



Educational  
Communications  
Board

*Media for Wisconsin Schools*

Education Services

Wisconsin Public Radio

Wisconsin Public Television

Gene Purcell, Executive Director

## **ECB Media Rights for Schools Receiving Datacast Digital Media**

The videos provided to datacast users are licensed for use by Wisconsin educators and students. No other uses shall be permitted.

Once you've received datacast digital media, the file and folder names will indicate the appropriate grade level, retention rights and permitted uses for the digital media according to the following codes:

### **Retention rights** (how long media may be kept)

- **SY = School-year rights**  
Media can be saved and viewed repeatedly over the course of a given school year. They may be retained and viewed in subsequent years **only** if ECB continues to include the media in our list of offerings. Visit [www.ecb.org](http://www.ecb.org) each May to find a list of the discontinued media.
- **EXT = Extended-use rights**  
Media can be saved and viewed repeatedly as long as it meets curricular needs.

### **Permitted uses** (what can be done with digital media)

- **D = Desktop rights**  
Media can be stored for later use only on the computer to which it was downloaded (this only applies to ECB VideoLink)
- **S = Share**  
Media can be downloaded and transferred to other computers and servers (all media received via ECB's datacast service may be shared throughout a school district)
- **R = Remix**  
Media can be edited and incorporated into teacher and student projects for educational purposes

### **Example:** `Into_the_Book_p01_GRK4_EXT_S_R.wmv`

This program can be used for grades K-4, has extended-use rights, and may be shared and remixed.

### **Contact Information:**

If you have any questions regarding use of this media, please contact:

Marta Bechtol, [Director of School Services](#) (608-264-9733)  
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