3. Why locally produced media?

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"...locally-produced short-form educational videos, which have an impactful and cost-efficient way to bolster stakeholder learning, especially where access to physical infrastructure and trained teachers may fall short."

"Furthermore, by using audio-visual media one can help better illustrate complex concepts and ideas. Visual representation helps increase information retention and recall. (Baggett, 1989 in Kozma, 1991, p. 43)"