



TELEVISION FUTURE FUND

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"Media Asset Retrieval System (MARS)"

MARS is collaboration between public broadcasters, libraries and schools. The objectives are to assess the media needs of constituents and to collaboratively develop solutions that meet those needs.

Ultimately, the project will create a model for representing, organizing, storing, and facilitating access to audio and audiovisual material broadcast by public radio and television stations, and then for integrating it with content from public libraries. To achieve this goal, the Project will produce a *digital online resource that will provide access to content produced by public broadcasters and libraries in the Puget Sound Region (KUOW Public Radio, KCTS Television, King County Library System and Seattle Public Libraries)*. Long-range plans for the project include the addition of content partners such as museums and arts organizations.

The strategic plans of KCTS, KUOW and the Libraries include interacting with, and bringing quality service to the community, regardless of delivery system or platform. One-way, over-the-air, one-to-many broadcasting cannot provide on-demand access to resources. Indexing, cataloging, storing and serving our video, audio, pictorial, textual and other materials via an asset management system will allow our organizations to deliver this content to users as they request it, in the medium and platform they choose.

Phase One of the project, an internal and external needs assessment of the proposed MARS system, will be complete in January 2003.

Project participants include:

- KCTS Seattle Public Television
- KUOW Seattle Public Radio
- University of Washington School of Information
- King County Public Library
- Seattle Public Library
- Seattle Public Schools.

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