

Wayout TIMES

KNOWLEDGE IS **FREEDOM**

April 2023

IN-CELL
INSPIRATION
IN-CELL
COMMUNICATIONS
IN-CELL
EDUCATION

A NATIONAL NETWORKED
IN-CELL TV CHANNEL
FOR UK PRISONS 

WHY WAYOUT TV?

Wayout TV was conceived as a communications tool and information channel that inspires, informs and educates.

Provided by PeoplePlus and headed up by their Director of Digital & Content Strategy, Jez Wright, Wayout TV is a **more effective way for senior prison and education staff to communicate with prisoners.** Prisoners prefer receiving up to date information via their tv's rather than paper-based handouts.

Wayout TV encourages prisoners to think critically about their own skills, interests and life chances.

It informs them of; the education and training programmes that the prison offers, jobs upon release and enables them to consider positively, their employability prospects upon release.

All our programmes enhance and promote the main curriculum that's offered in prisons and our YourLOCAL slot at 25-to-the-hour provides up-to-date regime information, advice, guidance and opportunities for their establishment.

Partnering with over **30 content providers** from the UK and around the world provides a varied mix of programming aimed at all ages and abilities. Our content team complement this curated programming by creating compelling bespoke content for the prison service, associated agencies and local prison SMT.

“

I FEEL THIS CHANNEL REALLY HELPS ME GET THROUGH MY SENTENCE BY KEEPING ME UP TO DATE, INFORMED AND INSPIRED. THANK YOU. “

- JOHN (HMP STOCKEN)

It is
the go-to
place prisoners
visit to keep up to
date with prison
information and
extend their
learning

4 REASONS TO HAVE OUR TV CHANNEL IN YOUR PRISON

This is a unique opportunity for prisoners to experience true in-cell learning. It's also an excellent and really efficient means for staff to directly communicate with prisoners via their preferred media - TV!

Great Content

With over 30 content providers, we are able to bring you specially curated content that compliments, reinforces and extends education and employment opportunities.

Your own videos made for you

As part of the license fee, our team of content producers will create short, bite-sized video ads to air the same day. Instant video production included.

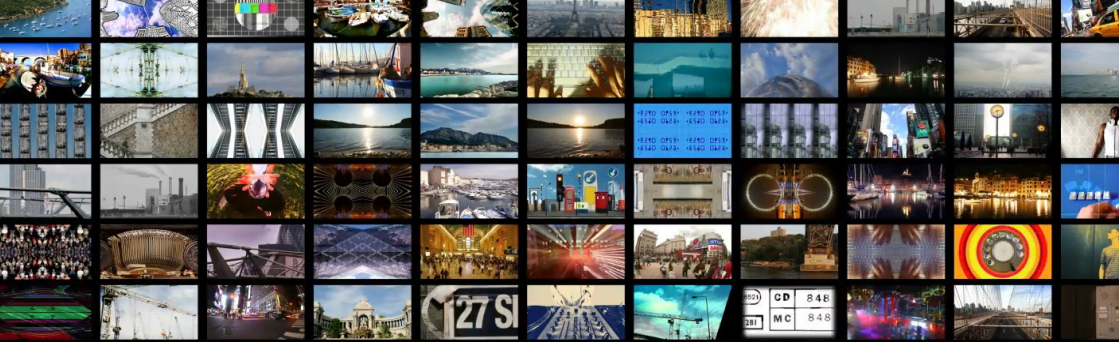
Noticeboards

No more photocopying and posting notices to wing walls - communicate instantly via our scrolling news ticker tape and get your message on the in-cell and wing office TV's at the touch of a button.

Proven Success

Our mail bag is full of praise for this innovative service. A UK first: The only national networked TV channel for prisoners in the world.





IN-CELL COMMUNICATION

Wayout TV is more than an educational and entertainment channel, it is an opportunity to talk directly to the prison population.

We can provide invaluable, up-to-the-minute communication to prisoners, direct to their cells. You can tell prisoners about the regime quickly and reduce the impact on your resources by decreasing the need for paper notices under doors.

Below are just some of the ways in which Wayout TV can increase effective communication:

Instantly publish messages

Via a scrolling ticker along the bottom of the screen, similar to a news channel.

Create custom adverts

Full screen graphic ad with animated rolling text. Just update our PowerPoint template and its done!

Quickly broadcast voice messages

Governors can also use our 'voicemail service' to send us a digital audio recording which we'll produce with graphics and visuals. It's so easy to use – just pick up the phone and leave a message

(authorised sign-up and use by Governing Governors only)



YOUR LOCAL

At **25-to the hour, every hour**, prisoners have the opportunity to view information and guidance that is relevant to their establishment.

We'll either produce or screen your ads and notices for your local slot. This slot runs for 15 minutes and repeats every hour. This ensures that there is plenty of opportunity for **partner advertisements, promotional videos and last-minute regime changes** to be viewed by prisoners.

GYM TIMETABLE	TIMES	WEDNESDAY
	08:15 - 09:15	INDUCTION
	08:15 - 11:45	EDUCATIONAL COURSES
	08:15 - 11:45	FITNESS FIRST
	10:00 - 11:00	EXTRAS GROUP 1



PROGRAMME GUIDE

Our TV schedule is really easy to understand. The main strands of our schedule repeat every six hours with new content. Example: 'LearnItNow' features different subject types aired across the week. See the main schedule and the breakdown of that strand at the back of this brochure. Prisoners can see our schedule in full via the electronic programme guide at the bottom of the screen and via special EPG ads in between the programmes.

OUR PROGRAMMING

Wayout TV looks and feels like any other channel you might receive at home. We describe it as 'the TV you would watch online if you had the internet' and of course, prisoners don't. We're BBC4 meets E4! We're fun, entertaining, original and above all, inspiring. Our mission is to improve communications between staff and prisoners, provide core and broad-based learning, and challenge prisoners to be the best they can be. We believe that working together we can inspire and rehabilitate.

A LOW-COST SERVICE WHICH PROMOTES HEALTH, EQUALITY AND INCLUSIVITY

With over 70 prisons now taking the service, prisons benefit from economies of scale – e.g. if we produce a health notice for one prison, we can offer this to others across our network.

Every month we produce an Equality and Diversity calendar and screen videos and messages celebrating, commemorating or respecting key faith days, events or anniversaries.

Prison staff only have to send an email to have this turned into an eye catching video ad which is also professionally voiced-over for those that may have English as a second or third language.

Wayout TV is part of the family of broadcast services aimed at engaging prisoners with quality educational content. We also have two other channels available for your prison: Way2Learn TV which delivers bite-sized introductory courses in video format accompanied by in-cell works books and WAYS, our audio+ channel which features new music, world news and speech-based radio.



Wayout TV is part of PeoplePlus the UK's third largest private education provider.

However, we aim to work with all education providers and training companies to promote their prison-based learning.



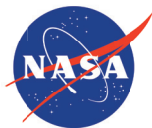
There's no substitute for linear-scheduled TV when it comes to getting that all-important advice and guidance noticed. You can't skip, fast-forward or miss our messages. Because of our compelling schedule of programmes prisoners absorb our information notices and videos, and this can make all the difference in maintaining a well-informed, stable and happy culture within your establishment.

CONTENT PROVIDERS

WayoutTV

YOU CAN ACCESS INFORMATIVE AND
ENGAGING CONTENT DAILY FROM A
RANGE OF PARTNER BROADCASTERS

EDUCATION



TWiT

WELL BEING

togetherTV
for good



WORLD NEWS

africanews.

TRTWORLD

euronews.

YOURLOCAL
TUNE IN AT 25-TO THE HOUR FOR
YOUR LOCAL INFORMATION,
ADVICE AND GUIDANCE

NEWS
KEEP UP TO
DATE WITH OUR
LIVE 24/7 NEWS
TICKER!

WAYS

WAYS is the new in-cell audio+ channel from the people who brought you Wayout TV. We're changing how prisoners listen to radio, discover new music, and appreciate spoken word programmes.

This additional audio-only TV channel from Wayout TV delivers innovative music & speech programming from internet broadcasters around the world.

If you already have Wayout TV, or our sister-channel Way2Learn, our WAYS channel is provided at NO extra cost.



e: contactus@wayout.tv
w: www.wayout.tv
w: www.peopleplus.co.uk/justice

Wayout TV
Keystone Innovation Centre
Croxtan Road
Thetford
IP24 1JD