

THE ECCA MODEL - A SOUND SYSTEM

by Hans Peter Gohla
Executive Director CAMECO

The three-in-one Success Formula :
Broadcast, Hand-out and Tutoring

In the pasture a school through ether

The Spanish Jesuit, Francisco Villen, founded the Radio ECCA in Canary Islands in 1965, initially modelled on the Radio School «Sutatenza» (ACPO) in Columbia. Together with his fellow-Brother, Luis Espino Cepeda, he developed an original concept which turned out to be a novel and exemplary method for a radio school. It was to become the inspiration for a good number of Latin American countries - the first and still best-known being Radio Santa Maria in the Dominican Republic.

ECCA is the abbreviation for Emisora Cultural Canarias. Villen's goal was to raise the educational standard of adults and to overcome illiteracy in the islands. In a very short time the ECCA-System had spread to the Spanish mainland and is presently to be found in numerous Provinces there. Unlike the Canary Islands, ECCA has no own station on mainland Spain, but feeds its programmes into other already-established radio stations, a service for which reduced charges have to be paid. Furthermore, Radio ECCA is a member of COPE (Cadena de Ondas Populares Españolas), an amalgamation of 45 radio stations, mostly diocesan. A unique aspect of System ECCA is the synchronisation of three elements: the radio broadcasts, the accompanying printed material, and the weekly tutorial sessions (discussions with a «profesor orientador» - mainly local school teachers - to work out questions or problems if any). Only through the interaction of these three elements Radio ECCA achieves its full effect.

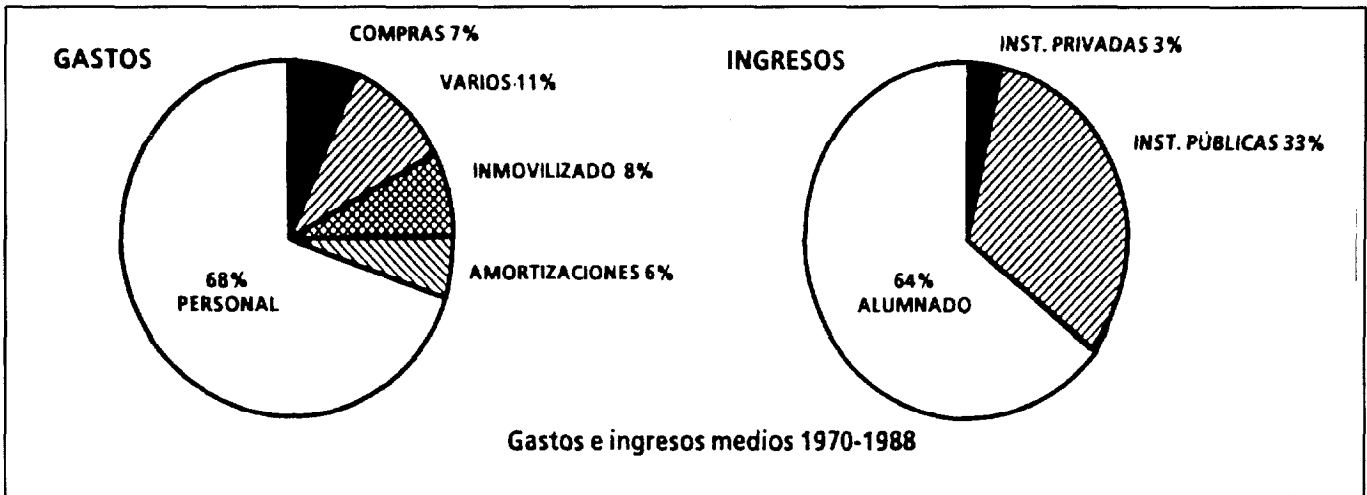
Subjects offered cover three areas, namely

- general formal basic education, as offered in public schools, with state-recognised school-leaving certificates/diplomas,
- vocational training (e.g. English, bookkeeping, etc.). After a successful final examination the student also receives a diploma,
- a so-called parents school; (Escuela de Padres) as a support in bringing up children.

Over and above this, general programmes on diverse subjects and fields such as nutrition, health services, consumer advice as well as religion and entertainment are included.

The programmes correspond to the needs and interests of the people, as one learns for instance, from the letter from an ex-student (No. 22.254) to Radio ECCA a few years ago. «I matriculated through you for four years until I was able to make my elementary school-leaving certificate. I did my learning while herding my goats. I always had my transistor radio with me and writing materials in a folder under my arm. In the absolute solitude of the meadows I would sit on a stone and listen to the programmes. When I started to learn with Radio ECCA I was only able to draw an '0' on the sand with a piece of reed. Today I am an aircraft mechanic.»

Radio ECCA has been awarded numerous honours, and just to mention one of many, the culture prize presented by the daily newspaper «La Provincia» in Las Palmas. With this prize the newspaper honours the «most remarkable personality in the field of culture». Although in this case Radio ECCA is not a person but an institute, in 1975 the prize was awarded to the radio station because of «the immense contribution to the campaign against illiteracy». At that time Radio ECCA had approximately 15,000 students who through a weekly (!) payment of school fees shared in the financing of the ECCA budget, i.e. 61% of the total running costs. The balance was raised through the Ministry of Education (teachers' salaries), as well as regional and local institutions and private donors. Also during the following years, approximately two-thirds of the running costs were covered by students' contributions (e.g. 1980 63%), and one-third by outside financing.



For the academic year 1991-1992, ECCA Foundation shows a different financing: student contributions 37.68%, government subsidies 28.13%, takeover of teachers' salaries by the authorities in the Canary Islands 32.31%, other income 1.86% (announced in a letter from the General Director of the ECCA Foundation dated 18th March 1993). The difference compared to the former years is apparently due to a different calculation. Most probably, the teachers' salaries formerly paid by public offices have not been included. If this is the case, then the school-fees share would be about 56%.

The students must matriculate themselves at Radio ECCA, i.e. they accept the obligation to listen to the programmes, use the written materials and discuss and work over the subjects with a tutor. The weekly school fees are paid to the tutor. It is very clear that here pedagogical considerations play an important role: The student is motivated, makes an effort, and in this way shows his esteem for the instruction and the work of the teacher.

The amount of school fees paid depends on the student's income and economic status, because it was specifically for the poor that Radio ECCA was developed. Scholarships are also available. During the early years of Radio ECCA, the weekly fees were low and could be compared to the price of a smoker's weekly cigarette ration.

Radio ECCA has always - on purpose - done without income from advertising, to demonstrate that the station is exclusively at the «Service of Education» (Padre Espino Cepeda).

The academic results are more or less on par with those of formal education systems, but the cost per student is very low. For the academic year 1983-1984 in the Canary Islands, these costs amounted to approximately US\$ 57.00 per student, five times less than the cost per student in the normal school system.

The ECCA System tries to combine two apparently incompatible aspects namely, mass communication through the medium of radio and active participation of the target group through immediate contact with the teachers. Before each programme the students receive the printed material which consciously, for pedagogical reasons, is incompletely structured. The programmes are constructed in such a way that the students permanently play the active role. The educational broadcasts are apparently «improvised», and never produced «live». In this way the feeling of spontaneity and directness is increased. In the information centres small groups are formed and the communication runs at a multi-dimensional level. Each year the whole programming is reshaped. ECCA publishes a review «Radio y Educación de Adultes» thrice a year, which informs about important overall developments in the field of tele-education including those in Spain.

In varying forms and intensity, the ECCA System has been taken over by the following Latin American countries: Argentina, Bolivia, Columbia, Costa Rica, Ecuador, Guatemala, Honduras, Mexico, Panama, Paraguay, Peru, Dominican Republic, Uruguay and Venezuela.

The recipients also give

The pedagogical key

Dynamic and ongoing participation

RADIO SANTA MARIA - UN EJEMPLO DEL SISTEMA ECCA

por P. Antonio Lluberes SJ,

Director de Radio Santa María, República Dominicana

Radio Santa María tiene 38 años de vida. Ubicada en el valle del Cibao, rico en buenas tierras, agua, poblado y católico. En sus orígenes casi el 70% de la población era campesina. Hoy sólo el 30% reside en el campo, pero bajo el impacto modernizante.

Como otras emisoras, en sus orígenes, Radio Santa María fue más bien religiosa. Pero con el paso del tiempo se ha preocupado por la educación (escuelas radiofónicas) y la promoción social (salud, higiene, letrización, hortalizas). Más tarde se preocupó por lo informativo. Y como es lógico lo recreativo. La labor campesina se organizó bajo el departamento de Organizaciones Campesinas. En 1992, estableció una frecuencia de FM, «Estudio 4».

El perfil administrativo

En la década de los 70 se delineó el perfil administrativo de la emisora: financiamiento local para subvencionar los gastos ordinarios y ayuda internacional para la renovación tecnológica. La economía se organizó en tres fondos: a) fondo operativo, b) fondo agrícola y c) fondo empleados. Esta concepción se ha mantenido con bastante fidelidad.

Fondo operativo

En 1993 el **fondo operativo** manejó ingresos por 4.8 millones de pesos (el cambio al dólar es 12.50) que se desglosan de la siguiente manera: publicidad radial: 43%; donaciones y subvenciones: 31% (ministerio de educación a las escuelas radiofónicas: 21%, donaciones extranjeras: 9%, donaciones nacionales: 1%); matrícula de alumnos de las escuelas radiofónicas: 8%; ventas varias (publicaciones propias, objetos religiosos): 8%.

Fondo agrícola

El **fondo agrícola** sostiene las operaciones del Departamento de organizaciones campesinas. Este departamento promueve la educación y organización de campesinos y la producción agropecuaria. Tiene un programa radial, visita a las organizaciones y promueve cursos. Además facilita pequeños préstamos a asociaciones y a campesinos organizados para la producción agropecuaria (compra de tierra y de animales, siembra, aperos de labranzas, mejoramiento de las casas, etc.).

El fondo dispone de 1.5 millones procedentes de ayudas de agencias internacionales y de los beneficios de sus operaciones propias. Sus operaciones son los intereses de los préstamos, 18% anual sobre el saldo insoluto y la venta de animales que se crían aprovechando los terrenos donde se tiene la antena de la emisora.

Fondo de empleados

Por último, el **fondo de empleados**. Junto a otras instituciones católicas de la ciudad se tiene un fondo que se nutre de las aportaciones de las instituciones y de los empleados. Este fondo garantiza un pequeño capital de retiro - las instituciones no tienen solvencia económica para ofrecer retiros y pensiones permanentes - y facilita préstamos a sus socios para el mejoramiento de la vivienda y para afrontar necesidades. Su capital es del 1.5 millones y el interés de los préstamos el 18% anual.

SUMMARY

RADIO SANTA MARIA - UN EJEMPLO DEL SISTEMA ECCA

Radio Santa María (La Vega, Dominican Republic) is one of the best-known stations in Latin America which adapted the ECCA radio school system to their specific context. Its present director, Fr. Antonio Lluberes SJ, gives a short overview on the administrative profile of the radio, organizing the financing in three different funds: operation, agriculture and employees.