

enhance TV: a value-added educational service from Screenrights

Colette Ormonde, ALIA copyright advisory service

How would you like to know in advance the radio and television programs relevant to your student's curriculum and when they will be broadcast? Not to mention interviews with the relevant film and documentary makers, supporting media material, study guides and lesson plans. And it's free!

Welcome to <http://www.enhanceTV.com.au>, an innovative educational website devised by Screenrights, the non-profit organisation which administers audio-visual copyright in Australia and New Zealand. As far as I can check, this is the first service of its kind in the world provided by a copyright body. Screenrights has capitalised on its role and membership base in a way which has long-term benefits both for its members and for those who use the material which its members produce.

The site links film directors and other creators like Phil Noyce and broadcasters such as the ABC, SBS and the BBC with librarians, teachers and students at primary, secondary and tertiary levels. It is designed to give teachers and librarians the easiest access to the range of material of educative value now available in audio-visual format, with backup study materials and suggestions to help busy educators. It is also a valuable resource for distance education students or those interested in following up various issues at home.

The Australian Teachers of Media (ATOM) prepare the study guides across state and territory curricula and beyond. To cater to the needs of students from primary to tertiary levels, the resources are organised into twenty-one broad subject areas, including business, cultural studies, indigenous interest, media, languages, legal studies, politics, science, religion and the arts.

Film Australia, the Australian Film Institute and the Australian Children's Television Foundation are also supplying educational material.

As Screenrights chief executive Simon Lake points out, one of the great features of the scheme is the opportunity given to makers of film and television programs to promote continuing access to their work by contributing supporting material which can be used in the study programs. This enables the maximum access to and understanding of their creative output.

Recent listings in enhanceTV include:

- *Missing Vietnam*, a documentary about the Australian government's airlifting of 292 Vietnamese orphans from Saigon

to Australia in 1975. Shown on SBS in August. Made by one of the orphans, film maker Leigh Bancroft, originally called Le Thi Thoa. Other SBS programs include Simon Schama's *History of Britain*, the archaeological series *Meet the ancestors*, the science series *Future tense*, and *Black chicks talking*, the only Australian film invited to Robert de Niro's inaugural Tribeca film festival.

- David Caesar's feature film, *Mullet*, set on the south coast of New South Wales and starring Ben Mendelsohn, with an accompanying study guide.
- *Great military blunders: who's sorry now*, *The trouble with Merle* (about the Hollywood star Merle Oberon who *did not* come from Tasmania) and *Compass*, the Sunday night program on religion, all from the ABC
- *Rabbit-proof fence* with a study guide exploring the issues behind this story of three young aboriginal girls forcibly taken from their families in Jigalong, Western Australia in 1931.

Subscribers to the free service can get an e-mail guide in advance of a week's television programs. Commercial as well as public broadcasters are monitored.

The navigation menu enables the user to find the latest study guides, media articles and events, lesson plans and how to find the programs or films already shown. You can search by learning or subject area, keyword, title or the name of the organisation which produced the resource.

Much of this information is available from the website to anyone who wishes to subscribe, including librarians, teachers, parents and students.

If you are an Australian educational institution with a Screenrights licence, you may obtain film and television titles from the Tape Services program archive at <http://www.tapeservices.nexus.edu.au>. A Screenrights licence also enables educational institutions to copy from radio.

enhanceTV has been endorsed by a number of educators and librarians including Mary Manning, professional development and liaison officer, School Library Association of Victoria; Terry Hayes, national president of the Association for Teachers of English; Kevin Sumption, associate director, Knowledge and Information Management, Powerhouse Museum; and Annabelle Sheehan, head of teaching, Australian Film Television and Radio School. Jock Given, senior research fellow in the Institute for

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Social Research at Swinburne University, is chair of the *enhanceTV* editorial advisory group.

It is resource intensive and the continuing existence of *enhanceTV* depends on its attraction of more subscribers, so surf along to <http://www.enhancetv.com.au> and test it out.

La Trobe University Library streams TV, radio and Foxtel broadcasts online

La Trobe University Library provides a model for expanded opportunities available under the new statutory licence for audio-visual copying and communication agreed to by Australian universities and Screenrights.

The library is now copying material from radio, television, cable and satellite broadcasts and making it available in all campus libraries. If required the material can be streamed online via the library's web pages, enabling staff and students to access it on campus outside the library or at home.

The library has taken out a subscription to Foxtel to increase resource access.

In addition to expanding greatly the programs which can be recorded in the period covered by the licence (until December 2004), the library can also copy and communicate from anything recorded over the past ten years under the old licence agreement.

As La Trobe University audio-visual librarian Ted Chrisfield says, it is:

...a revolution in the use of audio visual media as online texts:

For example, we recently recorded the BBC series, The History of Britain, and, under the Screenrights licence scheme, we can offer a range of delivery options to a



Ann Grieve manager of copyright services for the Department of Education and Training Victoria at the *enhanceTV* launch

lecturer in the Humanities at each campus library. A number of copies could be made in order to allow a copy for each library. The lecturer could request that segments are edited out and made accessible in a digital form online. The library can then add this material to our video server and the academic could then write a document about the period and cite the segments for replay within the document. This can be modified and updated as required each semester.

All such uses of audio visual material must of course have their authors, copyright-owners (if different) and sources identified, and the moral rights of the author complied with.

The Screenrights educational licence scheme for universities is now based on a sampling system which reduces the amount of record keeping required. ■

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