345,850
OVERALL TOTAL	52,556,758	65,084,722	78,792,987

1 US \$= 200 PESOS APROX.

THE TELEVISION CORPORATION OF THE CATHOLIC UNIVERSITY OF CHILE

At the beginning of 1951, a group of engineers from the Scientific and Technological Research Department of our university developed a closed-circuit television system that was then successfully tested as a learning tool.

Late the same year, the Superior Council of the University decided to strongly support this new media. The first programmes were broadcasted with a small 50 watts transmitter. The experience was very welcome by the small population that already possessed television sets at the time.

On August 21st 1959, the television channel of the Universidad Católica was born as Channel 2. Three years later it adopted its current frequency, Channel 13. The 1962 Football World Cup was the first serious test that the newly born corporation had to face. It had to cover a major international event with extremely unsophisticated equipment.

When the World Cup was over, a total of about 5.000 television sets existed in Chile. It was then that the Rector of the Universidad Católica, Monsignor Alfredo Silva Santiago, ordered the setting of systematic broadcasting of entertainment and cultural programmes, as a new service provided for by the University.

In August 1962, programmes were set on air three times a week; four in September; six in November; and since 1963, there have been daily transmissions.

In April 1978, the Central Government decided to establish as the official standard for color broadcasting in Chile, that of the NTSC with 525 lines. Channel 13 adapted to this important challenge in only five months, through an ambitious programme of re-equipment.

Goals and Objectives

The Corporation gave itself the goal of becoming "a university television channel, with programmes in accordance with christian values, open to

universal values, which only aim is that of becoming a tool for culture and entertainment, in a passionate and sincere quest of the truth." This objective is still in full force.

As a mass media, the Corporation seeks to reach high rating, trying to maintain an appropriate balance between entertainment oriented programmes and cultural television.

Although the Rector of the Universidad Católica de Chile, exerts direct control over the Channel main policies, Channel 13 is run with a great deal of autonomy.

The Executive Director is the Corporation' top management authority. Channel 13 has a functional organizational structure in which Programming, Production, Broadcasting, Engineering, Management and Finance, Press, and Sales Management are the main Departments.

Programming: This department is in charge of selecting the contents and timing of programmes that are to be set on air, in order to reach a previously defined target audience.

Production: This department is in charge of producing live programmes. It has the capability for dealing with functions such as stage design, graphic art, clothing, make-up, stage machinery, among others.

Engineering: This is a technical department, in charge broadcasting quality control as well as hardware maintenance. (transmitters, TV cameras, lighting, videotape, telecinema, audio, are some of its related areas).

Broadcasting: This section carries out a variety of specific functions, for example: Continuity (the Daily Broadcasting Plan), trouble shooting once in the air, and transit of foreign material.

Management and Finance Department: Deals with the Channel's administration, namely financing, work force, acquisitions, and imports among others.

Sales Management: This department is specifically in charge of marketing television programmes and selling advertising time.

Press: In charge of reporting and recording news material.

Coverage

Appart from its main Channel at the Región Metropolitana (Channel 13), the Corporation broadcasts throughout the country as Channel 8, in Valparaíso and Viña del Mar; Channel 5 in San Fernando; Channel 8 in Talca and Linares; Channel 13 in Chillán and Los Angeles; Channel 9 in Constitución; and, in the near future, Channel 4 in Temuco. These stations re-transmit the Santiago station programmes via the Entel network. Also, Channel 5 in Concepción, is a partly autonomous channel, that alternates regional programmes with the ones received from Santiago. In the same conditin we find several stations in northern Chile, through the Telenorte network: Channel 3, in Antofagasta, Calama and Chuquicamata, Channel 8 in Pedro de Valdivia and María Elena, Channel 13 in San Pedro de Atacama, Channel 12 in Iquique, Channel 8 in Tocopilla, Channel 11 in Arica.

Facilities and Equipment

The Corporation has newly built facilities comprising some 20.000 square meters. Its present headquarters represent only part of an ambitious architectural project which includes the building of additional 30.000 square meters.

Channel 13 main equipment includes

- 2 soap operas studios equipped with 2 cameras Ikegami HL 302 and 1 Sony BVP 330.
- 1 studio (600 square meters) for Sabados Gigantes, by far the country's most popular light entertainment programme. Equipped with 4 cameras Sony DXC-M-3.
- 1 studio (900 square meters) for the production of Musicals, equipped with 3 cameras Sony BUP-330 and 2 cameras Sony DXC-M-3.
- 1 news studio equipped with 4 cameras JVC K 4 2700.
- 1 continuity studio equipped with 3 cameras JVC 2700.
- 1 Outside Broadcasting Van.

- 1 RCA equipment with 4 cameras, model FTK 760.
- 1 Mini Van, locally equipped with 4 cameras JVC KY 2700.
- 1 ENG- (Electronic News Gathering). Local Microwave Transmissions.

The Corporacion de Televisión is a non-profit organization which does not receive economic resources from the University's Central Government since 1976. The Channel is self-financed through the marketing of its programmes.

Channel 13 reaches over 80% of Chile's population, and has reached a market share ranging between 40% - 50% of the whole of the national audience.

Production of national programmes is over 40% of its total broadcasting time. This represents the concerted efforts of a staff of about 250 people -professionals, artists and technicians-.

YEAR 1979

Academic Programme

Courses:

- "Working Methods in Preschool Education"
- "Church and Society"
- "Human Relations in Labor Organization"
- "Essential Practice in Law: Frequent Legal Cases"

Series of Programmes:

None this year

Other Academic Activities:

Seminar for Preschool Teachers carried out as an extraprogrammatic activity.

Participating Academic Units:

- School of Education: Preschool Education Programme
- Institute of Theology
- School of Psychology
- School of Law

Book Publishing:

- "Working Methods in Preschool Education"
- "Church and Society"
- "Human Relations in Labor Organization"
- "Practic Essentials in Law: Frequent Legal Cases"

Other Supporting Means:

- 12 Pedagogic Guidelines in Law
- 04 Pedagogic Guidelines in Presachool Education
- 14 Pedagogic Guidelines in Social Doctrine of the Church
- 14 Pedagogic Guidelines in Human Relations

Television:

Preschool Education	14 Programmes
Social Doctrine of the Church	14 Programmes
Human Relations	14 Programmes
Law: Legal Cases	12 Programmes

Teleduc Branches:

3 Santiago, Valparaíso, Concepción.

YEAR 1980

Academic Programme

Courses:

- "Mathematics Algebra: Part One"
- "Written Expression: Part One"
- "School-age child Psychology"
- "Mathematics Algebra: Part Two"
- "Written Expression: Part Two"
- "Adolescent Psychology"
- "Working Methods in Preschool Education" (re-edition)

Series of Programmes:

"Jesus, The Christ" (*An approach to Christology*)

Other Academic Activities:

None.

Participating Academic Units:

- Institute of Mathematics
- Institute of Letters
- School of Education
- School of Psychology
- Institute of Theology

Book Publishing:

"Mathematics Algebra: Part One"

"Mathematics Algebra: Part Two"
"Written Expression: Part One"
"Written Expression: Part Two"
"School-age child Psychology"
"Adolescent Psychology"

Other Supporting Means:

24 Pedagogic Guidelines in Mathematics
24 Pedagogic Guidelines in Written Expression
12 Pedagogic Guidelines in School-age Child Psychology
12 Pedagogic Guidelines in Adolescent Psychology
12 Pedagogic Guidelines in Preschool Education

Television:

Mathematics Algebra	24 Programmes
Written Expression	24 Programmes
School-age Child Psychology	12 Programmes
Adolescent Psychology	12 Programmes
Preschool Education	12 Programmes
Christology	12 Programmes

YEAR 1981

Academic Programme

Courses:

"Creative Experience of the Toddler"
"How do children Learn Mathematics: Part One" (re-edition)
"Mathematics Algebra: Part One" (re-edition)
"The Child and the School"
"How do children Learn Mathematics: Part Two"
"Written Expression: Part Two" (re-edition)
"Mathematics Algebra: Part Two" (re-edition)

Series of Programmes:

"Instruments and their Performers" (Winds, strings and percussion)

- "Ecologic Documentaries" (allert against pollution)
- "Special Features" (subjects of national interest and interviews)
- "Young Chilean Performers" (introduction of young musical talents)

Other Academic Activities:

Advisories carried out by the two teachers of the Mathematics course (direct evaluation and assistance) in all TELEDUC 81'branches throughout both academic semesters.

Participating Academic Units:

- School of Education:Elementary Education Programme
- Preschool Education Programme
- Special Education Programme
- Institute of Literature
- Institute of Mathematics
- School of Education: Preschool Education Programme

Book Publishing:

- "I Express Myself: Creative Experiences of the Toddler"
- "I Express Myself: Teacher's Guide
- "How do Children Learn Mathematics"
- "The Child at School"

Other Supporting Means:

Cassete "I Express Myself", with songs to listen and play.
A didactic box with cards and guides for readiness in Mathematics: "I learn the first numbers"

Television:

I Express Myself	12 Programmes
How do children Learn Mathematics	24 Programmes
The Child and the School	12 Programmes
The Instrument and its Performer	12 Programmes
Ecology	10 Programmes
Journalistic Programmes	37 Programmes
Young Chilean Performers	12 Programmes

Teleduc Branches:

6: Arica, Iquique, Antofagasta, Valparaíso, Santiago, Concepción.

YEAR 1982

Academic Programme

Courses:

"Economics: Principles and Problems"

"I Express Myself" (re-edition)

"How do Children Learn Mathematics" (re-edition)

Series of Programmes:

"Life Imprisonment" (outstanding subjects of the universal culture)

"The Intelligent Body" (corporal beauty reconditioning method)

"Portraits and Self-portraits" (special features-interviews to artistic characters)

"Why Music?" (music: origins, evolution and expression)

"Social Psychology" (human behavior in the social environment)

"Chilean Musical Instruments" (aboriginal cultures' musical heritage)

"Ecology for Children" (how and why take care of the environment)

Other Academic Activities:

Advisories carried out by the two teachers of the mathematics course (evaluation and assistance) in all of TELEDUC 82' branches.

Participating Academic Units:

Institute of Economics

School of Education: Elementary Education Programme

Preschool Education Programme

Institute of Music

School of Psychology

Institute of Geography

Institute of Chemistry

Book Publishing:

"Economics: Principles and Problems"

"Economy: Teacher's Guide"

"Our Task: a Clean Land"

Other Supporting Means:

Didactic poster with exercises for the series of programmes
"The Intelligent Body".

Television:

Economics	12 Programmes
Music	12 Programmes
The Intelligent Body	12 Programmes
Social Psychology	12 Programmes
Portraits and Self-portraits	19 Programmes
Chilean Musical Instruments	06 Programmes
Life Imprisonment	06 Programmes
Ecology for Children	06 Programmes

Teleduc Branches:

10: Arica, Antofagasta, Calama, Los Andes, Valparaíso, Santiago, Curicó,
Talca, Concepción, Villarica.

YEAR 1983

Academic Programme

Courses:

"Chile: Five Centuries of Culture"

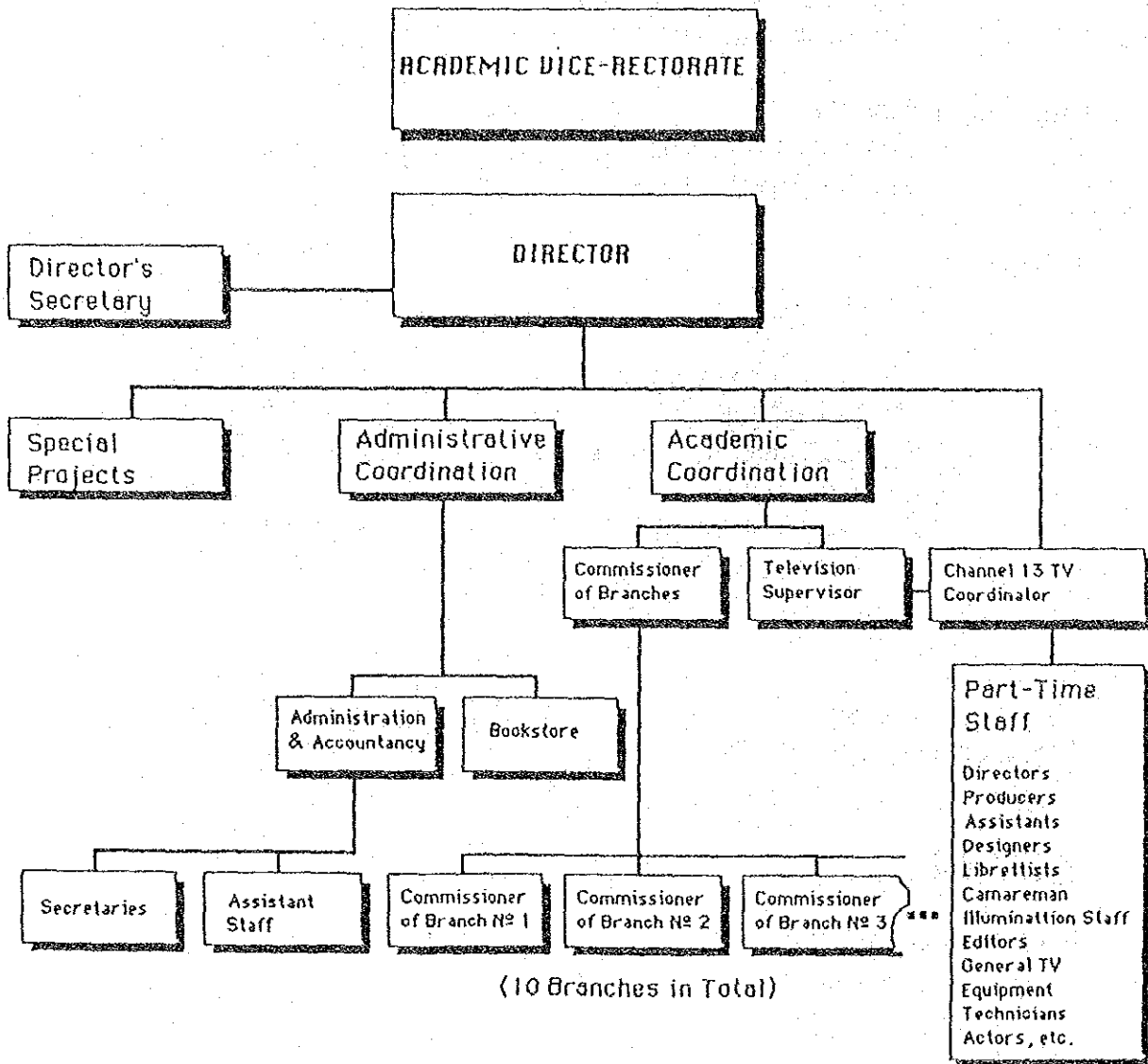
"Dram: From the Setting of the Group to the Debut"

Series of Programmes:

"Mathematical Games" (Contest of problems solution)

"Dialogue with Science" (Special feature-interviews to
national scientists)

TELEDUC



1987. 2. 24
J I C A

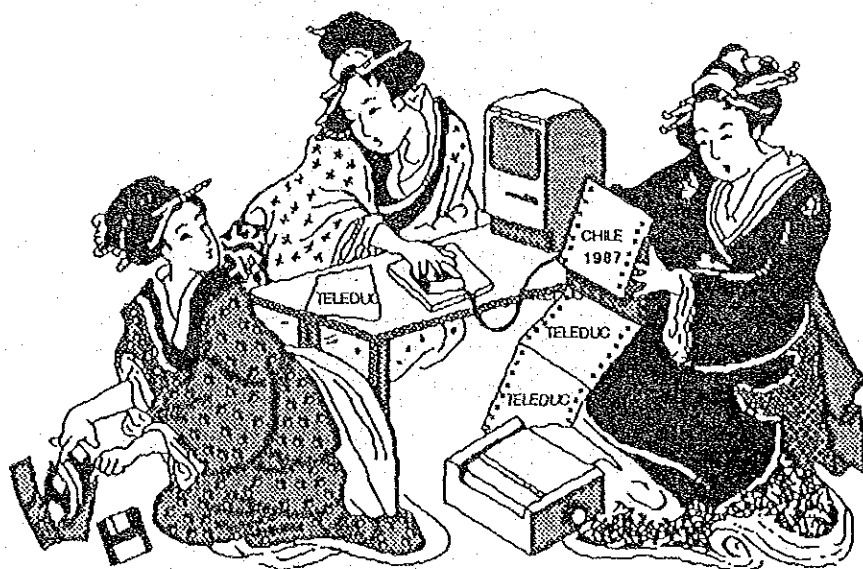
QUESTIONNAIRE
FOR
EDUCATIONAL TELEVISION PROJECT

1. What is the current state of the diffusion of TV receiver sets in the Republic of Chile and it's future prospect?
Besides, what percent of them can receive programs which are made by TELEDUC?
2. What are the laws and legislations relating to the TV broadcast? (Please prepare the copy of main laws and legislations.)
3. What is the ratio of educational programs occupying in the whole TV programs?
Besides, in those educational programs, what is the ratio of the programs which are made by TELEDUC?
4. Does the Chilean Government have any plan to develop educational programs?
If so, what will be the position of TELEDUC in the plan?
5. Please give us the TELEDUC's annual and weekly schedule of TV Program.
6. Please show us the organization chart of the Ministry of Education, the Catholic University of Chile and the Channel 13, and the number of staff working in each place.

7. Please give us the illustration about the relations among TELEDUC which runs the Project, the Channel 13, the Catholic University of Chile and the Ministry of Education.
Besides, what are the laws and legislations which form the ground for their relations?
8. What is the plan of the Chilean side to put the Project into motion?
(For instance, the plan concerning the facilities for Japanese experts and equipment, maintenance system for equipments, the plan to bear the cost and so on.)
9. What is the prospect of securing the counterpart staff; the staff who will receive the advice from Japanese experts? (number, post, level of skill and so forth)
10. What is the idea of the Chilean side regarding the system and method how Japanese experts do the technical transfer to the Chilean counterpart staff?
11. Please submit the city map of Santiago which clearly shows the position of the Catholic University of Chile (TELEDUC) and the Channel 13.



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TELEDUC



VISITA MISION JAPONESA. SANTIAGO, MARZO DE 1987

TELEDUC

SCHEDULE OF ACTIVITIES

Wednesday, March 11

- 9:30 Welcome to TELEDUC by Dr. Alfonso Gómez, General Director, (Casa Central Universidad Católica de Chile, Av. Bernardo O'higgins 340)
- 10:00 Visit to Dr. Juan de Dios Vial, Rector, Universidad Católica de Chile
- 10:45 Discussion of programme of activities. Exhibition of samples of TELEDUC TV programs and textbooks. (Alfonso Gómez, Francisco Garcés in Mr. Gómez's office)
- 13:00 Lunch at the Enoteca Restaurant
- 15:00 What is TELEDUC ? Presentation followed by discussion (Alfonso Gómez, Francisco Garcés in Mr. Gómez's office)
- 18:00 End of meeting

Thursday, March 12

- 9:30 Continuation of working meeting (Alfonso Gómez, Francisco Garcés in Mr. Gómez's office)
- 11:30 Academic potential of Children and Educational TV in the Chilean context (Mrs. Paulina Dominguez, Psycho-Pedagogic Advisor to TELEDUC and Mr. Francisco Garcés Academic Manager)
- 13:00 Lunch with Dra. Erika Himmot and other university authorities (At Office 18, 2º floor, Catholic University)
- 15:00 Continuation of working meeting (Alfonso Gómez, Francisco Garcés in Mr. Gómez's office)
- 18:00 End of meeting

SCHEDULE OF ACTIVITIES

Friday, March 13

- 09:30 Welcome to CANAL 13 by Mr. Eleodoro Rodríguez, Executive Director, Corporación de Televisión de la Universidad Católica de Chile, Mrs. Ruby Anne Gumpertz, Production Manager and Mr. Jorge Fernández, Executive General Secretary (Estudios Canal 13, Inés Matte Urrejola 0848)
- 10:00 Visit to CANAL 13 facilities (Mr. Rafael Richards, Chief Engineering Canal 13)
- 12:00 Protocol visit to Mr. René Salamé, Secretary for Education (Sub Secretario de Educación) at the Ministry of Education. (Av. Bernardo O'Higgins 1371)
- 13:00 Lunch at the Sheraton (place to be confirmed).
- 15:30 Perspectives of The Chilean Television System: Legal and other political aspects (Mr. Jorge Fernández in CANAL 13)
- 17:00 Discussion and guidelines for a Cooperation Project
- 18:00 End of Meeting

Monday, March 16

- 09:30 Continuation of Discussion and guidelines for a Cooperation Project (Allonso Gómez, Francisco Garcés in Mr. Gómez's office)
- 13:00 Lunch with university authorities (At the Catholic University)
- 15:00 Discussion and guidelines for a Cooperation Project
- 18:00 End of Meeting

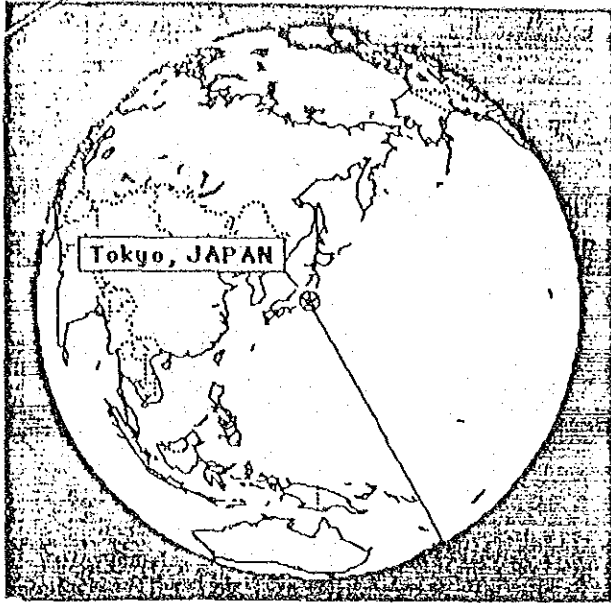
SCHEDULE OF ACTIVITIES

Tuesday, March 17

- | | |
|-------|---|
| 09:30 | Continuation of Discussion and guidelines for a Cooperation Project (Alfonso Gómez, Francisco Garcés in Mr. Gómez's office) |
| 13:00 | Lunch with university authorities (At the Catholic University). |
| 15:30 | Writing of guidelines for a Cooperation Project (Alfonso Gómez, Francisco Garcés in Mr. Gómez's office) |
| 18:00 | End of Meeting |

Wednesday, March 18

- | | |
|-------|---|
| 09:30 | Writing of guidelines for a Cooperation Project (Alfonso Gómez, Francisco Garcés in Mr. Gómez's office) |
| 13:00 | Lunch at Rodizio Restaurant |
| 16:00 | Signing of Discussion Minutes by Rector and the Head of Japanese Delegation. |



TELEDUC
WELCOMES OUR
DISTINGUISHED
JAPANESE
VISITORS

17.500 KM.

ON BEHALVE OF
ALL OUR
PERSONNEL, WE
WISH YOU A
PRODUCTIVE AND
PLEASANT STAY IN
OUR COUNTRY

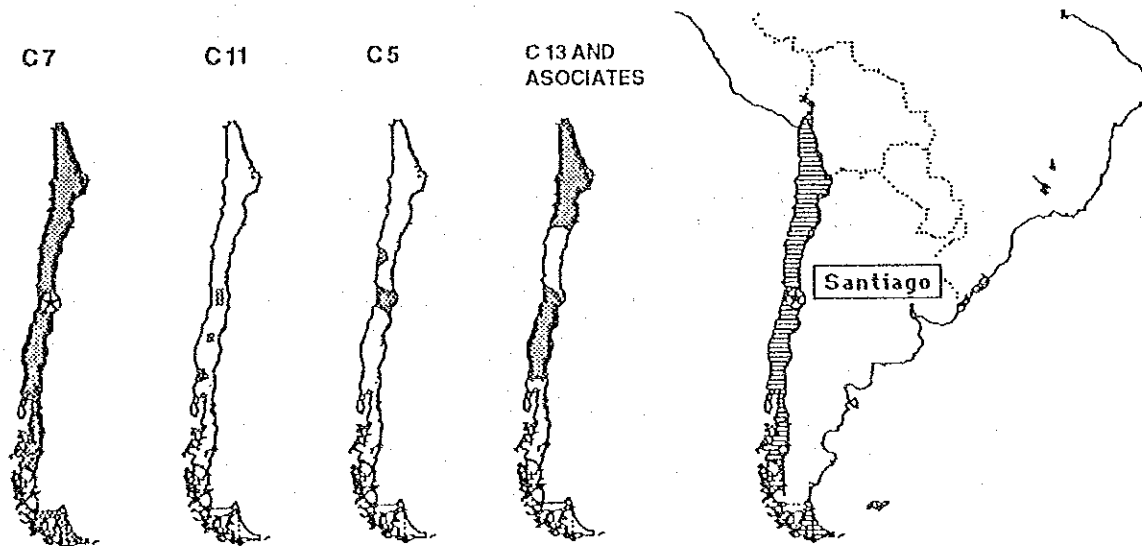


TELEDUC: CURRENT STATUS

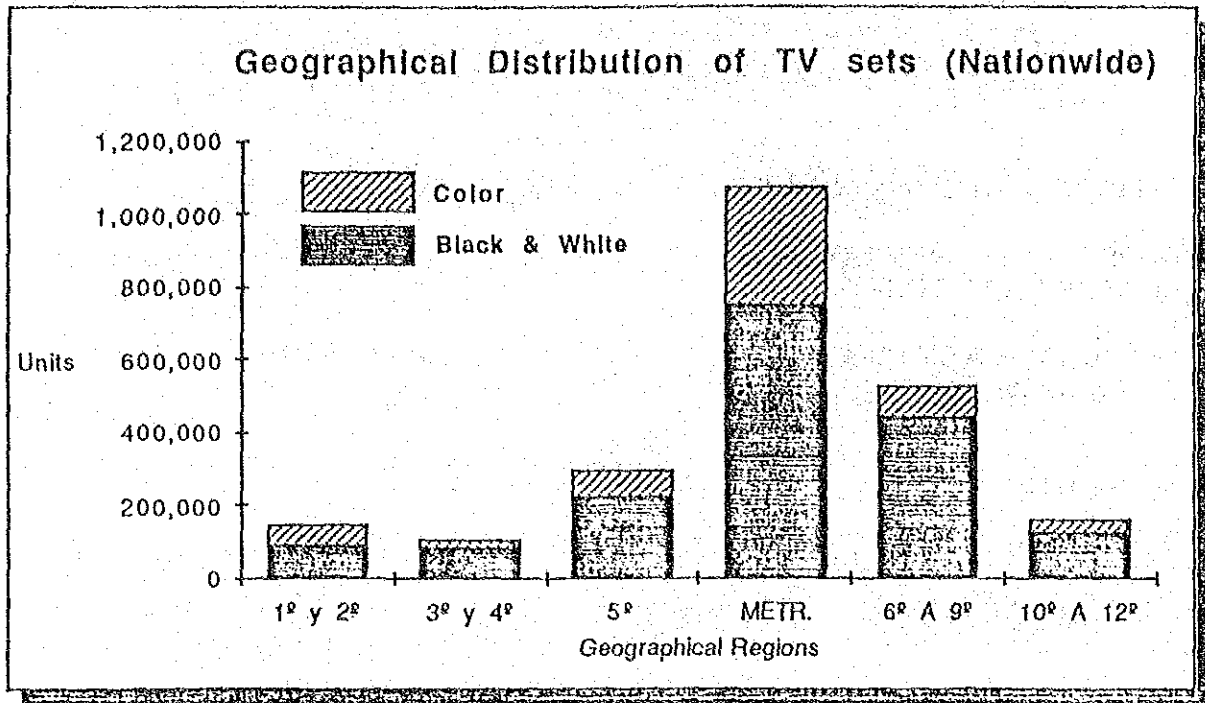
- **The Director's Perspective after one year in charge**
- **The Rector's Commitment to Develop TELEDUC**
- **Schedule of Activities and some additional explanations**

TELEVISION NETWORKS OPERATING IN CHILE

TELEVISION NACIONAL DE CHILE	Channel 7 (and 9) National Coverage (13 Regions)
CORPORACION DE TELEVISION, UNIVERSIDAD DE CHILE	Channel 11 Great Santiago, Chillan and Valdivia
CORPORACION DE TELEVISION, U.C. VALPARAISO	Channel 5 V Region, Santiago, and La Serena
RED DE TELEVISION UNIVERSIDAD DEL NORTE	Channel # I and II Regions (Asoc. to Channel 13)
CORPORACION DE TELEVISION, UNIVERSIDAD CATOLICA	Channel 13, Great Santiago (I-II) V,VI,VII,VIII,IX Regions



UC TV and Assotiated Channels cover about 82% of
the Chilean population

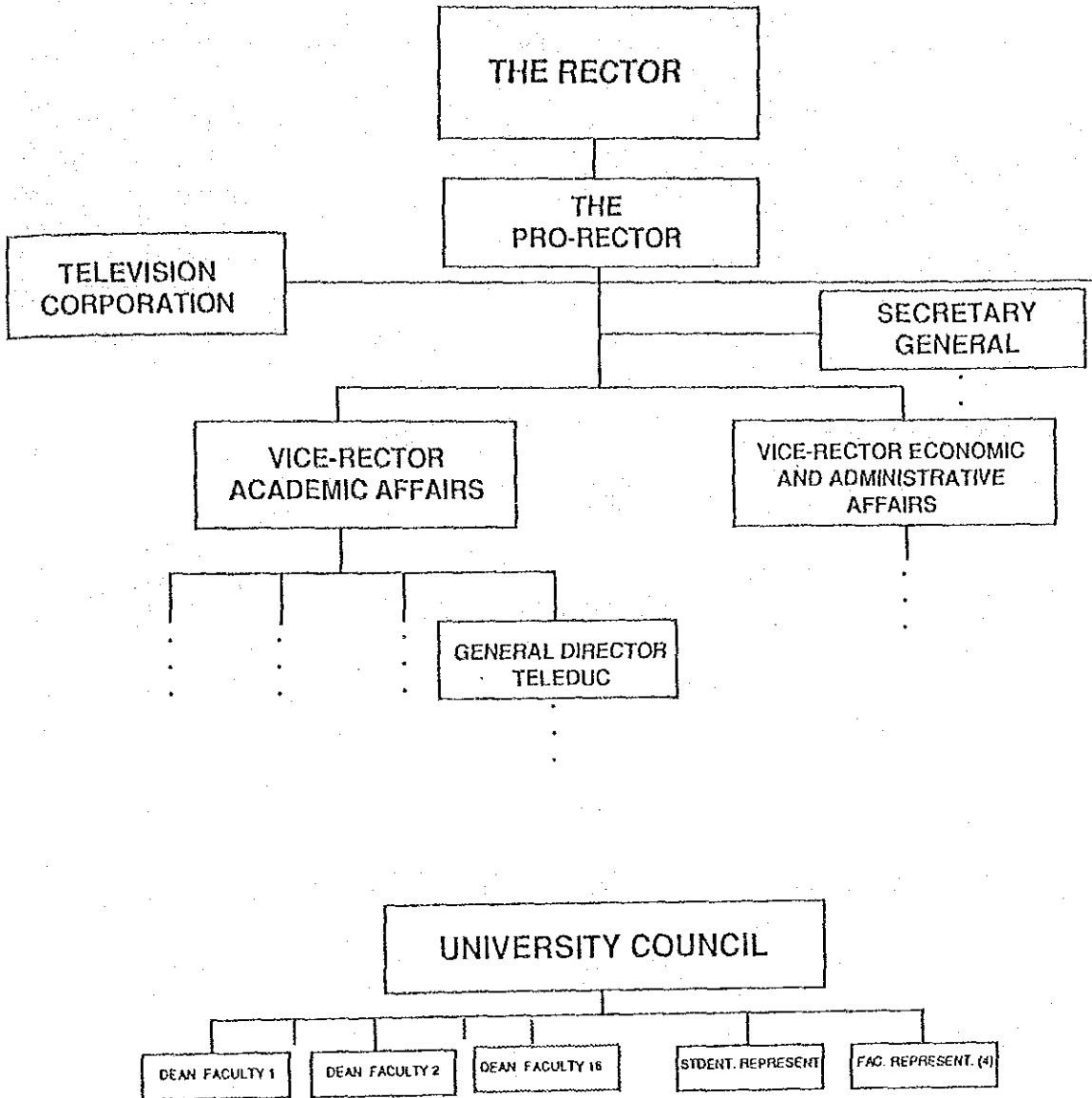


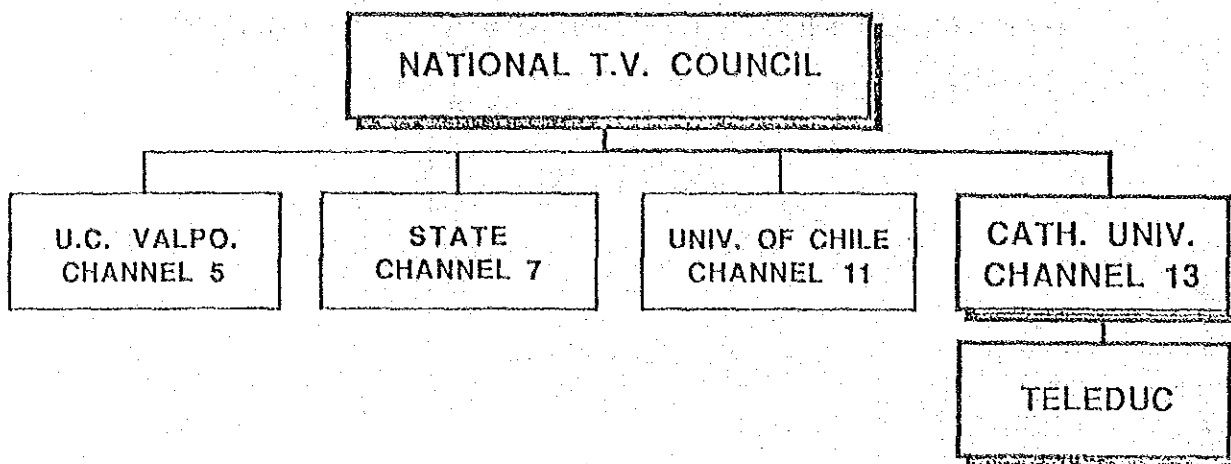
2.320.561 T.V. SETS

72% Black & White
28% Color

Source: National Statistics Institute, 1982

PARTIAL ADMINISTRATIVE AND ACADEMIC STRUCTURE





NATIONAL TELEVISION COUNCIL (NTVC)

- MINISTER FOR EDUCATION (PRESIDENT)
- 2 MEMBERS OF THE SUPREME COURT OF JUSTICE
- 3 RECTORS OF UNIVERSITIES
- MANAGING DIRECTOR, NAT. TV. (CHANNEL 7)
- 1 REPRESENTATIVE OF THE PRESIDENT

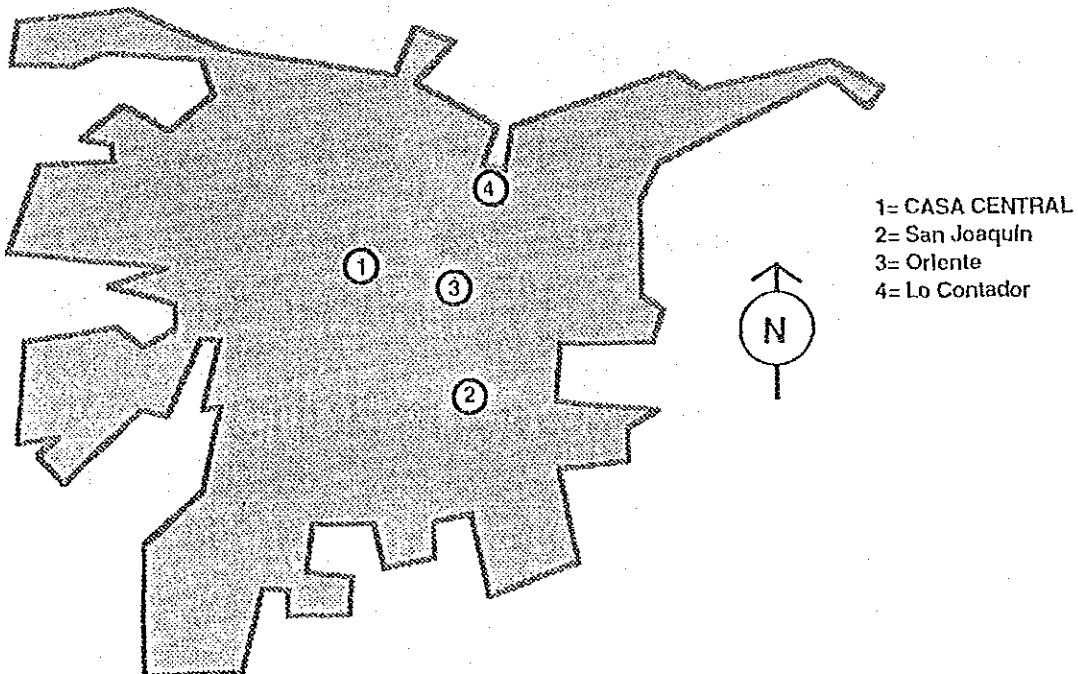
- THE COUNCIL IS A POLICY-MAKER BODY
- IT ALLOCATES SOME MONEY FOR CULTURAL T.V.
- MONITORING OF T.V. REGULATIONS
- IT DOES NOT INTERVENE IN ACTUAL CHANNEL PROGRAMMING

GENERAL STATISTICS (1986)

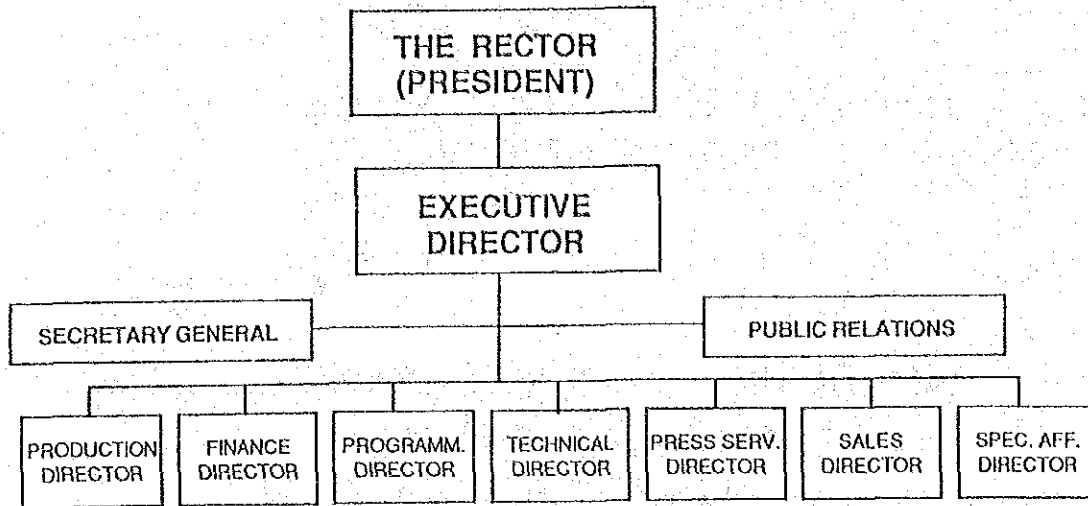
UNDERGRADUATE STUDENTS = 13.968
GRADUATE STUDENTS = 562
OTHER = 1.111
TOTAL = 15.600

ACADEMIC STAFF (FULL TIME) = 1.526
ADMINISTRATIVE STAFF = 1.627
AUXILIARY PERSONNEL = 467

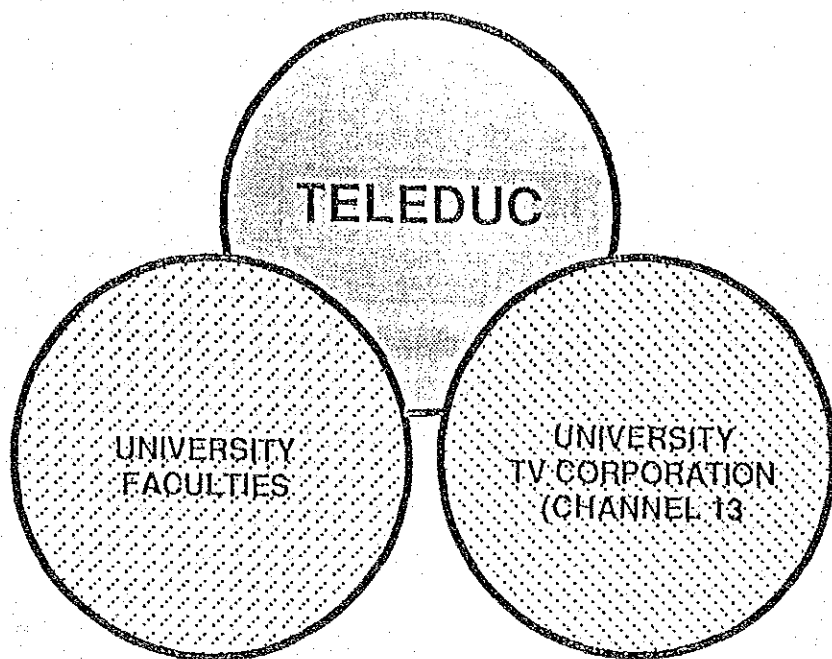
ACADEMIC STAFF (MEDICAL SCHOOL) = 309
ADMIN. STAFF (MEDICAL SCHOOL) = 1.226
AUXILIARY PERSONNEL = 354



TELEVISION CORPORATION

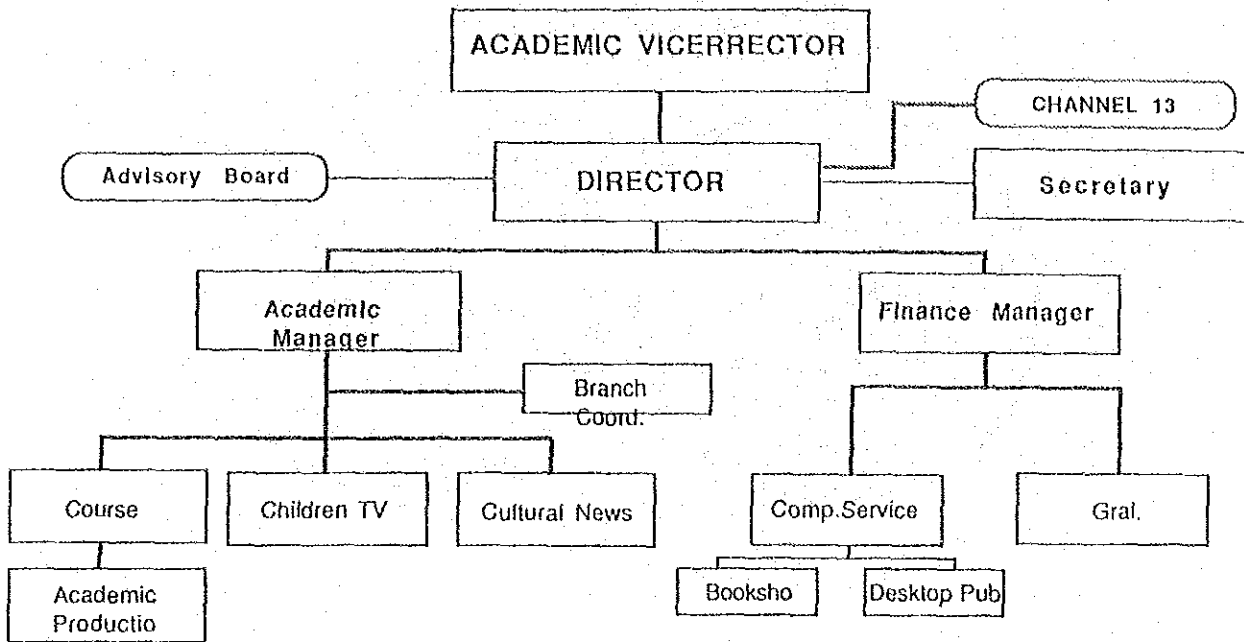


- First experimental transmissions: 1951
- 1962 Systematic daily broadcasting
- 1978 Color TV
- 46% of National TV audience
- Facilities: 20.000 square meters
- 500 people full-time personnel

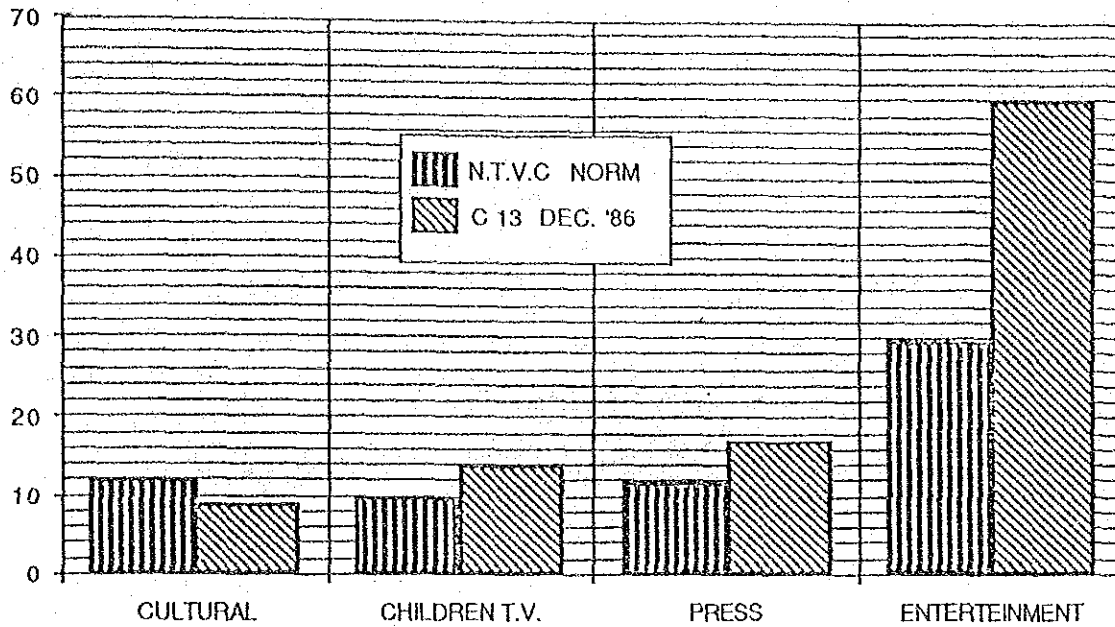


TELEDUC is a unique Distance Education and Cultural TV Program.

TELEDUC designs educational and cultural experiences in which ACADEMIC CONTENTS are provided for by Faculty Members, and TV PRODUCTION is provided for by Channel 13.



DISTRIBUTION OF BROADCASTING TIME ACCORDING TO TYPE OF PROGRAM



Cultural TV \neq Educational

"CULTURAL" TELEVISION

"programs aimed at the diffusion of historical, religious and cultural values"

EDUCATIONAL TELEVISION

"As such: programs aimed at the transfer of some sort of formal learning"

TELEDUC is the only instance of formal Educational Television existing in Chile

**TYPES CURRENT TELEDUC'S
PROGRAMS**

- COURSES (50%)
- CULTURAL (20%)
- CHILDREN (30%)

A COURSE:

Series of 12 TV programs
+
Text (and other complementary material)
+
Formal Evaluation (Computerized)
+
University Certificate
+

A CULTURAL PROGRAM:

Series of 13 TV programs

THE CHILDREN PROGRAM:

Series of 13 TV programs in which
"entertainment and learning complement
each other"

TELEDUC: 3 HRS. OF T.V. BROADCASTING

1.5 Saturday, 1.5 (repetition) Sundays

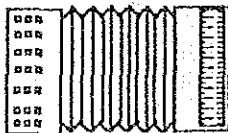
5.000 Registered Students a year

3-4% Rating (500.000 contacts/ week)

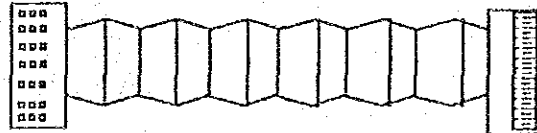
Some Equipment (2 editors, 1 camera, 1 vehicle,
some computer equipment)

Office Space, 300 Sq. Meters: 210 Sq. Meters
warehouse: 106 Sq. Meters Bookshop

HOW LARGE IS TELEDUC ?



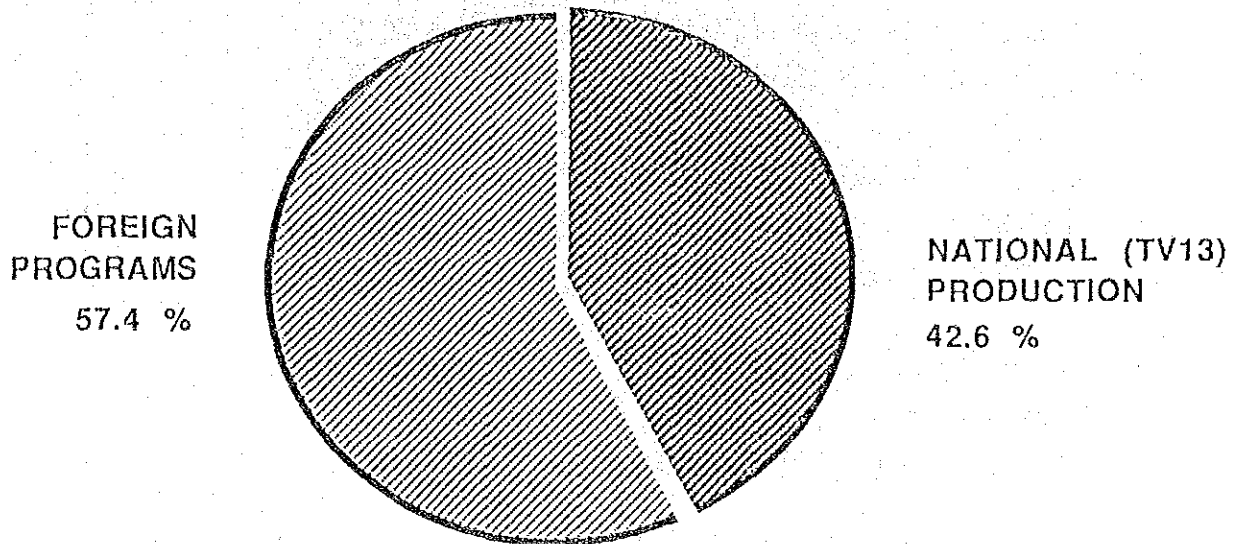
or..



TELEDUC PERSONNEL

OWN FULL-TIME STAFF
ACADEMIC STAFF
PART-TIME ADVISORS

**CHANNEL 13' PERCENTAGE OF NATIONAL VS
FOREIGN T.V. PRODUCTION
(IN BROADCASTED HOURS)**



- THE CURRENT NATIONAL NORM IS 30% MINIMUM LOCAL PRODUCTION
- 100% OF TELEDUC'S CURRENT BROADCASTING IS LOCALLY

TELEDUC

10 YEARS OLD PROGRAM

**FIRST STAGE (1976-1980): "Teacher
in front of the camera"**

**SECOND STAGE (1981-1986):
Development of appropriate language.
Widespread recognition. Consolidation**

**THIRD STAGE (1987-): Significantly
greater social impact. Leader in TV
production in the Latin American region**

THE CHALLENGE

CURRENTLY

5.000 Registered
Students

39 x 2 = 78 Hrs.
broadcasting

3-4 % rating

524.865
contacts/semester

100% local production

PROJECTED

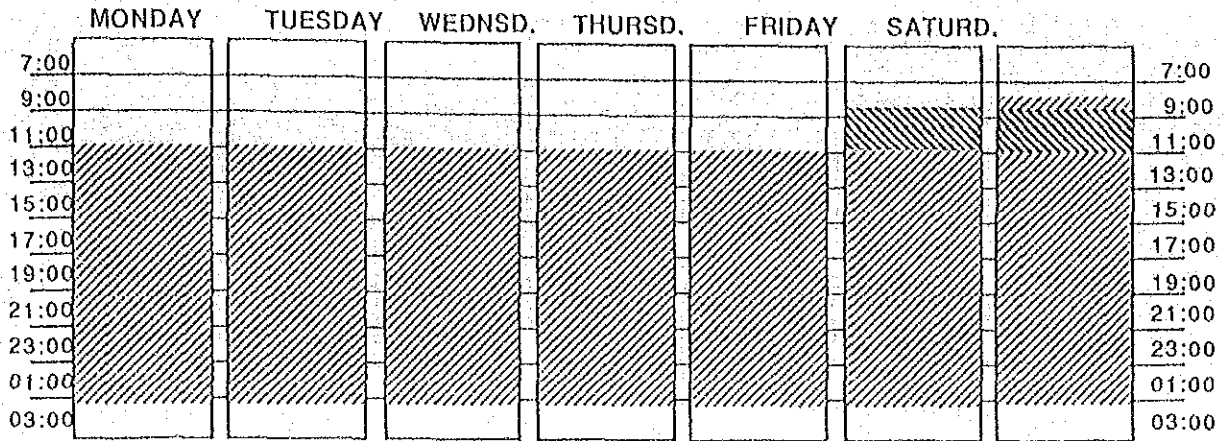
50.000 Registered
Students

110 x 2 = 220 Hrs.
broadcasting + Sp.Prg.



4-5 % rating

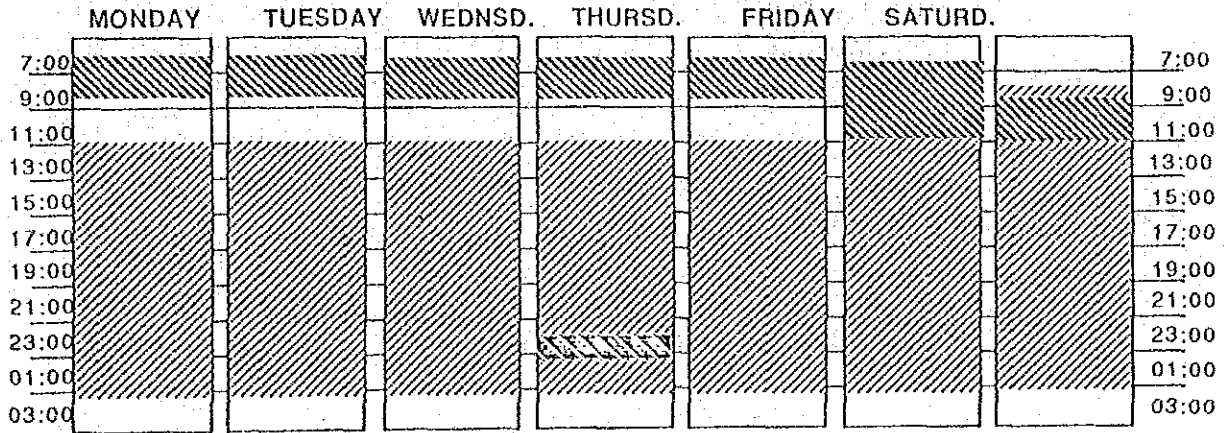
1.837.025 + prime time
audience

50% local production






TV 13 Current Broadcasting Hours

-  Channel 13 regular programs
-  TELEDUC PROGRAMS



Intended Broadcasting Hours (1990)

-  Channel 13 regular programs
-  TELEDUC PROGRAMS
-  Occasional TELEDUC Programs

STATEMENT OF OBJECTIVES

- TO SIGNIFICANTLY ENHANCE TELEDUC'S CONTRIBUTION TO SOCIETY

"50.000 registered students from well defined target audiences"

THE SCHOOL

Continuos Education for Teachers
Remedial Courses for Secondary Students
The Class-Room (Audio-Visual Experiments)

EARLY VIEWERS

The Unemployed
Housewives

CURRENT AUDIENCE

Children
Continuous Education for Adults (Tools for Action)

KEYS FOR SUCCESS

- AUTHORITIES COMMITMENT

UNIVERSITY BACK-UP (The Rector, University Centinnyary,
The ViceRectors: PHILOSOPHICAL AND FINANCIAL)

THE TELEVISION CORPORATION (TV Space and
Resources: BUILDING, EQUIPMENT MAINTENANCE)

MINISTRY FOR EDUCATION (Coordination with their
efforts)

- TELEDUC'S OWN COMMITMENT

- COLABORATION FROM JAPAN

SPECIFIC OBJECTIVES

**TO DEVELOP A CAPACITY FOR SEMI-AUTONOMOUS
EDUCATIONAL T.V. PRODUCTION**

**TO ASSUME A LEADING ROLE IN THE ADOPTION OF
COMPUTER TECHNOLOGY FOR REPRESENTATION AND
ANIMATION.**

**TO DEVELOP THE ECONOMIC CAPACITY FOR ECONOMIC
SELF SUFFICIENCY (RUNNING COSTS)**

PRINCIPAL REQUIREMENTS

EQUIPMENT

**TV STUDIO
HOUSING**

OTHER MAJOR INVESTMENTS

**PERSONNEL
SEED MONEY**

QUALIFIED PERSONNEL

**TV PRODUCTION AND MANAGEMENT
COMPUTER TECHNOLOGY
EDUCATIONAL TV RESEARCH AND EVALUATION**