

Stream C: Day 2 The Role of the Media

Introduction:

This session was about different steps taken by the media and media related organisations in the recent past, towards the furthering of Financial Education. The panel comprised of a diverse group of individuals with different approaches towards the subject matter. Amongst them were representatives from the Knowledge Channel in the Philippines, MSN Korea and the Hong Kong Economic Times. The session was engaging and brought to light interesting new ways to propagate information at a mass level.

Speaker 1: Rina Lopez Bautista of the Knowledge Channel (KC) from the Philippines

The knowledge channel provides a mass media solution to the education problem in the Philippines. This non-profit organisation broadcasts curriculum and non-curriculum based programmes with the help of local partners. The KC is being used as an active teaching tool in classrooms all over the Philippines.

The programming was viewed to be successful as:

Attendance in classes improved

Grades improved

Students were paying more attention to the courses being taught

A new 10 Episode video program titled 'Estudyantipid' which means "Student-Save" advocating financial education is being launched on the channel. The program will educate viewers about money matters.

This fast and effective means for communication uses local lingo and professes 'edutainment'. This keeps the programs relevant and interesting for the viewers.

Speaker 2: Gerald of MSN Korea

This section dealt with the usage of online media for promoting financial education.

Basic knowledge of stock markets, credit and investing can be imparted through online games and software that enable users to simulate real life scenarios and to learn from them.

The new MSN Money section on their Messenger program will feature such games in Korea. The innovation aims to use the vehicle of games and entertainment for imparting information and knowledge to a mass audience.

Speaker 3: Arthur Shek of the Hong Kong Economic Times

The organisation runs numerous programs all year round, imparting education on personal financial management and entrepreneurship through real life exposure to seminars, activities and school newspapers.

The activities include:

- Setting up Chinese New Year stands, this is done entirely by students, under the supervision of the organisation
- City orienteering aims at teaching children about microeconomics and price comparison
- The Business and entrepreneurship program advises students on starting and managing businesses.
- Through the Young Financial Secretary program they teach business management and entrepreneurship.

The team believes in creating hands-on experiences on a large scale, for students to learn from.

Q&A:

Q1. Who develops the material for the television shows on the Knowledge Channel in the Philippines?

Ans. The Knowledge Channel develops it's own material for broadcasting. The show content is however, very closely linked to the course and reference materials used for teaching in schools. This keeps the shows relevant and makes them viable tools for teaching in class.

Q2. What are some of the challenges faced in implementing the financial education activities in Hong Kong?

Ans. Any out-of-school event that involves a large number of students requires certain basic safety measures to be in place. The activities are usually at a large scale and involve the moving about of students, in the city. Dedicated team leaders supervise and work with the student teams while they work on their tasks.