

ERA at BETT 2016

Are you making the most of your ERA Licence?

As the world's leading learning technology event, which showcases the latest in educational technology, BETT offers ERA an unparalleled opportunity to make direct contact with educators and other users of technology in education.

Television and radio programmes broadcast in the UK offer educators a rich and diverse source of material to support teaching and to enhance learning.

The ERA Licensing Scheme provides a single point of clearance for all rights necessary for educational establishments at all levels of education to create and use resources obtained from broadcast materials whether on television or radio.

How does ERA help?

The diversity of programmes available on TV and radio ensures that there is a constant and ever-changing selection for educators to use.

For example clips can be used to illustrate a particular point. They can be a jumping off point for discussions around a topic or a creative writing exercise (eg. 'what happens next?'). Different adaptations of text can be compared, historical subjects brought to life, scientific concepts illustrated.

To support 'flipped learning' the ERA Licence means that students can be directed to watch in their own time an adaptation or range of clips so that the discussion can begin straightaway in the lesson. Watching programmes outside the classroom increases student/teacher interaction time in the classroom.

Current events can be brought to life using clips and interactive supporting resources. A great example of this is the recent launch of British astronaut Tim Peake into space to join the International Space Station. Pupils all over the country watched the launch live but also viewed clips of the supporting documentaries to further their understanding.



Tim Peake – BBC Pictures

It's not always the most obvious programme choices either; for instance we recently came across an establishment where clips of Eastenders featuring scenes in the hairdressers had been compiled in order to stimulate a discussion on good/bad customer service standards.



Shaun the Sheep – BBC Pictures

Here are some other examples:

- A clip from a *UK Championship Snooker Final* match on BBC2 featuring a failed 147 break used for a lesson on sports psychology.
- Using an episode of *Shaun the Sheep* in literacy lessons – asking students to write their own script for this dialogue-free children's favourite.
- *Masterchef Professionals* – using skills tests (e.g. filleting fish) with catering students, asking them to judge participants themselves (thus avoiding peer judgements when students are lacking confidence).

What else does ERA offer?

We'd like to help all our licensees make the most of their licence, so our new website includes a Resources & Case Studies section.

Through our outreach work with licensees we've accumulated a wide range of both anecdotal and written case studies which demonstrate the innovative and inspiring ways in which teachers are now making use of video and audio content.

For instance we have a case study from a teacher at a primary school on using clips of weather forecasts in a lesson with KS1 pupils, and another on how to get teenage boys to enjoy learning about English Literature.

Our idea is that this Case Studies section could become a forum for teachers and lecturers to share their experiences of how they successfully use broadcast material in their learning sessions.

We're hoping that this section will grow through user contribution and become a valuable resource for educators, forming a bank of information searchable by keyword.

Keep in touch with ERA:

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