



TELEVISION FUTURE FUND

www.stations.cpb.org/tv/grants/ff/

“Media Asset Retrieval System (MARS)”

MARS is collaboration between public broadcasters, libraries and schools to assess the needs of their constituents and pool resources to develop solutions to meet those needs. The Project’s goal is to create a model for representing, organizing, storing, and facilitating access to audio and audiovisual material broadcast by public radio and television stations, and 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 plan of KCTS, KUOW and the Libraries is to interact with, and bring quality service to, the community, regardless of delivery or platform. The one-way, over-the-air, one-to-many, broadcasting can only provide limited on-demand 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, has been funded by the CPB Future fund. Phase One will be complete in January 2003.

Project participants included:

- 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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