

From: "jeffrey E." <jeevacation@gmail.com>
To: John Steele <[REDACTED]>
Subject: Re: Nautilus Education
Date: Tue, 07 Nov 2017 15:11:10 +0000

Happy to meet and discuss

On Tue, Nov 7, 2017 at 9:41 AM John Steele <[REDACTED]> wrote:

Jeffrey,

I have a 30,000 foot question for you. Do you think with all the controversies around Facebook and Twitter that there might be a tendency towards less centralized and more specific social networks...or will Facebook continue to own the space?

Its a question that came to mind because I had a realization about Nautilus, reading this piece in the New York Times over the weekend, ["How Silicon Valley Plans to Conquer the Classroom"](#). Its primarily about the lengths tech companies will go for "America's school computer-and-software market, projected to reach \$21 billion in sales by 2020." Even going so far as to say "there is little rigorous evidence so far to indicate that using computers in class improves educational results."

After some questionable decisions with Baltimore's school tech efforts, the interim superintendent said she will continue the tech initiative "while increasing a focus on literacy." Nautilus' acclaim is its ability to foster science literacy and connect science and technology to people's lives through story.

It made me understand that the Nautilus Education Program and Nautilus Channels are the content core for an Ed Tech business. Because all successful media technology innovation is built around content.

As I've mentioned, for years teachers have been telling us how difficult it is to find quality science writing and how they are using Nautilus in the classroom. Both rigorous and accessible, Nautilus is uniquely suited for the classroom to engage students. We launched the education program this summer. For \$40 per school, the school library get a subscription to the Nautilus print edition and more importantly, all the students and faculty get access to Nautilus Prime, our digital subscription offering of unlimited reads and digital downloads of our print and online issues. We're now introducing Nautilus into over 2,800 schools through foundation and individual sponsorship. And new foundations have been contacting us about putting Nautilus into their local schools.

The key to Nautilus' success in the curriculum is its integration into the classroom. We came up with the idea of a closed social media network where student and teachers can share, annotate, highlight and comment on Nautilus content within the school and between schools. We were working with Rune to implement that software capability into a Nautilus school platform but they are having problems funding their next round. The software, uncomplicated and readily available, is not much of an issue to building multi-layered networks around Nautilus' quality content. Every school becomes a node that can participate in a local, regional or national Nautilus network....at the school's or even teacher's discretion.

Nautilus Channels, our institutionally supported focused verticals will produce a vast reservoir of quality content for the network. With Channels, from institutions like the Howard Hughes Medical Institute and the Max Planck Society to topic-oriented Channels like "Cosmos", "Aging", "Women in Science and Engineering", "Oceans", "Economics"...and "Poetry", there is enormous potential to consolidate a vast learning network around Nautilus' editorial voice and audience.

The audience impact of Nautilus lay in its depth, style and imagination but the future of Nautilus may be in the educational network its is creating around its core content.

All the best,

John

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