# A PROPOSAL TOWARDS EXECUTING THE UNESCOENDORSED,



FEBRUARY – JUNE, 2020

2018

Winner

2014 <sup>2nd Edition</sup> Winner

2015 <sup>3rd Edition</sup> Winner

2016

Winner

01

2017

Winner

01

SPELLER DE

2014

Winner

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2015 Winner

2016 4th Edition Winner

2017

Winner



"the vision is clear, our path is paved and the clock is ticking"



### **STATEMENT OF NEED**

The pedagogical acumen of teachers and literacy skills of students have suffered a great setback in this era of advanced technology.

The SPELL&THRILL! intervention competition and UNESCO Media and Information Literacy (MIL) curriculum projects are billed to engage teachers cum students through an engaging pedagogic and constructive competitive process that sees to it that all participants are gainfully engaged before the final champions emerge. This is geared towards reorienting teachers and students on the importance of media acumen, literacy skills and cognition accentuation.

### **Project Mission**

- To draw on current trends by converging new and traditional media into one platform to provide educators of all backgrounds with the main required competencies of the MIL curriculum.
- To sensitize teachers on the importance of MIL curriculum to further enable them integrate the onuses of the curriculum into their teaching.
- To provide teachers with the appropriate pedagogical methods and resources.
- As a corollary, to help develop students' cognition and stimulate intellectual literacy by improving vocabulary, spelling techniques, stage comportment cum confidence.
- To build self esteem through an enhanced and conceptual learning experience of students with well organized, self sustaining, continuing education programs.

### **Project Uision**

Educand Education Initiative (EEI) through the SPELL&THRILL! and UNESCO MIL Curriculum projects envisions a nation of teachers with pithy pedagogical approaches. Thus, an academic populace with improved media literacy, reading habit, academic concentration, focus, self-confidence cum esteem accentuation.

## **PROJECT NARRATIVE**

### Target Group

- Teachers
- Primary Schools (Private and Public)
- Secondary Schools (Private and Public)

# PAST CHAMPIONS PRIMARY CATEGORY



### **SECONDARY CATEGORY**





### Chart Analysis of Progress Made So Far



Cumulatively, in the last six editions, we have had **fifty six thousand**, **seven hundred and eighty two (56,782)** captive audience.

The level of repeated successes achieved in the execution of SPELL&THRILL! is as a result of an untainted integrity, service delivery cum high level professionalism exhibited by EEI TEAM over the years.

# **PICTURES FROM 2018 TRANS-REGIONAL FINALE**



ARRIVAL OF ARABINRIN BETTY ANYANWU-AKEREDOLU; ONDO STATE FIRST LADY



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GIFTS ITEMS TO PRIMARY CATEGORY CONTESTANTS COURTESY OF THE CHAIRMAN OF EBISEMIJU OLADEJI FOUNDATION (EOF)

# SECONDARY CATEGORY TRANS REGIONAL CO-CHAMPIONS, SPELL&THRILL! 2018



TRAFFIC GENERATION BREAKDOWN FOR THE 7TH EDITION OF SPELL&THRILL! (PRIMARY AND SECONDARY SCHOOL CATEGORIES)				
PROPOSED NUMBER OF STATES TWENTY NINE 29				
ABIA, AKWA-IBOM, ANAMBRA, BAUCHI, BAYELSA, BENUE, CROSS EDO, EKITI, ENUGU, GOMBE, IMO, KADUNA, KANO, KOGI, KWAR NIGER, OGUN, OYO, ONDO, OSUN, PLATEAU, RIVERS, SOKOTO,	A, LAGOS, NASARAWA,			
PROPOSED NUMBER OF COMPETITIONS (30 STATE FINALES, 6 REGIONAL FINALES, 1 NATIONAL GRAND FINALE)	37			
NUMBER OF SCHOOLS PER STATE (150 PRIMARY SCHOOLS AND 150 SECONDARY SCHOOLS)	300			
TOTAL NUMBER OF SCHOOLS	900			
TOTAL NUMBER OF CONTESTANTS	18,280 (280 FROM THE SELECTED 14 IDP CAMPS)			
ESTIMATED AUDIENCE POPULATION AT THE ONSTAGE REGIONAL FINALES	1000			
TOTAL ESTIMATED AUDIENCE POPULATION AT THE REGIONAL FINALES	6,000 (1000 PER REGIONAL CONTEST)			
ESTIMATED AUDIENCE POPULATION AT THE NATIONAL FINALE	2000			
TOTAL ESTIMATED TRAFFIC POPULATION FOR UNESCO ENDORSED, 7TH EDITION OF SPELL&THRILL!	35,280			

# WHY SPELL&THRILL!?

- The benefits of SPELL & THRILL! extend beyond language; since students are required to spell words while on stage, participants eventually develop self-confidence, communication and public speaking skills and the ability to thrive under pressure;
- SPELL & THRILL! provides students with a positive goal to work towards, giving them a forum to display the fruits of their diligence. But they also do much more towards helping to improve comprehension and developing study skills;
- SPELL & THRILL! helps students increase their vocabularies , improve their spelling techniques and proficiency while promoting their reading habit;
- SPELL & THRILL! helps to foster a healthy inter-school competitive rivalry;
- SPELL & THRILL! helps students develop an admirable sense of cultural and intellectual literacy;
- SPELL & THRILL! enables students of all ages, creeds and races participate on an equal, competitive platform devoid of bias;
- SPELL & THRILL! helps teachers improve their intellectual fervour while arousing keen interest in the extracurricular activities of their students;
- SPELL & THRILL! provides excellent public relations for coordinators, students and participating schools;
- SPELL & THRILL! helps students to become more engaged in their own education.

# IMPLEMENTATION PLAN FOR UNESCO ENDORSED, 7TH EDITION OF SPELL&THRILL!

	TARGET	TIME F	RAME	PERSONS/PARTNERS
	BENEFICIARIES	STARTING ON	ENDING ON	RESPONSIBLE
Publicity and awareness follow -up for the 7 <sup>th</sup> edition of SPELL&THRILL!	THE GENERAL PUBLIC	ALL YEAR ROUND	ALL YEAR ROUND	EEI Officials, Corporate Partners, Media Houses.
Short code qualification entries for the 7 <sup>th</sup> edition of <i>SPELL&amp;THRILL!</i>	Primary and secondary school teachers	OCTOBER, 2019	DECEMBER, 2019	EEI Officials, Corporate Partners, Potential Participating Schools, Media Houses.
Selection and preparation of participants for the competition	Primary and secondary school teachers and students	OCTOBER, 2019	DECEMBER, 2019	EEI Officials
State elimination Stages for 7 <sup>th</sup> Edition of SPELL&THRILL! designated exposure states (written tests for 18,280 participants across the IDP camps, 29 states and the FCT of Nigeria)	Primary and secondary school teachers and students	FEBRUARY, 2020	FEBRUARY, 2020	EDUCAND team, Exposed State Governments' Education Ministry and UBEB officers, UNESCO Officials, Corporate partners and individual stakeholders
Regional Finales for emergent state champions from the written tests.	Primary and secondary school students	MARCH, 2020	MAY, 2020	EDUCAND team, Exposed State Governments' Education Ministry and UBEB officers, UNESCO officials, Corporate partners and individual stakehol ders
National Finale	Primary and Secondary Schools teachers and students	JUNE, 2020	JUNE, 2020	EDUCAND team, The State Governments' Ministry education and UBEB officers, UNESCO officials, Corporate partners and individual stakeholder s



#### DELIVERY AND IMPLEMENTATION OF UNESCO MEDIA AND INFORMATION LITERACY CURRICULUM ADAPTATION ACROSS SELECTED SCHOOLS IN NIGERIA (FUNDED BY UNESCO AND THE SWEDISH GOVERNMENT)

**Project Status Report** 

#### Summary:

We live in a world where the quality of information we receive largely determines our choices and ensuing actions, including our capacity to enjoy fundamental freedoms and the ability for self-determination and development. Driven by technological improvements in telecommunications, there is also a proliferation of media and other information providers through which vast amounts of information and knowledge are accessed and shared by citizens. Adding to and emanating from this phenomenon is the challenge to assess the relevance and the reliability of the information without any obstacles to citizens' making full use of their rights to freedom of expression and the right to information.

It is in this context that the need for Media and Information Literacy (MIL) -school-club is proposed to be established across Senior Secondary Schools in Nigeria using the **SPELL&THRILL!** platform as a fulcrum. The UNESCO MIL) -school- club is billed to serve as a viable means and platform for expanding civic education movement that incorporates teachers as principal agents of change and students as the next generation of civil actors.

**Media and Information Literacy** (MIL) is a "combination of knowledge, attitudes, skills, and practices required to access, analyse, evaluate, use, produce, and communicate **information** and knowledge in creative, legal and ethical ways that respect human rights" (Moscow Declaration on Media and Information Literacy, 2012).

# Empowerment of people through Media and Information Literacy (MIL) is an important prerequisite for fostering equitable access to information and knowledge and promoting free, independent and pluralistic media and information systems.

Media and Information Literacy recognizes the primary role of information and media in our everyday lives. It lies at the core of freedom of expression and information - since it empowers citizens to understand the functions of media and other information providers, to critically evaluate their content, and to make informed decisions as users and producer of information and media content.

Project Name	UNESCO Media and Information Literacy (MIL) Curriculum
Description	Establishment of UNESCO MIL School Clubs in Nigerian Secondary Schools
Project Sponsor/Donor	UNESCO/Swedish Government Support
Grantee	Educand Education Initiative (EEI)
Start and End Date	May – June, 2019 (Pilot training)
President	Ayotunde Ikulamberu
Project Officer`	Abraham Solomon
Admin Officer	Temitayo Agbeleye
M & E Officer	Damilola Adesanya

### Project Successes

Name	Description	SUCCESS RECORED
Training of Pioneers	Organised training aimed at developing the capacities of students and teachers towards the implementation and delivery of the MIL Club establishment.	Training of pioneer teachers and students successfully completed.
Establishment of MIL Clubs	Training teachers and students for the purpose of forming the framework of the clubs and other activities such as club days, activities to be carried out and developing club activities' reporting format	Framework of UNESCO MIL clubs successfully developed and delivered to pioneer schools. Inauguration of UNESCO MIL clubs is at 50 % at SPELL&THRILL! compliant pioneer schools (see pictures attached) Club activities are ongoing and reports are submitted we ekly.
Monitoring of MIL Club Activities	Develop conceptual framework and selecting indicators for monitoring and evaluation. Determine Project intervention and tracking	Monitoring and Evaluation activities are ongoing.
Communications	Develop conceptual framework and selecting indicators for monitoring and evaluation. Determine Project intervention and tracking	Communication is ongoing. Attached are links to online engagements. <u>https://educeleb.com/eei-</u> <u>launches-mil-clubs-schools/</u> <u>https://theworldnews.net/ng -</u> <u>news/unesco-eei-establish-</u> <u>media-information-literacy-</u> <u>clubs-in-nigerian-schools</u>

## MOMENTS FROM THE TRAINING OF 60 PILOT ESTABLISHERS OF UNESCO MEDIA AND INFORMATION LITERACY (MIL) CLUBS IN NIGERIAN SCHOOLS ORGANIZED BY EDUCAND EDUCATION INITIATIVE (EEI) ON THE 29TH OF MAY, 2019



# COST ANALYSIS For Spell&Thrill! 2019

PROPOSED NUMBER OF STATES- TWENTY NINE (29); ABIA, AKWA-IBOM, ANAMBRA, BAUCHI, BAYELSA, BENUE, CROSS-RIVER, DELTA, EBONYI, EDO, EKITI, ENUGU, GOMBE, IMO, KADUNA, KANO, KOGI, KWARA, LAGOS, NASARAWA, NIGER, OGUN, OYO, ONDO, OSUN, PLATEAU, RIVERS, SOKOTO, TARABA AND THE FCT

**PROPOSED NUMBER OF REGIONAL FINALES (6)** NORTH-CENTRAL, NORTH-EAST, NORTH-WEST, SOUTH-EAST, SOUTH-SOUTH, SOUTH-WEST

**PROPOSED NUMBER OF NATIONAL FINALE-1** 

PROPOSED COST ANALYSIS FOR THE 7TH EDITION OF SPELL&THRILL! WRITTEN STATE ELIMINATION TESTS- 29 STATES AND THE FCT

#### FEBRUARY, 2020

ITEM	ANALYSIS	UNITS	QUANTITY	AMOUNT
SPELL&THRILL PREPARATION COMPONENTS	Short Code Channel purchase for SPELL&THRILL! registration procedure	#300,000	1	#300,000 (To be purchased by EEI)
SUB TOTAL				#300,000.00
	Radio and TV advert	Subject to advert agency rates of intending sponsors	To be sponsored by Emrose Productions; Independent producers of AIT Music Plus and Hitlist n Cruzn	
MEDIA AND ADVERTISEMENT	Address Fee at States' National Association of Proprietors of of Private Schools (NAPPS) new session conferences	#10,000 per location	30 locations (29 States and the FCT)	#300,000.00
ADVERTISEMENT	Sensitization <b>posters</b> for prospective schools, States' Ministries of Education and States' Universal Basic Education Boards	Bulk print	90,000 copies	#1,800,000.00 (3,000 copies per state at #60,000)
	Backdrop banner for competition venues (15x10inches)	#15,000 per unit	30 units (State contests)	#450,000.00
SUB TOTAL				#2,550,000.00
COMPETITION LOGISTICS	Event handlers (ushers, accreditation officials and invigilators)- 5 persons per state	#5,000 per person x 5= #25,000	30 locations (29 States and the FCT)	#750,000.00
	Printing of Examination question papers for the State elimination tests	#100 at bulk print price	18,000 copies	#1,800,000.00
	Contingency logistics at designated examination centres	#15,000 per location	30 locations (29 States and the FCT)	#450,000.00

ITEM	ANALYSIS	UNITS	QUANTITY	AMOUNT
COMPETITION LOGISTICS	Photography	#10,000 per event	30 locations (29 States and the FCT)	#300,000.00
SUB TOTAL				#3,300,000.00
	Goody bag for students containing materials worth at least #3000	#2000	A total of 18,000 Students	#36,000,000.00 (#1,200,000 per State)
	Goody bag for teachers containing materials worth at least #2000	#2000	A total of 9,000 teachers	#18,000,000.00 (#600,000 per state)
BRANDED MEMENTOES FOR TEACHERS AND STUDENTS	Plaques for State Champions	#2,500 per plaque	6 champions per state (3 champions from the primary and secondary categories respectively) <b>Total of 180</b> <b>champions</b> across the designated 30 locations (29States and the FCT)	#450,000.00 (15,000 per State)
	Transport stipend for schools	#3,000 flat rate for all schools	9000 schools	#27,000,000.00 (#900,000 per state)
SUB-TOTAL				#81,450,000.00
TOTAL COST				<b>#87,600,000.00</b> for 29 States and the FCT

To finance a State SPELL&THRILL! Contest, the total sum of **Two Million**, **Nine Hundred And Ten Thousand Naira (#2,910,000)** will be needed. This figure was arrived at by dividing a total cost of **Eighty Seven Million**, **Three Hundred Thousand Naira (#87,300,000)** by thirty after excluding the Three Hundred Thousand Naira (#300,000) budgeted for spell&thrill! Registration short code purchase.

A branded project bus will be needed for the duration of the competition.

#### COST ANALYSIS FOR A SPELL&THRILL! 2019 REGIONAL CONTEST PROPOSED REGIONAL CONTESTS- 6

#### **MARCH-MAY, 2020**

#### PRIMARY AND SECONDARY SCHOOL CATEGORIES

ITEM	ANALYSIS	UNITS	QUANTITY	AMOUNT
	Photography and Lightening effects of event centre	#35,000 per event	1 event	#35,000.00
MEDIA AND ADVERTISEMENT	video coverage, editing, television content and lightening	#120,000 per competition	1 competition	#120,000.00
	Backdrop banner for competition venues (35x10inches)	#35,000 per unit	1 unit (State contest)	#35,000.00
SUB TOTAL				#190,000.00
REMUNERATION FOR RESOURCE	Judges (Two (2) per competition.	#15,000 X 2	1 event	#30,000.00
PERSONS	Event handlers (ushers, accreditation officials, Disc Jockey and Sound equipments)- 8 persons per event	#5,000 per volunteer x 10	1 competition	#50,000.00
SUB TOTAL				#80,000.00
SUB TOTAL	Hall rent and contingency logistics at designated event centres	#200,000 per event	1 competition	<b>#80,000.00</b> #200,000.00
SUB TOTAL	contingency logistics at designated event	· ·	1 competition	
SUB TOTAL COMPETITION LOGISTICS	contingency logistics at designated event centres Fuelling of project bus throughout the duration of the	event		#200,000.00

ITEM	ANALYSIS	UNITS	QUANTITY	AMOUNT
COMPETITION LOGISTICS	Event Refreshment (audience, teachers, participants)	# 350 per person	1000 estimated population	#350,000.00
SUB TOTAL				#978,000.00
CO-BRANDED Mementoes for teachers, students	Carrier Bags and writing pads	#1000	1000	#1,000,000.00
and the audienceP.S This budget is tailored	Lapels for State Champions and teachers	500	360	#180,000.00
towards the 2017 edition but since it'd be a continuous project, bulk	Car Stickers (teachers and parents)	#200	500	#100,000.00
production of these items will further reduce the cost.	Pens (audience, students and teachers)	#180	1,000	#180,000.00
SUB TOTAL				#1,460,000.00
REWARD FOR CONTESTANTS & THEIR COACHES.	Scholarship Trust Fund for Regional Champions	#250,000 per contestant	6 champions (3 regional champions from the primary and secondary categories respectively).	#1,500,000.00
	Trophies for regional Champions	#10,000 per trophy	6 units (3 regional champions from the primary and secondary categories respectively).	#60,000.00
	Instant cash Reward for champions' coaches	#100,000	6 coaches	#600,000.00
	Transport stipend for other teachers	#5,000 Flat rate	60 coaches	#300,000.00
SUB-TOTAL				#2,460,000.00
TOTAL COST				#5,168,000.00

To finance a regional SPELL&THRILL! Contest, the total sum of **Five Million**, **One Hundred And Sixty Eight Thousand Naira (#5,168,000)** will be needed.

A branded project bus will be needed for the duration of the competition.

#### COST ANALYSIS FOR SPELL&THRILL! 7TH EDITION NATIONAL GRAND CONTEST JUNE, 2020- ABUJA, NIGERIA

#### PRIMARY AND SECONDARY SCHOOL CATEGORIES

ITEM	ANALYSIS	UNITS	QUANTITY	AMOUNT
	Photography and Lightening effects of event centre	#35,000 per event X2 Photographers	1 event	#70,000.00
MEDIA AND ADVERTISEMENT	video coverage, editing, television content and lightening	#120,000 per competition X3 cinematographers	1 competition	#360,000.00
	Backdrop banner for competition venues (35x10inches)	#35,000 per unit	1 unit (State contest)	#35,000.00
SUB TOTAL				#465,000.00
REMUNERATION FOR RESOURCE	Judges four (4) per competition.	#25,000 X 4	1 event	#100,000.00
PERSONS	Volunteers (ushers, accreditation officials, Disc Jockey and Sound equipments)- 15 persons per event	#10,000 per volunteer x 15	1 competition	#150,000.00
the second se				
SUB TOTAL				#250,000.00
SUB TOTAL	Hall rent and contingency logistics at designated event centres	#2,000,000 per event	1 competition	<b>#250,000.00</b> #2,000,000.00
SUB TOTAL	contingency logistics at designated event	· · · ·	1 competition 1 competition	
SUB TOTAL	contingency logistics at designated event centres Fuelling of project bus throughout the duration of the	event	-	#2,000,000.00

ITEM	ANALYSIS	UNITS	QUANTITY	AMOUNT
COMPETITION LOGISTICS	Event Refreshment (audience, teachers, participants)	# 350 per person	1000 estimated population	#350,000.00
SUB TOTAL				#3,018,000.00
CO-BRANDED Mementoes for teachers, students	Carrier Bags with note pads	#1000	1000	#1,000,000.00
and the audienceP.S. This budget is tailored towards the 2017	Car Stickers (teachers and parents)	#200	500	#100,000.00
edition but since it'd be a continuous project, bulk production of these items will further reduce the cost.	Pens (audience, students and teachers)	#180	1,000	#180,000.00
SUB TOTAL			1	#1,280,000.00
	Scholarship Trust Fund for National Champions	1 <sup>st</sup> position- #400,000 2 <sup>nd</sup> Position- #300,000 3 <sup>rd</sup> Position- #250,000	6 champions (3 national champions from the primary and secondary categories respectively).	#1,900,000.00
REWARD FOR CONTESTANTS & THEIR COACHES.	Trophies for National Champions	#15,000 per trophy	6 units (3 National champions from the primary and secondary categories respectively).	#90,000.00
	Instant cash Reward for champions' coaches	#150,000	6 coaches	#900,000.00
	Transportand accommodation cushioning stipend for champions and champions' coaches	#20,000	36 champions, 36 coaches ( 72 persons)	#1,440,000.00
SUB-TOTAL				#4,330,000.00
TOTAL COST				#9,343,000.00

To finance the national grand contest of the 7th Edition of SPELL&THRILL!, the total sum of **Nine Million, Three Hundred And Forty Three Thousand Naira (#9,343,000)** will be needed.

A branded project bus will be needed for the duration of the competition.

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United Nations Educational, Scientific and Cultural Organization







# Media and Information Literacy



# Curriculum for Teachers







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