

AV CHANNEL 21



To fight the Poverty of Information AgriVisual has introduced **AV CHANNEL 21**.

A bi-monthly magazine of information, sports, news, education and entertainment with the following components:

- News, sport and editorial materials compiled into a bi-monthly digest.
- Information programmes on Health, Agriculture, Finance, civic education etc.
- Rural news and events captured by the mobiles and ENG crews, made available for broadcast.
- Children's programmes from Sesame Street.
- AgriVisual supplied feature movies, documentaries and light entertainment programmes donated by the BBC, Channel 5 and other content providers.
- Education materials supplied from Ohana Foundation, a US-based, not for profit foundation which has over 500 DVDs on a wide range of subject matters.

These bi-monthly magazines are compiled onto standard DVDs. This format has many advantages - in particular, an efficient production method and low-cost distribution to mass audiences.

AV CHANNEL 21 will fill the content gap that exists in many Agencies in Africa and add significantly to the adoption of messages on health and civic education.

Re-using existing content

Existing materials can be regenerated onto DVD format and introduced into the magazines. Ministries have access to valuable materials that already exist on:

- Film
- Videotape
- Audiotape
- Still Photographs

- Powerpoint Presentations
- Graphics
- Animation

Building the DVD Library

These existing materials can easily be regenerated onto DVD and enhanced with appropriate Internet materials for extra content. The resulting DVDs can be distributed via **AV CHANNEL 21**.

This publication is for international use and whilst AgriVisual Ltd take the utmost care in ensuring that all details are correct, we are constantly striving for improvement and thereby reserve the right to alter model specifications and equipment without notice.

AV CHANNEL 21 is a trade product of AgriVisual