

PBS.org Redesign Update from Jason Seiken

In case you missed it, last week Jason Seiken sent out a communication to all PBS interactive producers about the PBS.org redesign and Project Merlin. This note does a great job of highlighting some of the key benefits to the project -- which has been crafted as an opportunity to build traffic and engagement across PBS producer sites.

If you didn't receive the email, here's what Jason wrote:

GA Interactive Producers,

Early next year, the PBS.org homepage and topic pages will undergo a bold redesign to provide a more dynamic, media-rich experience for our audience. The goals of this effort include driving more traffic to station Web sites and increasing the promotional opportunities for producer content to drive more traffic to your Web sites.

We have created a design that, early user testing shows, should not only meet these objectives, but that dares to stand out among our peers.

To better surface producer content on the homepage and topic pages, PBSi will leverage metadata from your Web sites. We will offer several methods for producers to ingest metadata into a database of information, nicknamed "Merlin," in an attempt to make the process easy and efficient for you.

Merlin and the PBS.org redesign are top strategic priorities for PBS and a crucial piece to our mission to better serve the public. Building on the work started with COVE, the project takes another big step towards a unified, efficient infrastructure for producers and stations.

This Fall, PBSi will begin orientation sessions for all PBS interactive producers: introducing the redesign, providing training for ingestion of metadata into the Merlin database and offering editorial guidance on how to maximize exposure for your content.

The first webinar will occur on September 29th at 2:00p.m. ET to preview the new look of the PBS.org homepage and topic pages.

Reserve your seat: <https://www2.gotomeeting.com/register/482914411>

We thank you in advance for your participation in this transformative project. We firmly believe the PBS.org redesign will better leverage the rich content created by our producers and provide a superior online experience for our audience.

Sincerely,

Jason Seiken