OUTLINE:  E.B. PROPOSAL/REPORT

(Incorporates notes - discussions up to 8/23/81)

RESPONSIBILITY

Rod      INTRODUCTION - statement of problem (transmission and dissemination
                        of knowledge and information) and the role of
                        technology in making it possible to develop new
                        methods; EB's chance to lead, etc.

Rod      ASSUMPTIONS - defining media, software and hardware characteristics
                        future developments, general market considerations.

Bob      PROGRAM STRATEGIES - introduction

Rod/Bob  SINGLE TOPIC PROGRAMS*

Bob      ELECTRONIC/VIDEO ENCYCLOPEDIA*

Rod      SUPPLEMENTS/VISUAL AND AUDIO COMPONENTS*

         * within each discuss description, cost and multiple format
           possibilities.

Bob      HOW PRODUCTION SHOULD BE ORGANIZED

Bob      JOINT VENTURES

Rod      MANUFACTURING COSTS, MARKETING AND DISTRIBUTION (incl. how this
                 relates to current EB methods of distribution)

         source of images and market for programming

Rod      PROPER CONSIDERATIONS/TESTING THE MODEL

ASSUMPTIONS

1. defining media characteristics

   attributes of motion, sound, photographic images, all in
   comparison to the attributes characteristic of text.

2. defining delivery systems – hardware and software (chart after Wicat)

   a. books, videodiscs, videotape, computers, broadcast and
      cable TV (one and two-way)    (+teletext)
   b. interchangeability

3. hardware – what's in the marketplace currently, in terms of actual
   numbers and percentages.

4. future hardware (immediate, 5 and 10 years); market trends and
   hardware trends (learning and living trends, home, school, work-
   place, more education outside of school) including compressed audio,
   high resolution (soft fonts), computer interface, relationships to
   other systems, i.e. cable, etc.

5. what we are suggesting as the technology to design for (therefore,
   principal emphasis on videodiscs, with a parallel attention to the
   development of software and on-line access of EB materials) main
   consideration -- not marketing and $, but what will do the work
   that needs to be done the best. Include list of pros and cons.

   a preliminary hypothesis: parallel developments likely, i.e.
   videodisc, teledon, personal computing, which can increase the
   role of the Encyclopaedia in the dissemination of knowledge and
   secondly, make it possible to increase revenues for E.B.

## PROGRAM STRATEGIES

Intro -- general strategy -- main direction with convergent streams that begin at such a time as to have materials ready for the market as it matures; incl. overview of multiple format possibilities.

### Supplements:

First and last, a basic question should be asked: What is the value of the supplemental approach?

Alternatives:

1.  Generic footage (footage as is) following the outline of propaedia.
    a.  What are the costs? (obtain TECEP model - include research time as cost element to life cycle costs).
    b.  What is the value of generic media in relation to the circle of knowledge?
        1.  Can we obtain substantive information from this approach?
        2.  Does footage exist that can cover the topics that should be covered?
        3.  Given an hour (optical & VHD), is an hour sufficient to cover the given topic?

2.  Reformatted media - generic media w/some new production.
    a.  What are the costs? (compare generic media with reformatted media using TECEP).
    b.  What is the value of the reformatted media approach? (sec. b. 1. 2. 3. above).

3.  Newly produced media.
    a.  What are the costs? (compare generic, reformatted and newly produced media using TECEP).
    b.  What is the value of new production? (sec. b. 1. 2. 3. above).

4.  What can we get if we design and produce from scratch as opposed to 1 and 2 above?

## SINGLE TOPICS PROGRAMS (incl. description, cost and multiple format possibilities)

CHINA

ARCHITECTURE

Rod     ARCHIVE OF EVENTS OF SIGNIFICANCE (recorded on film)

HOW TO FIND THINGS OUT

Rod     COMPUTERS

PLEASE EXPLAIN

SINGLE TOPICS PROGRAMS (continued)

SCIENCE DISCOVERY

HOW IT'S MADE

ARCHAEOLOGY

Rod     SPORTS

Rod     TOURS OF:   THE SMITHSONIAN
                    LIBRARY OF CONGRESS
                    NATIONAL MUSEUM OF AIR AND SPACE


ELECTRONIC/VIDEO ENCYCLOPEDIA

- '25' disk/volume encyclopedia, arranged topically (alphabetical within
  topics) -- on the order of Comptons.

A.  On-line Dissemination - EB
    1.  Two-way:  Nexus/Lexus, Teledon
    2.  One-way:  Teletext

B.  Physical Dissemination
    1.  Everything on Videodisc - Text & visual & software - Compton's
    2.  Everything on Videodisc - Text & visual & software on floppy disk

C.  Combination A + B
    1.  Visuals on disc & text on-line two displays


Reasons not to produce such an encyclopedia:

- low resolution of TV monitor/possibility of dramatic changes in technology
- low portability of TV monitor
- content will go out of date, requiring replacement
- difficulty of indexing a topical encyclopedia
- difficulty of using visuals to convey high level abstractions (takes 20
    minutes of video to convey the same content as what you would get on
    say 4 pages of text.  Also, probably the audio narration could be more
    important than the visuals)
- cost

Two reasons to go ahead:

- needed to do the job of educating, etc. in the 80's and beyond
- if EB doesn't do it, someone else will, thereby taking away part of
    EB's market and they won't do it as well

ELECTRONIC/VIDEO ENCYCLOPEDIA (continued)

Questions related to electronic/video encyclopedia:

- how to arrange indexing and access to subject matter
- how to select and desing media so as to maximize learning and retention
    (importance of not just assuming you know what will work and won't;
    key to provide for lots of formative research


SCHEDULE OVERVIEW

- All draft topics assigned are due by mid-September (9-15-81)
- All rewrites due by Octover 4, 1981
- Immediately after October Symposium, Rod will travel to California to
    finish proposal
- Needed:  A topical outline of proposal/report based on this general outline