

**FOR IMMEDIATE RELEASE**

January 18, 2016

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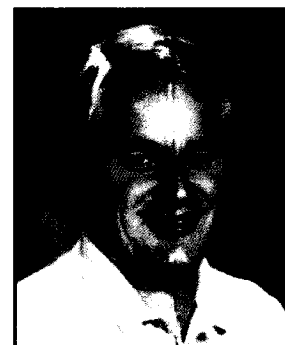
New Dimension Media

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## **STUDENTS ARE VORACIOUS USERS OF STREAMING MEDIA!**

"Today's students, more than ever, are visual learners and are voracious consumers of information delivered to their laptops, computers and cell phones," says Richard Silvernail, Director of Technology, Florence School District 5, South Carolina. Silvernail, who will be interviewed on EduTalk Radio, February 16, 2016, 11:00 AM CST, believes that today's students, born into a digital world, often struggle with the traditional way of delivering knowledge – textbooks. As an Advisory Board Member to New Dimension Media, a Chicago K-12 content provider, Silvernail helped the company develop CCC! Streaming Media so that students could visualize the printed text and their understanding of complex subjects or concepts. Yesterday's 16mm projectors, videotape machines and DVD decks have been replaced by visual media delivered by the internet. But how can teachers be assured that what they are downloading is trustworthy, accurate, and academically sound? CCC! Streaming Media, by New Dimension Media, offers over 7,000 programs that have been curated from respected sources, vetted by educators and aligned to Common Core State Standards. Silvernail believes once teachers are trained to integrate technology and curriculum they not only cover more material, they allow students to take the streaming media with them and view the content anytime they choose. Silvernail, who introduced Florence School District to Streaming Media in 2006, has been a representative to the State Technology Board and served as a member of the South Carolina Technology Framework Committee. Silvernail not only believes in Streaming Media, he taught 47 graduate teacher technology courses for 12 years for the University of South Carolina, The Citadel, Francis Marion University and Coastal Carolina University. Richard received his B.S. and Masters from the University of South Carolina. He concludes by suggesting all technology directors and teachers "demo" Streaming Media. Jon Plowman, Executive Vice President of New Dimension Media estimates over 2,000,000 students across the country rely on CCC! Streaming Media daily. Plowman also confirmed that as of January 2016, Follett School Solutions will represent CCC! Streaming Media throughout the U.S. Silvernail was amazed at the early positive reaction to CCC! Streaming Media when first introduced in Florence School District, students wanted to attend "the class that showed movies."



**Richard Silvernail**  
Director of Technology  
Florence, South Carolina  
Will be heard on  
EduTalk Radio  
February 16, 2016

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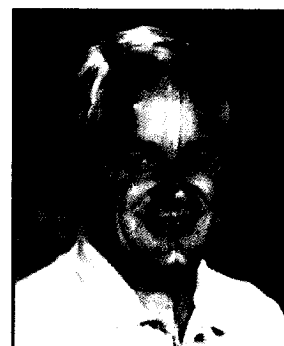
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