



FATHOM

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## What is Fathom?

Fathom is the best source for quality online learning to match users' lifelong learning and professional development needs. Fathom is the only for-profit e-learning company created in association with global brands in education and learning, including Columbia University, The New York Public Library, American Film Institute, the London School of Economics, RAND, the British Library, Cambridge University Press, the University of Chicago, the University of Michigan, Woods Hole Oceanographic Institution, the Victoria and Albert Museum, the Science Museum (UK) and the Natural History Museum (UK). Fathom's member institutions share the objective of using new technologies to project their teaching and research to new audiences.

## What is Fathom.com?

Fathom is the best source for online courses, learning seminars, free lectures and more than 60,000 authenticated reference entries. Fathom matches our users' learning interests with high-quality online courses from top institutions. Fathom's audience is seeking short, inexpensive learning experiences to longer semester-length courses. Fathom sells e-courses from a select group of course providers and also develops paid and free structured "seminars" with its partner institutions. In addition, books and movies will be sold alongside Fathom content.

## How can I contribute to Fathom?

Because each of Fathom's member institutions has unique assets and restrictions, Fathom works with each member to identify possible contributors, and we work with individuals to determine the best medium for presenting their material. In all cases, the contributing expert has the right to make a final review of the Fathom feature. As Fathom continues to grow, we develop new methods of feature acquisition and presentation. Following are examples of Fathom features that can take as little as one hour to complete:

- Free Learning Seminars -- A collection of related Fathom features, lectures, articles and reference materials that explores a particular topic (i.e. directing, screenwriting, producing or editing). Free learning seminars focus on introductory materials and offer an overview of a particular topic or area for personal interest or professional development. These seminars are structured with learning goals, which guide users through the material.

Feature types:

- An Event -- Our member institutions sponsor events ranging from lectures to live music performances to panel discussions. Typically, only those who live near the institution and know about the event have the opportunity to benefit from the full scope of the event. However, Fathom can bring a taste of these events to our users, typically in a video format. We work with each member institution to set up processes for capturing and preparing video for distribution on the web.

- **Previously Published Materials** -- Many of our partner institutions publish internal and/or trade journals and magazines, such as *American Film*. The staff and affiliates of our members are often widely published in magazines, journals, books and on the Web. With permission, Fathom reprints or repurposes some of the publications associated with our partners, thereby disseminating these articles to a wider audience.

- **The Interview** -- Fathom believes that some of the greatest resources in our partner institutions are its experts/staff members/faculty. These experts, though incredibly knowledgeable about their fields of research, are usually very short on available time. Fathom often interviews these experts about the collections in their care, their current work or past research. Fathom can use the video or audio recordings of these interviews as the basis of a feature or edit the transcript of the interview to create a written article. This article can be then be supplemented by digitized images of relevant documents, photos, posters, manuscripts, etc. Sometimes we include audio and/or video clips of the interview.

### **Additional assets that should accompany every Fathom feature**

Though the focus of Fathom features/seminars may vary dramatically, all Fathom content must include the following elements:

- **Images** -- Whenever possible, at least one related picture complete with the appropriate credit line and caption. We can only use public-domain images/footage or assets that our member institution or individual contributors own the rights to.

- **Author Biography and Photo** -- A one- or two-paragraph narrative bio for each author or contributor. If possible, a digitized photo of the author should also accompany each bio.

- **Recommended Products** -- Each feature/seminar developed for Fathom must be accompanied by a list of 3-5 recommended books or movies that will be sold alongside the content.

### **Who should I contact to learn more about Fathom?**

#### **AFI Contact:**

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