



## Media Release

For Immediate Release

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### **New EnhanceTV social networking site links filmmakers with educators**

EnhanceTV, the online resource for educators using television programs in the classroom, today launched a new online Community (<http://community.enhancetv.com.au>), to facilitate shared knowledge, resources and foster connections between educators and the film industry.

Using a variety of social media tools (forums, blogs, podcasts, polls and videos), educators in all school or tertiary levels are encouraged to recommend educational TV programs and provide their tips for teaching with the programs they have shown in class, how relevant the program is for the Australian curriculum, and other insights from an academic perspective.

This shared knowledge will help educators make better decisions in choosing programs for their libraries and classrooms, save them time with lesson planning, and expand their networks within the education community.

"The EnhanceTV Community initiative forges a new link between filmmakers and the people who are using their programs in teaching", said Simon Lake, Screenrights Executive Officer.

EnhanceTV, which is a subsidiary of Screenrights, the not-for-profit organisation that licenses educational institutions to copy from TV, helps educators teach with television. The launch of the online Community coincides with EnhanceTV's 7th birthday.

"The success of the online Community relies on participation from educators and filmmakers, who are encouraged to embrace the social media concept. Their contributions will make the site a lively, interesting place to educate, learn and question any aspect of teaching with TV", said Mike Lynch, head of EnhanceTV.

The content is open to anyone to view. To contribute, people need to sign up for free (existing EnhanceTV members will still need to sign up).

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