

IMA Panel

www.kqed.org

- Digital Challenge
 - 4 Platform organization – TV, Radio, Interactive, EdNet

News & PA

- How to work in “integrated” fashion that is effective and serves the community and increases the impact

kqed.org/news/election

- Most obvious is same content on multiple platforms
 - Live, interactive simulcast (war, elections)
 - NewsHour, TWINC, California Connected
 - Forum on TV – digital KQED World

kqed.org/news

- Very limited potential for this –
 - Major, galvanizing events
 - Programs that “travel well”
 - Does not always use each medium to best advantage

California Report (web feature)

- Web is often used to complement and supplement and truly enhance (many examples, sites for all our TV and radio programs)

www.pbs.org/frontlineworld

www.californiaconnected.org

- Next step is going beyond the “companion” site to a site that both complements and also creates its own original content (Frontline World, California Connected) – draws new audiences from new sources, drives to “old media”

kqed.org/news/perspectives/youdecide

- Web only features (You Decide – can only happen online)

kqed.org/news

- Key subject today – talking about integration of local and national news – is web as aggregator
- Online does this well, but since the content comes from disparate sources and does not originate as a “complete” news service, it is a challenge to make it user-friendly
 - Lots of resources at kqed.org – takes a bit of navigating to find.
 - Interactive team plans to create a new “news page” to organize this better

more news...(npr)

- Another approach is to work among public broadcasters to aggregate and organize inter-organizationally, pool resources.

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- This is challenging because of the way public broadcasting is organized in the U.S., but we see success with some radio and TV efforts, so worth pursuing.