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WHYY LAUNCHES NATION'S FIRST ONLINE LIBRARY OF VIDEO PROGRAMS ALONGSIDE PBS CONTENT USING NEW PORTAL

PHILADELPHIA, June 1, 2009 — As part of an initiative to leverage new technology to better serve its audience and expand the reach of its local content, WHYY launched the nation's first library of streaming video programs offered alongside national favorites using PBS' new video portal.

The showcased WHYY programs include the *On Canvas* performing-arts series and specials such as *Hometown Legends: Harry Kalas*, a production on the career of the late, beloved Philadelphia Phillies broadcaster.

Available at www.whyy.org/video, the local programs are offered side by side with PBS programs such as *American Experience*, *Frontline* and *Nova*. The site also features collections containing timely content on the Obama presidency and recent flu outbreak.

PBS called on WHYY and 13 other public television stations across the United States to develop online libraries of local programs to feature with PBS content. PBS launched its video portal in late April.

WHYY's library also includes *Creative Campus*, *Experience*, *Flicks* and *Maestro*, an interview of former Philadelphia Orchestra music director Wolfgang Sawallisch by *Radio Times* host Marty Moss-Coane.

Visitors to the easily navigable site may browse by program title and topics such as culture, history, science and technology. They may also enter keywords in a search box and filter episodes by programs' premiere dates. To get a snapshot of what's popular on the site, visitors may view which episodes are the most watched and most e-mailed.

Program episodes, which may be viewed in full screen, will be archived, and new episodes will be available the day after they're broadcast.

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