

Four Businesses in One

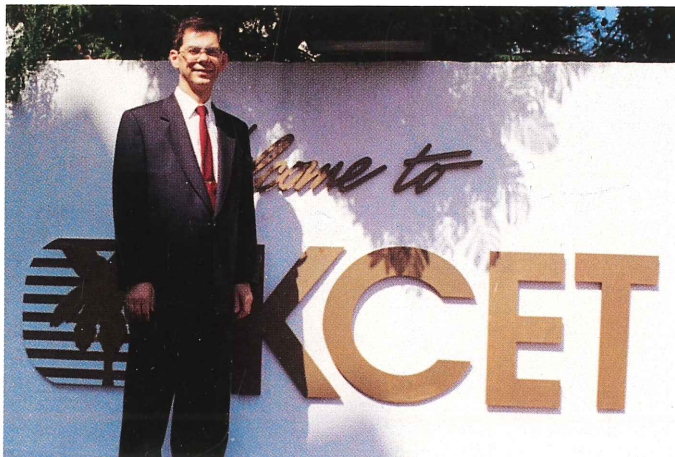
KCET-TV, Los Angeles, bases a wide variety of client/server business information systems on proven AS/400 technology

There's much more behind the scenes at KCET-TV, Los Angeles, than just cameras and production crews. With the

C A S E S T U D Y

rising popularity of multimedia technology, the station's broadcasting library is now in increasing demand as a potential gold mine of video clips. A non-profit Public Broadcasting System (PBS) station, KCET relies on gifts from the community as its primary source of funds. Multimedia services and video clips promise the station additional future sources of income.

Formed in 1964, KCET has the largest membership base of any PBS station in the United States, with more than 370,000 active members and gross annual revenues of \$41 million. In addition



Terrance Knecht, director of Information Services at KCET-TV

Problem:

Supporting a PBS television station's wide variety of business needs with client/server information systems and a small IS staff

Solution:

Rapid Application Development (RAD) with an AS/400 system and the Synon CASE tools

Benefit:

Increased productivity for application developers and end users

tion to the usual Hollywood flux of production crews coming and going, the station has 240 full-time staff members. To support the station's broadcasting, fund-raising, and financial operations, KCET relies on its AS/400-based client/server information systems.

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Because of the nature of its business, KCET is actually handling four different types of operations on its AS/400 system. "First," explains Terrance Knecht, KCET's director of Information Systems (IS), "we have typical corporate operations, such as accounting, human resources, and so on. Second, we have fund-raising operations, which are handled by our membership system." The station uses this system to track membership information and reach out to its supporters with mailings such as its monthly *KCET Magazine*.

Third is KCET's VideoFinders™ business, which uses the station's online database of distributors to locate videos for customers who call to request them. "Finally," Knecht concludes, "we have a broadcasting operation system that we use to schedule shows and maintain a library of all the shows that we have rights to broadcast in the future." This system provides KCET with a repository of schedules for everything the station