

## 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