

Providing Open Content for Virginia Educators

Presentation to JCOTS
August 12, 2008



The Community Idea Stations
use the power of media to
educate, entertain, and inspire.

Educational Video



Content for Schools

- Instructional television broadcast
 - Technical support
 - Ready to Learn
 - K-12 teacher training
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Additional Need

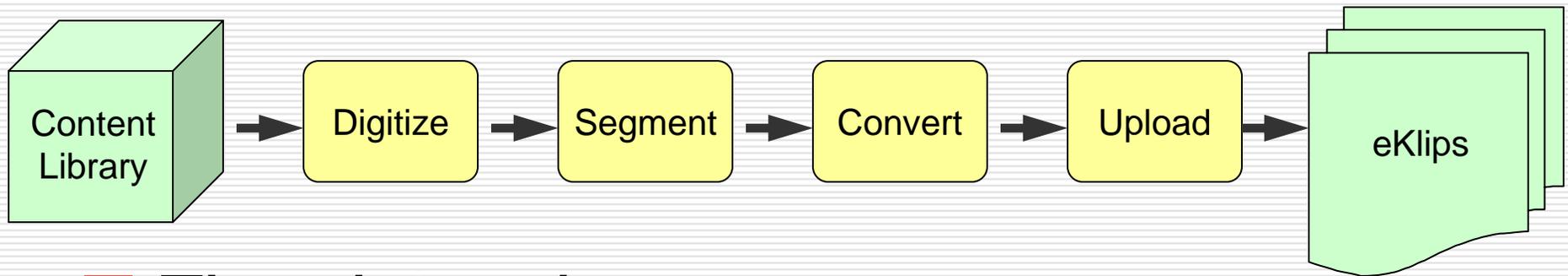
- Educators requested supplement to broadcast
 - CIS owned content
 - Sarge Reynolds
 - Liberty or Death
 - Educational content partnerships
 - Flexibility in access and delivery
 - September 2007 launch of ē-Klīps
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e-Klips

<http://eklips.ideastations.org>

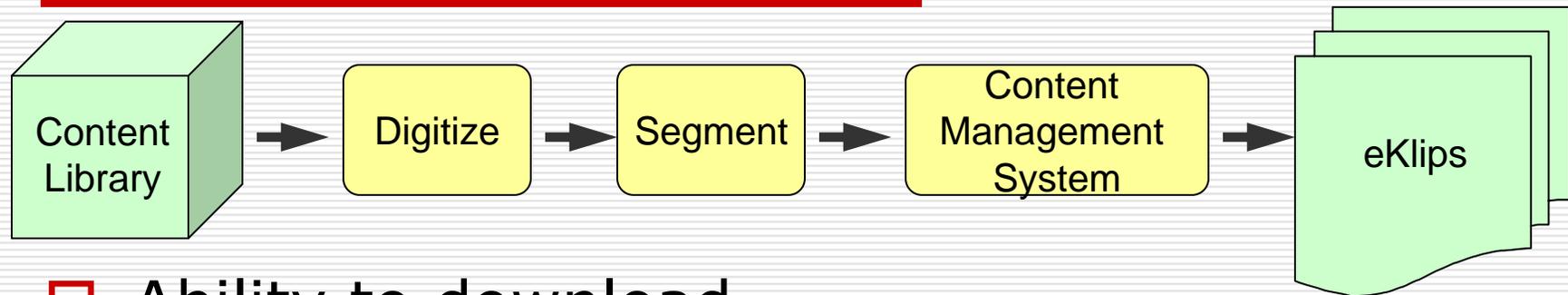
- ❑ 1,000 clips
 - ❑ More than 60 hours of content
 - ❑ YouTube clone an intermediate solution
 - ❑ Minimal user or content management options
 - ❑ Streaming only
 - Not all school divisions can access during instructional time
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Current Model



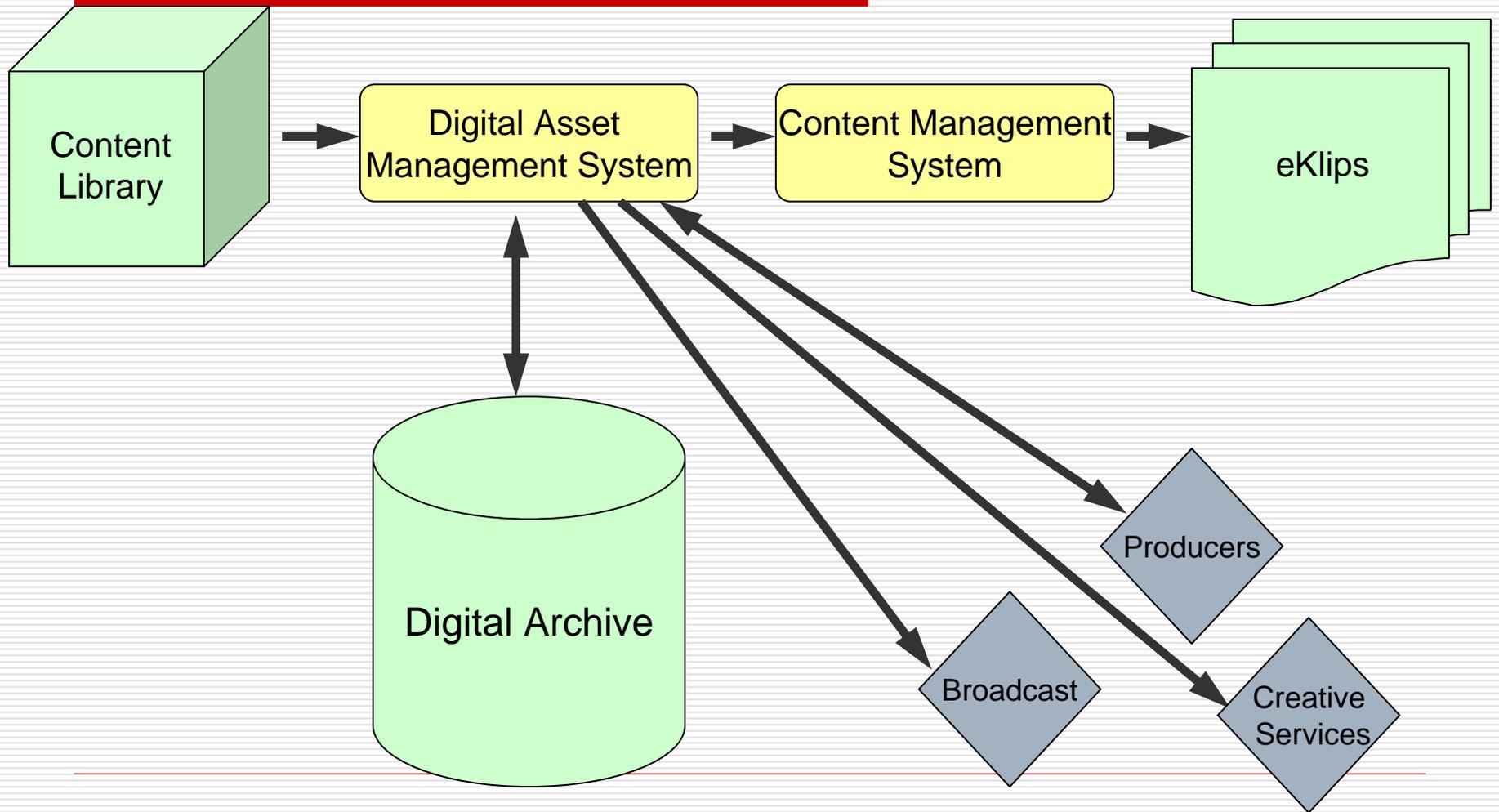
- ❑ Time intensive
 - ❑ Archival footage not accessible to teachers
 - Access only to completed programs
 - Further content production not cost effective
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e-Klips 2.0



- Ability to download
 - More user control
 - Fully searchable including SOL
 - Content rights management
 - More efficient but still time intensive
 - Limited library
 - No additional archival footage
 - May lose valuable content to end of tape life
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Proposed Model



Virginia Voices



- ❑ Elder Frank Newsome at the Blue Ridge Folk Life Festival in Ferrum
 - ❑ Sasha Brodecki from the StoryCorps oral history project in Richmond 2007
 - ❑ Tim Curry talking about Sun Ra
 - ❑ Dr. Andrew McGraw, University of Richmond, Gamelan
 - ❑ Gospel Chicken House, Hanover County
 - ❑ Todd Custalow on the Mattaponi Shad Hatchery
 - ❑ Jay Silvio reflecting on 9-11
 - ❑ Hot air ballooning in Lexington
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In Place

- Content
 - Video
 - Audio
 - Delivery system
 - Professional expertise
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Missing pieces

- Human resources
 - Storage
 - Comprehensive catalog
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Opportunities

- ❑ Educator access to unused but valuable content
 - ❑ Opportunity for additional content production
 - ❑ Preservation of significant, historical moments in Virginia's past
 - ❑ Ability to work with broader scope of educational content partners
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