

Proposal for Walker Percy Interactive CD-ROM

The Video & Non-Fiction Works of Walker Percy

The Walker Percy Project

Providing access, opportunity, and collaboration for students, scholars, and general readers of Percy...

OVERVIEW

The Walker Percy Project seeks to produce a digital CD-ROM of the non-fiction works of Walker Percy accompanied by digital video of his significant public appearances, lectures, and interviews. The proposed interactive CD-ROM will provide Percy scholars and students with full-text search capabilities for these works, while it will appeal to a broader general audience by including video segments where readers can see, hear, and "get to know" Percy. Similar products are currently on the market, including a John Steinbeck collection of CD-ROMs, which offers text, multimedia presentations, educational activities and games based on *The Grapes of Wrath*, and "The Collected Papers of C.S. Pierce" CD-ROM published by Harvard University Press.

Interactive Architex, an education-oriented multimedia production company housed in the Austin Technology Incubator in Austin, Texas, and which is a major corporate sponsor of The Walker Percy Project, has agreed to provide production assistance for the project. Both the University of North Carolina Press and Louisiana State University Press have expressed interest in the Percy CD-ROM project.

SPECIFICS

Design Plan

In order to function as a comprehensive and scholarly compilation of Percy's non-fiction works, the design plan for the CD, at a minimum, calls for the complete texts of his *Signposts in a Strange Land* (1991), *Message in the Bottle* (1975), and *Lost in the Cosmos* (1983), all three of which were originally published in hardcover by Farrar, Straus, and Giroux. Other text options include Percy's published letter collection with Shelby Foote and his numerous interviews. Video segments to be incorporated in the CD include Percy's NEH Jefferson Lecture, and his *Firing Line* and *Today Show* interviews. McIntosh and Otis, Inc., literary agents of Walker Percy, hold copyright over the writings of Walker Percy.

Marketing Plan

A university or commercial press associated with Percy materials and the Walker Percy Educational Project will serve as the primary outlets for publicizing the product. Sales will be handled through the press, the Walker Percy Project web site, and key retail bookstores. The Walker Percy Project will advertise and market the CD via its Internet and non-Internet relationships, as well as feature it as a permanent offering in its online store. Potential purchasers of this CD-ROM include scholars, students, and fans interested in Walker Percy, university and public libraries, members of the Walker Percy Society, members of the Society for the Study of Southern Literature, and the more than five hundred monthly visitors to the Walker Percy Project web site.

Project Administration and Production

Henry P. Mills, Founding Director of the Walker Percy Educational Project, will serve as executive producer of the CD-ROM. Mills, heading the project's regular staff, will handle content development, permissions, and general administration. Mills founded the Walker Percy Project in 1994 and holds advanced degrees in literature from Louisiana State University.

Interactive Architex, under the direction of CEO Dewey Winburne, will serve as technical producer of the CD-ROM, along with the formal guidance of board member Alphonse Vinh of NPR. Interactive Architex, an

educational multimedia company in Austin, Texas, will handle all programming, media development, and post-production of the CD-ROM.

OUTCOMES

The Percy Project believes that digital mediums, including CD-ROM technology, provide the best opportunities for storing and disseminating Percy-related materials given the massive shift toward digital technology that the coming century promises to bring. With this in mind, the Walker Percy Project anticipates that the proposed interactive CD-ROM will be a most appropriate means for advancing Percy's literature and will make a significant contribution to the body of available Percy scholarship.

Other possible digital Percy-related projects could include a series of keyword searchable, annotated CD-ROMs of Percy's novels, as well as a "Lost in the Cosmos CD" based on Tom Key's stage adaptation of the book that premiered at Theatrical Outlet in Atlanta, Ga.

The Walker Percy Educational Project
a 501(c)3 non-profit organization
<https://www.ibiblio.org/wpercy>

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