

Open Content for Virginia Educators

Presentation to JCOTS

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The Community Idea Stations, a family of public broadcasting stations (PBS and NPR) owned by Commonwealth Public Broadcasting Corporation, work together to use the power of media to educate, entertain, and inspire. A key action from this mission is the provision of quality instructional content for students, parents, and educators in central Virginia.

Traditionally, the Community Idea Stations has provided this content through our broadcast outlets. In our interactions with educators however, it became clear that their ability to integrate our content into instruction would be enhanced by “on-demand” access to our repository. In September of 2007, e-Klips was launched to provide an interim solution for educators until a more robust application could be developed and implemented.

In the short term, this project has proven successful, housing over 1,000 educational clips, representing more than 60 hours of content. These have been accessed collectively over 570,000 times; however, e-Klips has yet to benefit from the wealth of content owned by the Community Idea Stations due to the present archive system. Currently, the content library is in tape format, and comprehensive information about the content is incomplete. In order to provide full-service delivery of educational content over the web, the Community Idea Stations’ library must be indexed and digitized. Without adequate resources to fully accomplish this task, large portions of the content library will continue to remain inaccessible.

This proposed plan includes necessary archive storage to accommodate over 1,000 hours of finished programs and the accompanying raw footage, in conjunction with a digital asset management system (DAMS) to index and ultimately retrieve content for delivery. Furthermore, broader development of a content management and delivery system would ensure seamless access to content by educators across the state. Support of this project would provide content to Virginia classrooms and homes for years to come and preserve valuable footage of important events in Virginia history.

The successful completion of the initial phase of this project would foster the cultivation of new content possibilities and partnerships with other educational content providers and ultimately expand the catalog that is accessible to educators.