

Task Team A – Intellectual Property and Communications

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Objectives:

Develop a clearer understanding of intellectual property issues as they relate to the PBMD:

- How does this instrument/project compare to other similar standards?
- Can or should CPB, et al, apply for copyright on the PBMD?
- How might it be made available, e.g. freely to all, freely to some, via licensing agreements, etc.?
- Does the PBMD represent an asset to PB that can be leveraged for the benefit of the system?

Develop a marketing plan for the project:

- Specify target audiences (e.g. stations, producing community, national distributors, key software vendors, community and educational partners, etc.)
- Identify key message points for each audience.
- Identify opportunities/methods to reach those audiences.
- Estimate cost of enacting marketing plan.

Strengthen internal project communication:

- Update participants regarding the activities above.
- Coordinate Task Teams.
- Communicate with superiors of participants regarding the value of the contribution, and the work achieved thus far.

Recommended Activities:

Investigations/interviews:

AW to question Grace Agnew and Gerry Field, DH to question Efthi and Dave MacCarn about standards, and who owns, how maintained, any limitations on use, or a licensing process? How might being proprietary affect compliance and adoption? How compare to EBU standard and BBC SMEF (did BBC try to sell?)

AW to question Steve Altman about copyright and licensing. Why not copyright? If copyright or licensing, what responsibilities? (See GNU and SMEF items from Dennis.)

AW – Create straw man for Marketing Plan (MB and DH respond.)

AW – check with Bob Coonrod re; drafting letter to CEOS. Draft letter. Send to MB, DH. RE: (DH – representing special needs of local station; brings back to station larger context of whole group; development of staff person; helps reputation, so better recruiting; glimpse of future of PB, and helped shape it. Helps you align with the future, in terms of capital and operational investments, and in service planning.

