

mindset



WHO ARE WE?

- Mindset Network is an award winning non-profit organisation that promotes community development through education.
- Aligned with government policy and MDGs in our quest for social upliftment.
 - ✓ Supports the Department of Basic Education and the Department of Health with digital educational resources for different platforms including broadcast.
- Focus on content development and distribution for the following sectors:
 - ✓ Formal education (currently delivered via TopTV, DSTV and Sentech Vivid bouquet into homes and schools)
 - ✓ Health education (delivered via Sentech Vivid into clinics, hospitals and community health centres)
 - ✓ Livelihoods education (yet to formally launch)

NEED FOR EDUCATIONAL SERVICES

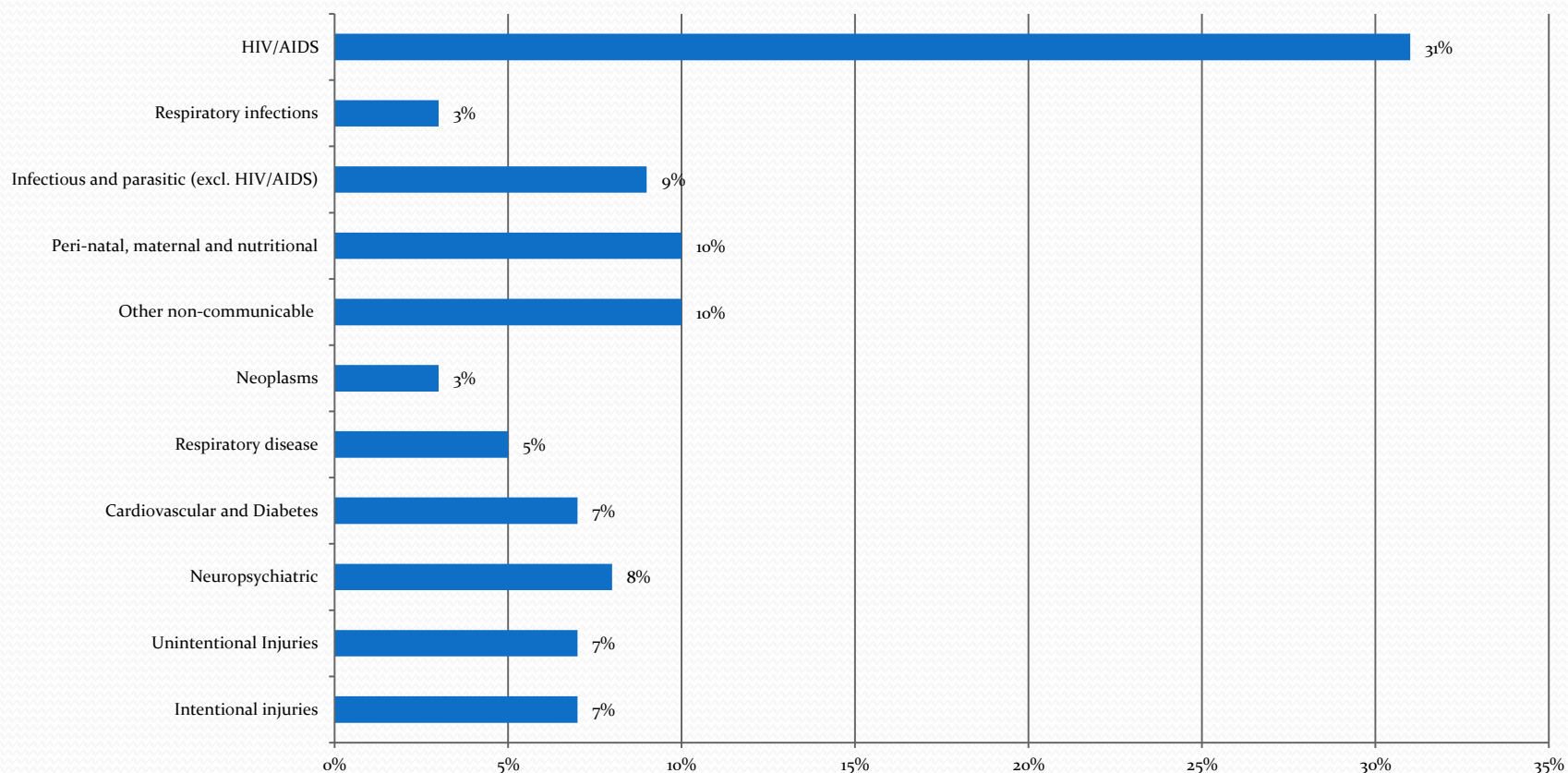
- Education
 - Quality education has been identified as a key priority of Government
 - Catalyst in fighting poverty, unemployment and other social imbalances
 - Vital role in improving productivity and competitiveness of SA economy
 - State of education:
 - 2011 Annual National Assessments results – learner performance in Literacy and Numeracy is below par and needs support

RECENT MATRIC RESULTS – A CLOSER LOOK

YEAR	NATIONAL PASS RATE (%)	BACHELORS PASS	MATHS PASS RATE	SCIENCE PASS RATE
2009	60.6	19.9	46.0	36.8
2010	67.8	23.5	47.4	47.8
2011	70.2	24.3	46.3 (30% > 40% mark)	53.4 (33.8% > 40% mark)

HEALTH

Proportions of leading categories of causes of death 2010

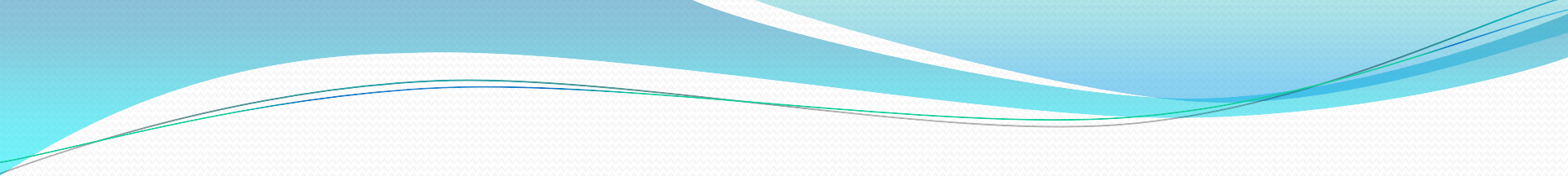


BROADCAST AS A COMMUNITY SUPPORT MECHANISM

- An effective and efficient means of mass education and information .
- High level of audience penetration (85.8% of total population has access to free to air channels, 20.85% have access to pay TV)
- Wide geographical coverage
- Relatively inexpensive to access
- Content versatility (content can easily be adjusted to reflect changes in curriculum, new breakthroughs and discoveries, reviews of policy etc.)

OUR SUBMISSION

- Mobile Digital Terrestrial Television Multiplex (MDTT₂) should be used to accommodate new entrants who will boost the uptake of DTT services, bring more content into the market and expand the consumers' range of content to choose from.
- MDTT₂ to include new entrants to enable them get acquainted with audiences and vice versa prior to the June 2015 DTT start date.
- ICASA should reserve capacity for public benefit service providers.
- ICASA should prioritise applicants with a focus on South African content as they not only showcase local talents but also provide jobs.
- ICASA should enforce Must Carry Regulations with regard to public benefit channels that are provided on a not for profit basis.

- 
- Licence fees for PBOs should either be waived or kept to a minimum to enhance potential for survival.
 - A single consolidated licence for the operation of more than one channel.
 - Provision for commercial sale of airtime to ensure sustainability.
 - Regulations to prevent misuse of licence, unethical conduct and unprofessional operations.



USING BROADCAST TO PROMOTE COMMUNITY DEVELOPMENT-

CASE STUDY: MINDSET NETWORK

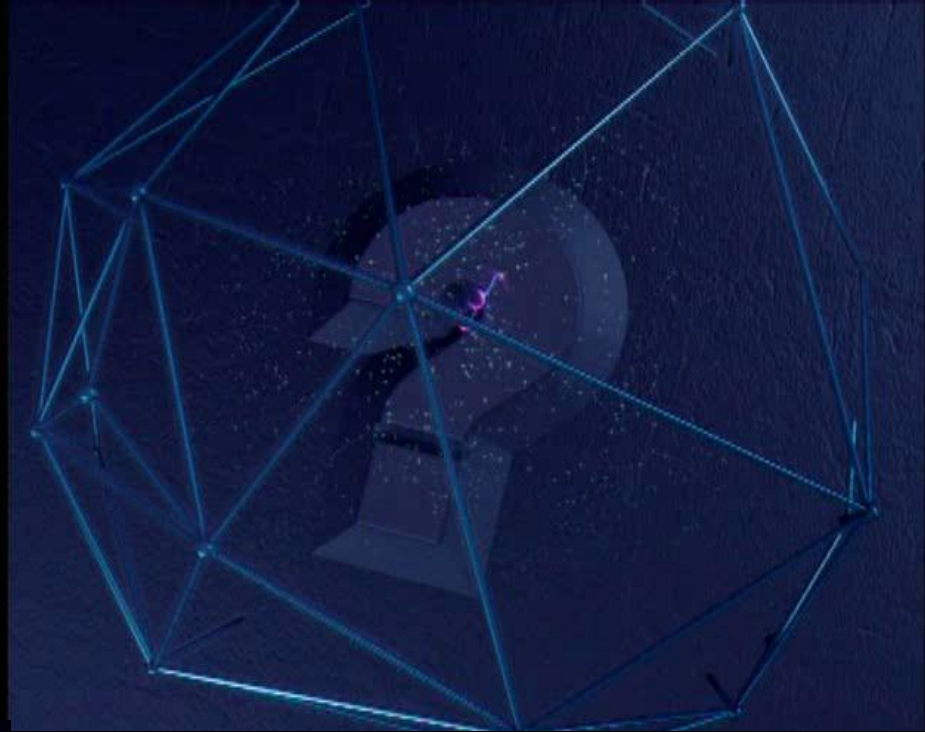
MISSION

- To provide support for learners and Educators in schools especially those that are underserved/under resourced.
- To provide information to the general public which helps them in making responsible lifestyle choices that positively impact on their health.
- To provide educational content on entrepreneurship and information that promotes economic activity amongst the populace.

THE MODEL

- Mindset piggybacks on the platforms of other entities with broadcast licences to service communities.
- Mindset packages channels for delivery to broadcasters who then onward broadcast it.
- Operated broadcast education services (Mindset Learn) on DSTV since 2003.
- Included a channel on Top TV (Top Learn) in 2010.
- Mindset content is also available on the Sentech Vivid bouquet.
- Developed in excess of 1500 hours of content for distribution.

- Support tuition in classrooms and extramural learning outside regular schooling hours
 - Using both live and pre-recorded broadcasts
 - Installed televisions, decoders and satellite dishes to enable access to the content
 - Special programming for Winter schools, spring schools and matric revision
- Supply content on health related issues to waiting rooms of clinics, health centres and hospitals
 - Installed televisions, decoders and satellite dishes to enable access to the content
 - Broadcast pre-recorded health education content





CHALLENGES

- Limited penetration due to use of pay TV channels.
- Geographical limitation of community television.
- Inability to reach homes with health information and education content due to reliance on Sentech Vivid bouquet.
- Delay in launch of livelihoods channel due to inability to corral target audience.

DTT AS A SOLUTION

- Better audience penetration due to reach of Digital Terrestrial Television (85.8% of the total population)
- Better programme scheduling for formal education resulting from better audience penetration.
- Better reach for health content. Access in homes as opposed to hospitals, health centres and clinics only.
- Convenient launch of livelihoods channel due to effective access to target audience.



DEMAND FOR THE SERVICE

Mindset Learn best viewership over 12 months
TVR (000): Age 15 – 24

OSD: 1 Mar Sun 05:00-24:00

#	Programme Title	000s	Dateday	Week Start time
1	Life Sciences Exam Revision	14.956	17/11/11 Thurs	19:00
2	Mathematics Exam Revision	13.909	17/10/11 Thurs	14:15
3	Life Sciences Exam Revision	13.314	17/11/11 Thurs	17:45
4	Mechanical Properties Of Materials	15.261	19/10/11 Tues	9:35
5	Physical Science Exam Revision	14.004	19/11/11 Sun	14:30
6	Mathematics Literacy Exam Revision	14.048	16/10/11 Wed	14:30
7	Mathematics Literacy Exam Revision	14.709	16/10/11 Wed	14:15
8	Linear Functions	19.702	2/4/2012 Mon	18:49
9	Chemical Equilibrium	19.589	1/11/11 Thurs	15:31
10	Mathematics Exam Revision	19.467	17/10/11 Thurs	14:00
11	Life Sciences Exam Revision	19.977	17/11/11 Thurs	18:31
12	Mechanical Properties Of Materials	19.969	19/10/11 Tues	9:19
13	Mathematics Exam Revision	12.619	17/10/11 Thurs	14:30
14	Life And Living	12.546	19/08/11 Fri	19:14
15	Mathematics Exam Revision	12.284	16/10/11 Thurs	14:15
16	Children Of The Wilderness	12.285	30/10/11 Fri	8:40
17	Planet Earth And Beyond	11.862	8/1/12 Sun	8:14
18	Maths And Farming	11.77	6/11/11 Sun	8:02
19	Mathematics Literacy Exam Revision	11.679	16/10/11 Wed	14:00
20	Mathematics Exam Revision	11.686	16/10/11 Thurs	14:30
21	Maths Literacy	11.361	16/10/11 Fri	18:28
22	Maths Literacy	11.361	16/10/11 Fri	18:17
23	Structural	11.306	6/11/11 Sun	7:47
24	Maths Literacy	11.096	16/10/11 Fri	18:06
25	Children Of The Wilderness	11.066	6/11/11 Sun	8:45

#	Programme Title	000s	Date Day	Week Start time
26	Life And Living	11.042	6/11/11 Sun	8:38
27	Systems	11.042	6/11/11 Sun	8:59
28	Agriwa	11.042	6/11/11 Sun	7:59
29	Science Expo	10.992	1/11/11 Thurs	15:58
30	Life Sciences Exam Revision	10.742	7/10/11 Fri	19:15
31	Mathematics Literacy Exam Revision	10.645	26/10/11 Wed	16:10
32	Mathematics Exam Revision	10.485	20/10/11 Thurs	14:30
33	Grade 10 Physical Science LIVE	10.955	28/02/12 Thurs	16:00
34	Acids And Bases	10.282	1/11/11 Thurs	15:06
35	Geometry	10.185	17/10/11 Mon	19:30
36	Mathematics Exam Revision	10.165	25/10/11 Thurs	14:00
37	Child Labour	10.106	17/10/11 Mon	19:00
38	Crash Festival Australia	10.012	8/1/2012 Sun	7:56
39	Physical Science Exam Revision	9.969	19/11/11 Sun	9:30
40	Life Sciences Exam Revision	9.679	20/11/11 Sun	16:00
41	Life Sciences Exam Revision	9.655	17/11/11 Thurs	16:00
42	English Exam Revision	9.62	21/10/11 Fri	16:00
43	Mathematics Literacy Exam Revision	9.592	26/10/11 Wed	14:30
44	Life Sciences Exam Revision	9.584	17/11/11 Thurs	17:30
45	Mathematics Literacy Exam Revision	9.486	26/10/11 Wed	9:30
46	Linear Functions	9.39	2/4/2012 Mon	18:28
47	Maths Literacy	9.362	16/12/11 Fri	18:39
48	Structural	9.349	8/1/12 Sun	8:26
49	Grade 10 Maths LIVE	9.221	16/04/12 Mon	16:00
50	Life Sciences Exam Revision	9.167	17/11/11 Thurs	10:08

Source Period: 30 April – 3 June 12



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Navrae/Enquiry : M.J. Nkgapele
Verw/Reference : health estimates

The CEO

Mindset

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Randburg

South Africa

Sirs

HEALTH DATA ESTIMATES IN FACILITIES

The Department of Health utilises the District Health Information System for the national healthcare data collection. It is a common system that applies to the eight of the nine provinces of South Africa. Although the system is not flawless, it does give the Department a picture of health data and enable better health planning.

Mindset as the Department of Health's strategic partner, assist the Department in healthcare delivery, hence the organisation has its 'tried and tested' data collection system to complement the Department's. In terms of the audience numbers Mindset have access to, and the clinic data forms it has, it currently reaches 600 public health facilities, as at end of March 2012. (That is clinic statistics Mindset collects when installation is done which then translates into monthly total clinic attendance). Regarding the broadcast numbers, an audience of 5 million in the waiting rooms of 600 facilities is received. These numbers represent monthly head counts from facilities when collated.

Regards


MR M J NKGAPELE

DEPUTY DIRECTOR: NATIONAL HEALTH INFORMATION

DATE: 30/05/2012





Collphelo Molala

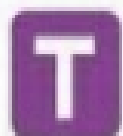
Mindset Learn.

I thank you guys very much about your lessons, and as long as you do so, we always there all the time. God be with you guys.

Like · Comment · 20 hours ago via mobile



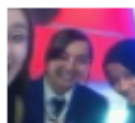
Lehlogonolo Sanctified Divine Mohube likes this.



Tionge Mseteka

I enjoy the English and Maths literacy programmes, they help a lot.....thnx

Like · Comment · 2 hours ago



Kaashifa Gathoo ▶ **Mindset Learn Xtra**

Wednesday at 6:03pm · 🌐



Good to all waiting

Make us all proud, mindsetters! Let's make Cathy, Peter, Phil n all the other teachers (not forgetting Thai, Indi, n Katleho) proud to be teaching us as we are proud to be taught by them... But more so. Make yourself proud! Let's all hav a huge grin on our faces while writing :D n hopefully an even bigger one will be waiting for us when we receive our reports :p

Unlike · Comment



Mindset Learn Xtra and 2 others like this.



Zama Pwesh Khumalo

I've learnt a lot today and believe me since its my first time watching mindset i must say i will never stop viewing this channel thank you mindset channel crew im happy, im excited, im speechless

Like · Comment · 4 minutes ago

Like · Comment · Share



5 people like this.



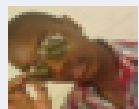
Claire Helen Deacon The challenge is to get my son to like your page and follow...


5 minutes ago via mobile · Unlike ·  1



Claire Helen Deacon I think you are doing a fantastic job

5 minutes ago via mobile · Unlike ·  1



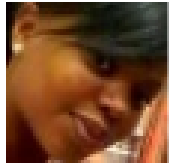
T-Tydo Bws Baas @Claire thats soo true the show is really  helpin us especially matriculants Job welldone with the founders of the show.

3 minutes ago via mobile · Unlike ·  1



Mindset Learn Xtra Thank you so much Claire Helen Deacon, we love hearing from parents and it makes us extra proud hearing that we're doing a good job!

2 seconds ago · Like



Tshegohatso-Mpho Mosupye



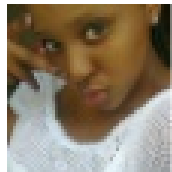
Mindset is doing an awesome job. The government must award them for the brilliant work!

I think after November exams all the mindset team and mindsetters show get together ,may go on a camp and have a great time :)

[Like](#) · [Comment](#) · 5 minutes ago



Mahlatse Desiree Dee Ncha likes this.



Çhärmäiñè Lèýlōw Mähläñgû

Today I Was Writing My Last Paper...And I Wrote Successfully,So Did I With My Previous Papers And It's All Thanx Ta Yu...:)-♥-

[Unlike](#) · [Comment](#) · 49 minutes ago



Mindset Learn Xtra likes this.

