

LEARNONOne

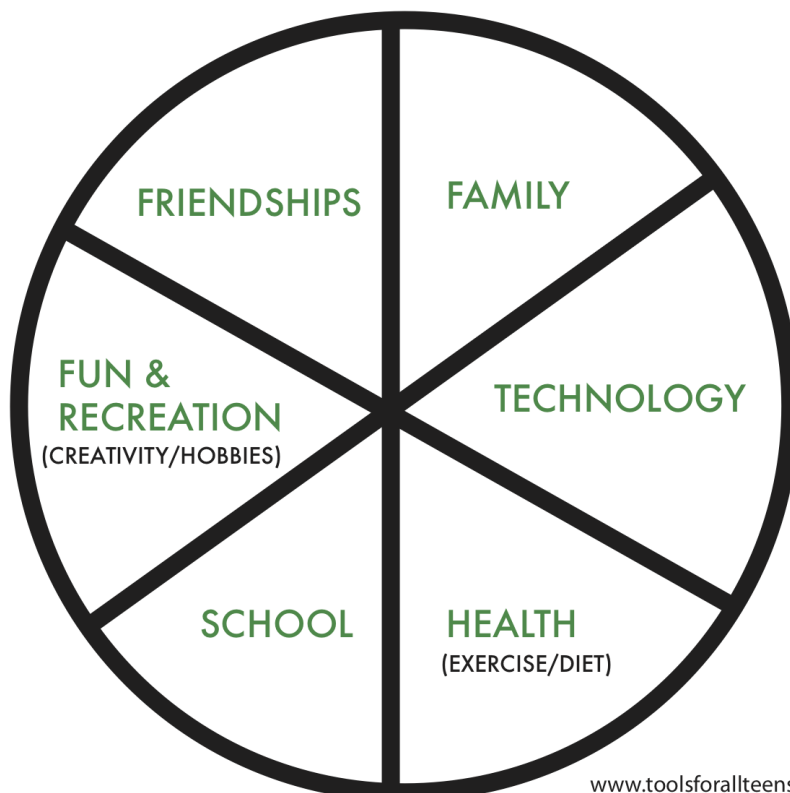
Content Submission Guidelines

About LearnOnOne

LearnOnOne Education and Leadership Development is a Namibian non-profit organization dedicated to providing educational resources for viewers of all ages (3-35). We broadcast recorded school lessons and other educational content on OneAfrica TV.

Content Brand Alignment: Wheel of Life

LearnOnOne incorporates the Wheel of Life into its educational system to provide a holistic and well-rounded learning experience for its audience. This approach ensures that our content addresses all key areas of personal development, helping learners to grow in a balanced and comprehensive manner. Here's how we integrate each category of the Wheel of Life into our programming:



To ensure that all content aligns with the Wheel of Life framework, contributors should:

- Identify the primary category from the Wheel of Life that their content addresses.
- Ensure that content is educational, engaging, and promotes holistic development.
- Follow the submission guidelines outlined in our Content Sourcing and submission Requirements document.

1. Content Requirements

1.1 Educational Requirements

High-quality: engaging content that caters to our Namibian audience.

Child-friendly: No profanity, violence, alcohol, drugs, or foul behavior.

Educational: Content should be informative and school lessons aligned with the Namibian education ministry's curriculum (MoEAC approval preferred).

Language: Submissions should be in English (Sign language interpretation is a plus).

Approval: Formal school lessons should be approved by the MoEAC, if not, but it aligns with the curriculum, please provide details for our review.

Focus: Our primary focus is education, but we're open to entertaining content that is educational in nature (infotainment) and caters to our target age group (3-35).

1.2 Technical Requirements

Metadata, content suppliers should label their content (each episode file/folders) with titles, descriptions

Formats: All content should be submitted in HD or 4K (High definition) resolution, see *technical table below*. Any content in SD Pal (Standard Definition) and below will not be accepted.

Submissions: Content to be delivered will be accepted the following modes:

- Hand delivered at One Africa office on External Harddrive or USB flashdisk
- Through large file sharing services (Wetransfer, google drive etc)

Technical specifications for Broadcast and Content Marketing

Broadcast Files	Electronic Media Kit
<p>Program</p> <p>Specifications for post-produced material for TV broadcast:</p> <p>Material for broadcast to be supplied in HD Format as Quicktime .mov or MPEG4/h.264 files. (The HD format is fully specified in ITU-R BT.709.)</p> <p>Video:</p> <ul style="list-style-type: none"> • Codec : H.264 or ProRes422 • 1920 x 1080 pixels in an aspect ratio of 16:9 as defined in EBU TECH 3299 System 2; • 25 frames per second progressive or 50 fields interlaced 1080i/25, top field first; • colour sub-sampled at a ratio of 4:2:2 is preferred • colour space – ITU-R BT.709. <p>Audio:</p> <ul style="list-style-type: none"> • Codec AAC > 64 kbits/s or MPEG 1 - Layer II > 192 Kbits/s • Stereo 16 or 24 bit @ 48 Khz - 6dB • Audio must conform to EBU R 128: -23 LUFS +- 0.5 U <p>Ad breaks:</p> <p>Ad breaks with bumpers between segments of the content.</p> <ul style="list-style-type: none"> • 26min show must be edited and rendered into 3-4 segments • with opening and closing ad break bumpers inserted in every segment. 	<p>Broadcast promos</p> <ul style="list-style-type: none"> • Episodical synopsis (word doc, pdf) • Episodical Trailer for pilot episode (mpeg4 or QuickTime movie format) • Episodical promo for each episode produced (mpeg4 or QuickTime movie format) <p>Static elements</p> <ul style="list-style-type: none"> • High-res TV Show/programme logo (jpeg,tiff or pdf) • 2 x High-res TV Show/ programme cinematic poster with the main cast (jpeg, png, tiff or pdf) • High-res picture from every episode of TV show/programme highlighting key scenes or events (jpeg, tiff or pdf) • 2 sentence synopsis write up of every episode (word doc or pdf) <p>PR / Events</p> <p>If relevant, programme content producers and cast members are available to participate in marketing campaigns and related activities for the content.</p>

Content Enquiries

Sebastian Gowaseb, One Africa Television, Channel Manager

sebastian@oneafrica.tv

+264 81 471 2964

Rukee Kaakunga, Public Relations Officer: LearnOnOne

Education & Leadership Development

rukee@learnonone.org

+264 81 2271023

Isak Akuunda, One Africa Television, Final Control Centre (FCC) Supervisor

isak.akuunda@oneafrica.tv

+ 264 81 843 3175

Content Submission Address

Physical Address: 44 Hyper Motor City, Maxwell Street, Windhoek, Namibia

Email Address: learnonone.org

***We look forward to receiving your submissions and working
together to empower Namibian learners!***

