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Contact: Arlyne Alston
(614) 485-6030
arlyne.alston@etech.ohio.gov

Ohio on iTunes U Reaches One Million Downloads
Site Allows Ohio to Share Educational Resources, Professional Development Materials
and Student Videos

(Columbus, OH) – The newly launched Ohio on iTunes U site, a collection of free digital media resources for students, teachers and administrators, recently reached a milestone of one million downloads. Ohio on iTunes U, part of the Apple iTunes U platform, was first introduced in February at the 2009 Ohio Educational Technology Conference. The recent success of this project has far surpassed the number of downloads experienced by other states. Ohio's iTunes U site has reached one million downloads faster than any other iTunes U sites, attaining that milestone in just eight months.

“Ohio on iTunes U is a great example of engaging new audiences with digital resources,” said Ohio Board of Regents Chancellor Eric D. Fingerhut. “The site’s success speaks to the broader statewide effort to provide information via the 21st century tools that our current and prospective students have come to expect.”

Ohio on iTunes U provides cutting-edge educational resources from several contributing content providers including universities, museums, government entities and public educational foundations. From emerging software applications, to authentic world languages, and ethics of technology use in the classroom, one can learn about it all on Ohio on iTunes U, the central site for sharing and learning.

“This site is creating excitement and generating worldwide exposure for members of higher education, the K-12 community, and a variety of content providers,” David Barber, eTech Ohio Interim Executive Director said.

The most downloaded tracks are educational resources, professional development materials and student-created content from across the state. The School Facilities Technology Toolkit, an interactive tool designed to support school district’s in the facility planning process, was recently highlighted on Apple’s iTunes U “New and Noteworthy” in the Teaching and Education category.

Christine Fox, Director of Professional Development and Research at the State Educational Technology Directors Association (SETDA) said, “The popularity of Ohio's iTunes U site shows the power of digital content and how technology is beginning to transform education to best prepare our students for the 21st Century. The site provides a tremendous variety of resources

for educators and students across the country and will only grow as teachers and students understand the value of integrating digital content into the core curriculum.”

In partnership with eTech Ohio, Ohio Government Telecommunications (OGT) has been instrumental in managing content as well as contributing videos of Ohio Supreme Court cases and Governor Ted Strickland’s Conversations on Education.

“Ohio on iTunes U has been a great way to feature the collaborations and programming between Ohio’s Public Broadcasting stations and the state,” Dan Shellenbarger, Ohio Government Telecommunications Executive Director said. “The materials we have been able to aggregate are a showcase of the rich resources we have in Ohio.”

Noted as the first state to launch a comprehensive statewide iTunes U site, the State of Ohio has compiled a repository of 2,200 unique digital media resources categorized in areas of education, community and government. Several organizations such as the Five Colleges of Ohio, Columbus Museum of Art, Ohio Historical Society and the National Underground Railroad Freedom Center contributed engaging content for the site upon its launch. The growing site now hosts content from 38 contributors.

Additionally, nearly 20 of Ohio on iTunes U content providers have been featured on Apple’s worldwide iTunes U site in the categories of Science, Language, Fine Arts, and Teaching & Education. Featured contributors include: Commission of Dispute and Conflict Resolution, Toledo Museum of Art, Ohio Arts Council, Battelle for Kids, SOITA, Western Reserve Public Media, WGTE, CET, WOUB, NWOET, ITSCO, ORC, Cincinnati Public Radio, Northeast ABLE Resource Center, The Ohio State University, and The University of Toledo.

“eTech Ohio is excited to be involved with Ohio on iTunes U,” Barber said. “This site is leveraging state-supported digital media for Ohio learners and providing a means of sharing information about Ohio with the world. The recent success of one million downloads speaks to the support of Ohio’s content providers and the excitement this project has generated.”

About eTech Ohio

eTech Ohio is a national leader in educational technology access and integration. eTech Ohio has made a commitment to serve Ohio citizens through educational initiatives and putting new technology to use for affiliates so that Ohio’s learners will succeed in the schools of today and the world of tomorrow. Visit www.etech.ohio.gov for more information about eTech Ohio.