



# Annenberg Media

<http://www.learner.org/>

## What is it?

- A website dedicated to the improvement of teaching by funding development and distribution of multimedia educational resources.
- The media is distributed through three categories: satellite channel, website, and via DVD.

## Who's doing it?

- The Annenberg Foundation
- Professionally produced videos for the Annenberg Channel

## How does it work?

- The service is free to view any videos (Videos On Demand) on their website.
- Programs are sorted by discipline and grade using the Search feature.
- Over 60 different programs, each with many episodes.

## Why is it significant?

- Academic videos are now available on-line with no cost or fee.

## What are the downsides?

- Cannot copy or download for use in a presentation, meaning the website must be opened every time.

## Where is it going?

- Library expanding as new videos are produced, aired, and uploaded.
- Exposure to site increases at the elementary, secondary, and collegiate levels.

## What are the implications for teaching and learning?

- Visual literacy
- Students' view of the world-replacing passive with active learning.
- Free academic on-line video resource, very few available

## For more information:

- <http://www.learner.org/faq/index.html>

