

FOR IMMEDIATE RELEASE
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**WGTE PUBLIC MEDIA LAUNCHES FREE
ONLINE ARCHIVE OF MULTIMEDIA RESOURCES
KNOWLEDGE STREAM**

Toledo, OH – Using its expertise in video production, content distribution, K-12 educational resource development, and Web services, WGTE has launched Knowledge Stream, an online archive of free, video-on-demand multimedia resources for the public and for educators. The multimedia resources at www.knowledgestream.org will be produced by videotaping and packaging presentations made by authors, historians, scientists, artists and many others who visit the greater Toledo area throughout the year. Knowledge Stream also will function as a public square, providing the public access to videos of governmental meetings and proceedings that are made available to the service. In addition to making videos available, the public can also use the site's Web 2.0 social networking tools to comment about, blog, and discuss the video presentations.

Made possible through a generous grant from the Stranahan Foundation, Knowledge Stream will greatly expand the availability of important information and content to the general public by the effective use of the Internet for distribution, while increasing the number of educational resources available to teachers, students and parents.

“We are so excited that we will be able to provide this community with such rich content at their fingertips, on their own terms,” said Marlon P. Kiser, President and CEO of WGTE Public Media. “So many of our businesses, nonprofit and governmental organizations, colleges, universities, museums, and others throughout the region bring renowned guests to our community for public lectures and presentations. But all too often, the actual number of people who attend these events is relatively small given personal issues with scheduling and competing demands—too many people miss excellent opportunities to be informed and to learn. Knowledge Stream will enable the public to access this rich content anytime, anywhere, anyhow.”

Knowledge Stream is also unique in that it will enable WGTE to increase the use and value of the presentations by repurposing appropriate content for use in the K-12 classroom as formal educational resources, which will include full curriculum and video segments aligned to Ohio's Academic Content Standards.

WGTE's Educational Resource Center (ERC), which serves more than 250 area schools, and over 6,500 teachers and 120,000 students, knows from professional experience that educators are in great need of high-quality educational content that is specifically developed for classroom use and is aligned to the State's Academic Content Standards.

"Teachers crave new and interactive content to engage their students. Knowledge Stream will allow WGTE to provide our teachers and administrators with quality content in an easy-to-use format," said Betsy Hood, Director of the Educational Resource Center at WGTE.

The two-year project will provide more than 260 videos online. Organizations are encouraged to submit their events on the Website at www.knowledgestream.org. Simply register as a user of the site and fill out the form under "Suggest an Event."

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WGTE Public Media (The Public Broadcasting Foundation of Northwest Ohio) is a non-profit organization providing quality broadcasting and educational resources to Northwest and West Central Ohio and Southeast Michigan for more than 50 years. WGTE Public Media operates WGTE TV, Toledo; WGTE FM 91.3, Toledo; WGLE FM 90.7, Lima; WGBE FM 90.9, Bryan; WGDE FM 91.9, Defiance; wgte.org; The Educational Resource Center; and The Early Learning and Outreach Center.