



**CUSTOM-MADE:** An Application Enabler lets you "snap in" both IBM and non-IBM software for your choice of spreadsheets, text editors, forms processors and graphics tools.



scheduled to get under way in the second half of 1994, information will be transmitted to KCET by satellite from PBS headquarters in Alexandria, Va. The information, which could be anything from news of an engineering meeting to program schedules, will be uploaded into the AS/400, then distributed by E-mail to individual users. "This kind of application ties in perfectly with our vision of the future," says Knecht.

The station is mindful of that "P" in "PBS," and sev-

#### CALENDARING:

Schedule and track meetings, events, jobs, procedures and much more. Maintain your business or personal calendar on a daily, weekly, monthly or six-month basis—and always with full confidentiality.



eral AS/400 Office applications are geared to serving the public. For instance, thanks to a database of all available videos, callers can easily place orders. KCET also handles orders for some affiliate stations.

The Viewer Services Department is in the business of supplying just that, says Malissa Foster, its manager: "Members call in about an address change or with some question, and we

make the change or correction online. Then, with a couple of keystrokes, we log on the member's account, go into the system and generate a personalized letter." There can be as many as 175 calls a day, she says. "Our goal is to answer every one of them with a letter, even if it's not required."

"We're determined to take a leadership role in both computer and broadcast technology," says Gary Ferrell, senior vice president of finance and chief financial officer (*photo at far left*). "More and more KCET people are realizing



#### CONSISTENT DATA:

Instant access to the AS/400's relational database makes integrating data into documents a matter of seconds.



**IBM SERVICE:** From installation through operation, the expertise of IBM and its business partners is with you every step of the way with a wide variety of education options and service packages.

the benefits of AS/400 Office." Ferrell himself turns to the system for electronic mail and calendar planning. And since February, he has been tapping into those functions through an IBM ThinkPad\* and fax modem that accompany him on business trips.

Recently, Current\*Office Vision/400 came into the KCET picture, with its graphical user interface and the ability to manage information in a disconnected mode for traveling users like Ferrell. According to Kimberly Gillette and Mei Wan, who are overseeing the Current project for KCET, there should be approximately 150 users soon.

KCET has the largest membership of any PBS station in the nation and an estimated 2.5 million weekly viewers. Last year, the station won six Emmys and received the largest single corporate grant on record.

"We're in an extremely high-tech marketplace," says Terrance Knecht.

"The only way we can compete in it is by partnering with our strategic vendors, such as IBM."