

SCOLA: WHAT IT IS AND HOW TO GET IT

by Katie A. Sprang
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SCOLA (Satellite COmmunications for LeArning) is a non-profit consortium that imports live or near-live news broadcasts from 32 countries world-wide to North America via satellite. SCOLA is the brain-child of Father Lee Lubbers of Creighton University. It has been in existence since 1987. SCOLA relies on grants and membership to the consortium for funding. Schools or groups of schools can affiliate with SCOLA for an annual fee, which is based on the total population of the institution(s) interested in receiving the broadcast. The standard price for primary or secondary schools is 50% of the price for institutions of higher education; e.g., if a college pays 20 cents per undergraduate FTE, a K-12 school would pay 10 cents for the same service. The value of the broadcasts is immeasurable at any level of language learning. Since the broadcasts are authentic and prepared for comprehension by native speakers, allowing language students access to these materials is invaluable. Even first-year language students can benefit greatly from the experience of watching the news spoken by native speakers in their target language. Watching at regular intervals can help students at the novice level become comfortable with the sounds of the language. Viewers can get a feel for the pronunciation and intonation patterns of the target language, which in turn can help to break down the affective filter that students typically experience when participating in listening comprehension activities in the language classroom. Understanding of factors other than

the linguistic ones that contribute to communication can be enhanced as well. Students can be trained to observe such means of communication as body language, spatial relations, and gestures, and to listen for paralinguistic elements that aid understanding. Certainly not the least of the reasons for watching the SCOLA news broadcasts is the effect that it has on the viewers. The purpose of learning a "foreign" language can become more meaningful when students are allowed to view real people *using* the "foreign" language for real communication. By watching the SCOLA news broadcasts, students ultimately may come to a better understanding of the validity and worth of peoples and cultures other than their own.

SCOLA news broadcasts can be recorded and archived. Father Lubbers and his staff have negotiated with the broadcast sources and have received permission to keep indefinitely any materials that SCOLA sends out. (The maximum generally allowed by copyright law is 45 days.) The stipulation to that permission is that the broadcasts not be tampered with in any way that changes the intent of the original broadcast.

Services that SCOLA provides for affiliates besides the downlink of the news are the Front-Page FAX Service and the Out-Write Service. The former is a same-day FAX delivery of the front page of some of the leading newspapers of the world that correlates with the television broadcast for that day from that country. The latter is a FAX delivery of the transcription of the day's

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news and an English translation. Also included with this service are vocabulary lists, a glossary of some of the terms used, suggested discussion topics, and quizzes in both the target language and in English.

SCOLA has also been working on a second channel designed to distribute educational programming other than news in several languages. Topics of the programming to be offered on SCOLA 2 include the sciences, the arts, the environment, geography, and philosophy. Most of the programs have been planned with English translations provided either in the form of subtitles or a transcription.

The SCOLA broadcasting schedule which follows is a relatively recent example of the programming available. The location of the satellite is on SpaceNet II, channel 23. The SCOLA staff invites readers of this article to tune in on a trial basis to see if your students and faculty can benefit from their programming. Please note that the times given are on central time, so other time zones will need to adjust for correct programming. What is needed to be able to tune into SCOLA is a satellite dish that can pick up the SpaceNet II satellite.

There are several ways for a school to affiliate with SCOLA. The most expensive is for a school to become a single member. SCOLA membership rates are based on a school's total undergraduate FTEs; rates cannot be calculated for the enrollment of a single department. For schools which have an international curriculum, this does not present a problem, as several departments can share the cost burden. International exchange programs, programs such as Latin American or African Studies, international business programs, etc. can all use the SCOLA broadcasts to the benefit of the student population. Usually it falls onto the foreign languages department to awaken interest in the program, as we are the ones who have the most keen and immediate interest. Therefore, unless a school's foreign language department has a healthy

budget and no place to spend its money, some marketing work with other departments on campus is a must to implement the program cost-effectively.

Another way to affiliate with SCOLA is to get involved at the state level. There are two ways to do this. One is to achieve an "effective full-state population." Translated, this means to get enough schools involved in a given state so that SCOLA can dictate a uniform price for all schools in the state. This affiliation will cut costs enormously, but someone does have to dedicate quite a few hours of his or her time to achieve this goal. Networking with members of the languages departments and the Media Centers at the institutions in the state is a good way to get started on this project. States effectively working toward this level of affiliation include Michigan, Wisconsin, Minnesota, Illinois, Pennsylvania, Iowa and Colorado.

Another way to affiliate at the state level would reap the highest reward and in the long run be the least expensive. A state can purchase SCOLA's programming for a lump sum amount based on the total number of students (K-12 and higher ed) in the state. This level of involvement licenses all schools, individuals, cable companies and broadcast stations within the state to make use of the SCOLA programming, making accessibility virtually unlimited. The work that has to be done for this involves discussions with SCOLA, the Instructional Media section of the State Department of Education (for funding of K-12) and with the Commission on Higher Education (for funding at the college/university level). This type of affiliation is being actively pursued by persons in Florida, California, and Tennessee.

The person to call or write for information on affiliation at all levels in the SCOLA Consortium is Mr. Francis Lajba (Ly-ba), who is in charge of marketing for SCOLA. Write him at SCOLA, 2500 California Street, Omaha, NE 68178-0778, or call him at 402/280-4063.

SCOLA Schedule Regular Update
 Affiliate Version: Valid from Sunday, January 13
 to Sunday, January 27
 (times are Central Standard)

WEEKDAYS

0800 MEXICO (ECO) "LIVE"*
 0830 GREECE 5-day delay
 0900 FRANCE (rep) 1 day
 0930 SPAIN 5-day delay
 1000 JORDAN 3-day delay
 1030 KOREA 5-day delay
 1100 ISRAEL
 1130 JAPAN (NHK) Biling. 6.2, 6.8;
 48hr delay
 1200 USSR-VREMYA 24hr delay
 1245 ITALY* (RAI 1, 2)
 1330 GERMANY (ZDF) 3-day delay
 1430 ENGLAND (BBC*M-Th; "LIVE"
 Fri: Global AD/04 11am
 1500 HOLLAND 4-day delay
 1515 FRANCE* (TF1) "LIVE" (40 mins)
 1600 EGYPT
 1630 LATVIA (MWF), LITHUANIA
 (TTh) 5-day delay
 1700 CROATIA, SLOVENIA (SERBIA)
 5-day delay
 1730 POLAND 5-day delay
 1800 FRANC *(FR3) "LIVE"
 1830 GERMANY repeat
 1900 BRAZIL 72hr delay
 2000 CHILE 72hr delay
 2030 INDIA 48hr delay
 2100 TAIWAN Chinese 48hr delay
 2130 MALAYSIA 72hr delay
 2200 OMAN (English) 72hr delay
 2230 KENYA 5-day delay
 2300 SWEDEN 72hr delay
 2330 SAUDI ARABIA 48hr delay
 0000 Readings:
 KORAN (Arab TV)
 TaNaK (Israel TV)
 0015 USSR Vremya repeat
 0100 TURKEY 72hr delay

0130 IRAN 72hr delay
 0200 BREAKFAST with BBC* AD/17
 "LIVE"
 0215 FRANCE TF1 rep today
 0300 KOREA repeat
 0330 CROATIA/SLOVENIA repeat
 0400 GERMANY repeat
 0500 MEXICO *(ECO) "LIVE"
 0600 JAPAN (FUJISANKEI) "LIVE"
 0700 MEXICO *(ECO) "LIVE"

SATURDAYS

0800 MEXICO*
 0900 GERMANY this week
 1100 ITALY; NEWS
 1200 USSR Vremya 1-day
 1250 ITALY*RAI
 1330 JAPAN this week
 1515 FRANCE TF1 NEWS "LIVE"
 1550 SPANISH SPKG CNTRIES
 1700 FRANCE*TV5 Misc & News
 1900 USSR 150 minutes delay
 2130 POLAND this week
 2300 SLOVENIA this week
 0000 Readings:
 KORAN (Arab TV)
 TaNaK (Israel TV)
 0015 CROATIA this week
 0200 FRANCE this week
 0400 ENGLAND BBC this week
 0600 MEXICO *(ECO) "LIVE"

SUNDAYS

0700 ITALY*
 1200 USSR Vremya 24hr delay
 1300 ENGLAND BBC* W4/10
 1330 FRANCE TV5
 1600 POLAND this week

Reviews

1800 GERMANY this week
1930 FRANCE TV5 CARACTERES
2100 ISRAEL this week
2200 JAPAN this week
0000 Readings: KORAN, TaNaK
0015 ARABIC COUNTRIES this week
0300 SPANISH SPEAKING this week
0500 MEXICO*
0600 JAPAN FujiSankei NEWS
0700 MEXICO* ECO



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