



TELEVISION FUTURE FUND

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“Evolving the Links”

This project will explore, develop and disseminate new public broadcasting services, including interactive and enhanced television, Media Asset Management and Internet2 distribution. These activities will be undertaken by national network of PTV stations and research universities; together, these teams will provide multi-media training, pursue the study and sharing of best digital practices, and model convergence projects.

Project participants include: Iowa Public Television, KCPT-TV/Kansas City, WebTV/Microsoft, State Historical Society of Wisconsin, the Pew Project for Best Political Reporting Practices, National Center for Outreach, University of Wisconsin Extension, U.S. Department of Defense, Sonic Foundry, Virage, Inc., University of Wisconsin Learning Innovations, and Internet2 Partners (Washington State University, Penn State University, Michigan State University, Texas A&M, Florida State University, Indiana University, University of Washington, University of North Carolina, Harvard University).

Goals and anticipated outcomes of the project include:

- Create efficient production and interactive TV content models
- Further position local PTV stations as a community resource
- Foster and model station, educational institution and industry partnerships
- Create and manage digitized information, to facilitate the distribution of college-level “learning objects”
- Continue exploration of Internet2 as a distribution platform for PTV content and data in the new media environment
- Model realignment of PTV station and organizational resources to support new media content and distribution.

The “Evolving the Links” project will be completed September 2003.

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