

Minutes of Executive Committee Meeting -- 11-9-11 via Skype

Attending: Micheline LeBlanc, Kurt Larsen, Diana Paradise, & Chris Walsh (Guest)

A bit of *Infinite Thinking Machine (ITM)* history.

- Began as part of work with Google Teacher Academy
- Ongoing weekly podcast
- Produced by Chris
- Not truly a WestEd-type project

ITM is now a CUE asset, paperwork was recently signed with WestEd transferring all rights to CUE.

Ideas for the ITM

- CUE would be an official partner for distribution and content open to national and international audience
- Branded with CUE logo in each episode or program
- CUE would be the fiscal agent
- Distributed via various outlets, possibly with:
 - KQED - perhaps associated with its new Mindshift project
 - offered content
 - embed the videos in their blog
 - KCOE in Orange County
 - PBS like KQED
 - Edutopia - they are somewhat interested
 - American ED TV - new a 24-hour education channel about education, not necessarily ed tech, with a consumer focus
 - Teacher Channel
 - School Tube
- First step
 - Create a promo and
 - Look for partners and funders (similar to LEC) no editorial control
 - ~\$150,000 annually for 20 episodes (2 episodes/month)
- Production Needs editors
 - correspondents
 - producers
 - sponsors
- Logistics
 - business model
 - production