

FEBRUARY 1999

OREGON FOCUS



OPB Celebrates Black History Month



OREGON PUBLIC BROADCASTING



PRESIDENT'S MESSAGE

The New Digital Year



This coming year will be an exciting one at OPB. In 1993, we began

preparing for the transition to digital technology. We have been transmitting a digital signal for almost two years, working with our high-tech partners, and buying equipment. This work has been mostly for test purposes. Now, the work pays off as we begin a regular service to you of multi-casting and high-definition programming. For those of you purchasing digital sets, you can pick up OPB in the Portland-area on channel 35.

Digital technology will forever change the way we serve the people of Oregon. High-definition (HDTV) and multi-casting are the first elements of our plan. HDTV will provide pictures so clear, it's like looking through a window. We'll air PBS's and our high-definition programs. We also plan to 'multicast' four simultaneous channels in daytime hours. We'll offer a children's channel, a formal learning channel and a 'how-to' channel, along with our regular service.

Another aim of our plan is 'datacasting' — that is, surrounding Oregon Field Guide and other programs with interactive, Internet-like information, such as a bibliography, texts, maps, photos, interviews and curriculum materials for schools. Through digital technology, we can pull together a complete informational package and channel it through television.

In the coming years, more of you will replace your sets with digital sets and we will learn more about how you want to use the new services. Your feedback is crucial to our development of services that educate and entertain in powerful new ways.

OPB President and CEO