

WHAT IS EDUTAINMENT?





What Is Edutainment?

Do you remember how you learned the ABC's?

A, B, C, D, E, F, G...

If you sang along out loud, or if you could hear the tune in your head as you read the letters, then you probably learned to sing the alphabet to the tune of 'Twinkle, Twinkle, Little Star.'

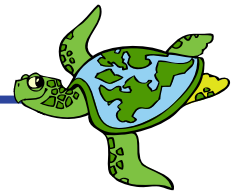
Singing the alphabet is a great way to entertain a child while helping them memorize their letters at the same time.

Many children can recite the ABC's by the time they are three years old, and they do it willingly... because it's fun!

This is Edutainment:

A combination of entertainment with education.





Is it Possible to Have Fun and Learn at the Same Time?

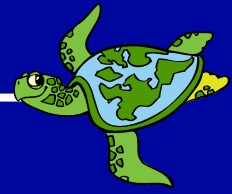
Of course! Edutainment is the process of entertaining, educating and engaging a student in a specific activity. Everyday lessons come alive through exciting presentation, allowing students to experience what they are learning. Long before the term Edutainment came about, the Greek philosopher

Plato understood this concept. He said:

Exciting stories have to be told to teach valuable lessons.

Storytelling, fables, and parables are all ancient forms of Edutainment, and other forms have been around even longer than the written word.





Field trips are often one of the most exciting, memorable parts of elementary school. Many grown ups can still remember a trip to a museum, science center, or zoo, and recall the experience after decades. These memories prove just how effective edutainment is: years later, it still sticks with us, just like the alphabet song.

Educational and entertaining activities have accelerated with the rise of technology over the last fifty years. Recent innovations have created new opportunities that help children understand the concepts they are learning through Edutainment.

Edutainment was a core component of children's television shows such as Sesame Street & Mr. Rogers. The broadcaster, PBS, provided quality entertainment that incorporated educational lessons into their programming. Children could watch an entertaining episode and at the same time learn their ABC's and numbers. Over time, Edutainment television programming continued to expand. Bill Nye the Science Guy teaches science, Reading Rainbow taught letters and words, and Dora the Explorer had pedagogical consultants on their creative team. These educators structured the format of each episode to increase learning retention among children.





Digital Edutainment: Carmen Sandiego

“Where in the World is Carmen Sandiego?” was a computer game series sold starting in 1985. The games focused on teaching geography and history, but eventually expanded into many other subjects. Kids had fun guessing where Carmen Sandiego, a sneaky spy in a bright red coat, was hiding. For example, one “witness” that kids interviewed in the game said that she saw someone leave in a boat with a green, yellow, and red flag. So to find out where Carmen was, kids would have to research national flags. Every time players travelled to a new city, they got information about their destination. To solve these mysteries, kids needed to hunt for geographic knowledge.

The Carmen Sandiego computer game incorporated multiple learning styles into one format. The game used a fun storyline, rock music, and a reward structure that offered incentives for accomplishments in the game. At the same time, kids used encyclopedias and dictionaries to research the information that was needed to advance in the game. This sounds like a lot of learning, but to kids on a mission, it was just as fun as any other video game!





In the early 1990's, the term "Edutainment" was formally introduced in the dictionary. This began the modern Edutainment movement, and the following years brought more innovation through television shows, live performances, hands-on activities, and other methods to entertain and educate at the same time.

If you watch a child play, given their choice, they love to touch things, test their limits, laugh, and move. Experience is essential to kids.

Edutainment encourages childhood curiosity and temperament. As adults, many have forgotten what it feels like to have an active imagination that's always on the move. Children learn through play and exploration, and we can teach lessons more effectively by using activities that acknowledge and play off of a child's active mind.





Education Presented With Entertainment Is Exciting!

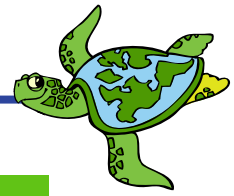
When many people think about “old fashioned” learning, images come to mind of one-room school houses or the Charlie Brown comics with the teacher droning on in the front of the classroom. Sometimes, you can’t help but wonder if all kids hear is, “wah wah wah wah wah-wah.”

We don’t want to be the Charlie Brown teachers to our children. With the implementation of Edutainment, drastic changes occurred. The phenomenon brought life to the lessons. Now, kids may participate in a fun activity without even knowing that they are learning.

This is especially helpful when engaging different learning styles. Some children learn well with old-fashioned, lecture-style teaching, but others don’t learn well with a lesson format of ‘listen, read, write, and test.’ These learning differences created an unfair advantage for some students, and the education of other students suffered because lessons didn’t work well with their individual learning style.

Some kids need to sing, to touch, and discover on their own. Using many different senses is what made the Carmen Sandiego computer games so effective. Kids learned through music, self-discovery, research, and reading fun facts on screen. As a result of this movement, educators now know that engaging multiple learning styles increases understanding and retention, and this finding applies far beyond computer games.





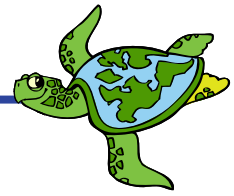
Is Edutainment Just TV Education?

Research shows that children who are limited to learning only in front of a computer are creatively stunted later in life. In order to get the most effective education, they need real-life lessons in addition to digital interactions.

The main argument against Edutainment is that some people claim that kids will be bored with simple learning exercises (like books) if they always have flashy stimuli (like video games) to keep them entertained. But Edutainment isn't only about video games and television; there is a broad range of activities that can fall within the realm of Edutainment.

Storytelling, the original form of Edutainment, is not about sitting in front of a screen. Modern day methods have brought stories to life through live stage presentations and in-person interactions. These types of lessons appeal to every sense: sight, sound, touch, and sometimes even taste and smell. Using multiple learning styles creates a memorable experience for every child to really help the message stick.






Edutainment: A Bribe or a Method to Spark Curiosity?

Some people argue that Edutainment is not an effective approach, because it is essentially bribing the student to learn. These people view Edutainment as a reward for the time that was spent on educational lessons. Edutainment for them means sugar-coating boring concepts to make them more palatable.

But when you truly understand the concept of Edutainment, you will see that it is not a method of bribing—effective Edutainment sparks curiosity within students. It is basic human nature to be curious, and curiosity drives us to learn more. Edutainment creates a fun environment to allow kids' natural curiosity to surface. If kids are entertained by their lessons, they're more likely to want to know more and seek knowledge even after the lesson ends.



"The performance was fabulous and kept our students glued to their seats. It offered everything we look for when scheduling groups for school assemblies.

- Kathleen McDonnell, Principal



The truth is that education doesn't have to be boring! Instead of forcing students to learn information, we can embrace their natural energy, curiosity, and imagination, and encourage them to explore their innate desire to learn. Edutainment connects learning with fun, and this association can help kids for the rest of their lives!

Schools that strive to incorporate hands-on, engaging learning styles in their education delivery have seen amazing results. When Edutainment is used, kids want to learn more.

Edutainment is not a bribe. The entertainment kids get from their lessons lasts far longer than the assembly or field trip itself.

William Davis once said *"the kind of humor I like is things that make me laugh for 5 seconds and think for 10 minutes."* Edutainment is fun, but the lessons last long after the giggles are over!





The mission of EarthCapades: Demonstrate that Saving the Planet Can Be FUN!

EarthCapades is dedicated to helping students, teachers, and families learn more about making positive environmental choices, and we've found that Edutainment is the most effective method to help children learn how their daily decisions impact the world.

Edutainment for All Types of Education

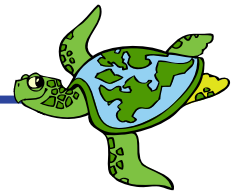
While Edutainment is often associated with education basics such as reading, math, and history, there are many areas where it can be incorporated. In fact, there are countless topics that can be taught through Edutainment, and these methods are being used in all kinds of ways.

Many children don't receive environmental education at home, and standard school curriculums are limited in helping children understand the real impact their choices have on the environment.

These lessons can impact their decisions throughout their lives, which is why it is essential to educate kids while they're young. We want to reach out to as many children as possible, in order to help them understand the changes that are happening in the world as a result of poor environmental management.

We empower people to make smart personal choices that have a positive impact on the environment.





EarthCapades Uses a Unique Edutainment Strategy

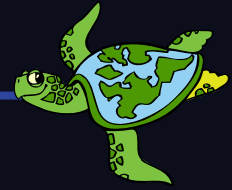
The environmental vaudeville performers at EarthCapades are dedicated to helping elementary and middle school students learn to make smart environmental choices. We partner with local and national organizations who are striving to protect the environment.

Our performers are **Edutainment experts** who know how to engage audiences with fun performances, music, and interactive lessons. We juggle, invite kids up on stage, and ask engaging questions throughout our performances. At the same time, the students learn valuable information about water conservation, reducing waste, recycling, and other topics that promote wise environmental management.

The songs and tricks we use help students to retain important information, while remembering the fun of the assembly.

In our Waste Reduction Production, for example, we teach the 4 R's—Reduce, Reuse, Recycle, and Respect. This creates a framework for a memorable performance that sticks with kids more effectively than a lecture or just a slideshow. The 4 R's live on long after the assembly, and we make sure that kids will take these memories home with them.





We believe in protecting the environment and providing all species the opportunity to exist in a healthy ecosystem.

Through our entertaining performances, we teach students about serious environmental problems and solutions, all while having fun.

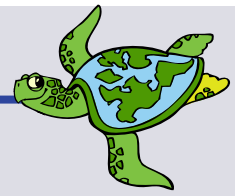
EarthCapades is unique in that we teach valuable lessons through methods such as circus arts, magic, music, and multi-media presentations.

We engage all types of learning styles during our presentations, so every child can learn about the Earth in the way that's best for them.

Teachers!

Go to EarthCapades.com to download follow-up activities that reinforce the message after the assembly experience.





Why Student Environmental Edutainment is So Important

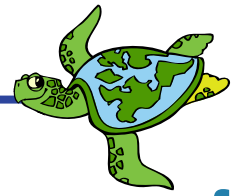
Children are the leaders of our future, and their choices will impact the long-term preservation of Planet Earth. Our goal is to help them understand that saving the environment is important, and the message is shared in a fun way so that the experience is memorable for each student that sees the performance.

If one child goes home and asks their parents to get them a reusable water bottle instead of sending plastic water bottles in their lunch box, we've taken

a step toward changing their lifestyle for good. And if their parents stop buying plastic water bottles altogether, and they tell their friends about their decision, we've made a much bigger impact—and that's just one student at the assembly! Effective Edutainment can have a ripple effect with a wider impact than simply the students who saw the EarthCapades show.

We are changing the world, and Edutainment is our medium and our tool.





How EarthCapades Shares the Message of Environmental Protection

Through partnership with public and private environmental agencies and corporations, EarthCapades travels to schools across the nation to teach important concepts of environmental preservation and respecting natural resources. Our partners' messages are shared through our multimedia presentations and during our live stage performances.

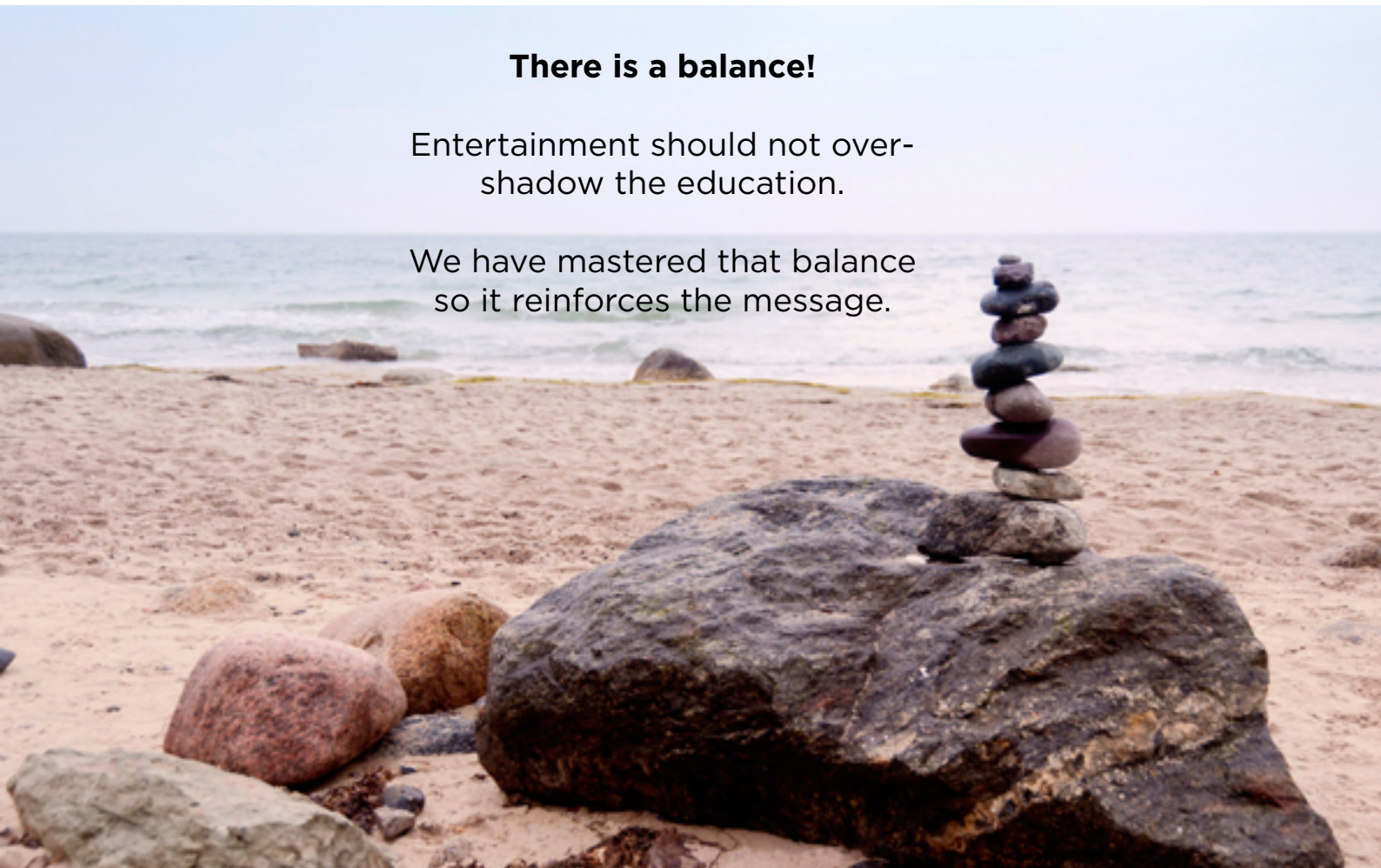
We partner with organizations and companies who are looking for a way to make a positive impact in children's education by teaching them about the impact their decisions can have on the world.

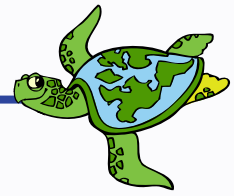
For example, a water or waste management organization may help by sponsoring school assemblies, and providing information specific for the local area. We work with our partners to incorporate this information into the fun lessons that are taught through the EarthCapades stage performance.

There is a balance!

Entertainment should not overshadow the education.

We have mastered that balance so it reinforces the message.





We are currently searching for organizations to partner with that have a positive message they need to communicate. Some of our current performances include:

- The H2O Show
- Waste Reduction Production
- The Planetary Circus
- Conflict Resolution

For full details about the shows that are available, visit our website:

<http://earthcapades.com/become-a-sponsor>

We will blend your environmental information into our Edutainment performance, delivering your message to hundreds or thousands of people through schools, theaters, festivals, or private events.

We have over 20 years of experience, and we know what it takes to effectively deliver a message.

Our goal is to leave our audiences with a sense of resolve to make better decisions and protect the environment.

We teach that Every Day is Earth Day and demonstrate how Saving the Planet can be Fun!



EarthCapades

446 Old County Rd Ste 100-405

Pacifica, CA 94044-3271

Telephone: (650) 557-4258

Email: juggle@earthcapades.com