	Telecommunication and Network Services ITS Video Services 23 Lindquist Center 319-335-5898
	UITV (University of Iowa Cable Television) Annual Operating Report for the Calendar Year 2004 Executive Summary January 7, 2005 – Michael J. McBride, Video Services Program Manager

UITV, University of Iowa Cable Television, is the cable television channel owned and operated by The University of Iowa. **UITV** is available on 36 community cable systems in Iowa, distributed by Mediacom, Inc., McLeod Telecommunications, South Slope, and UI Campus Video Systems. **UITV** is operated and managed by ITS Video Services in the Telecommunication and Network Services department of Information Technology Services. **UITV** operates 24 hours a day, seven days a week, 365 day a year.

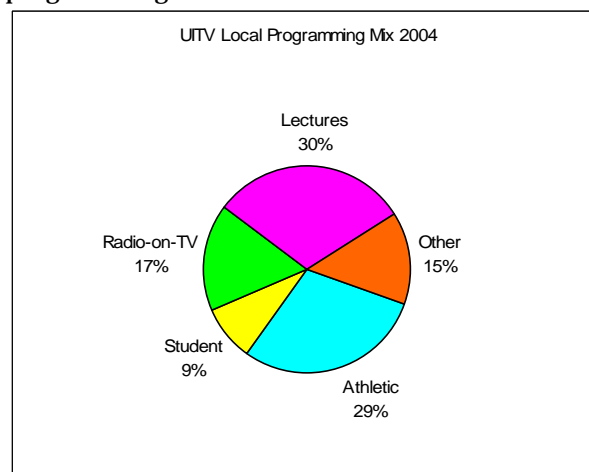
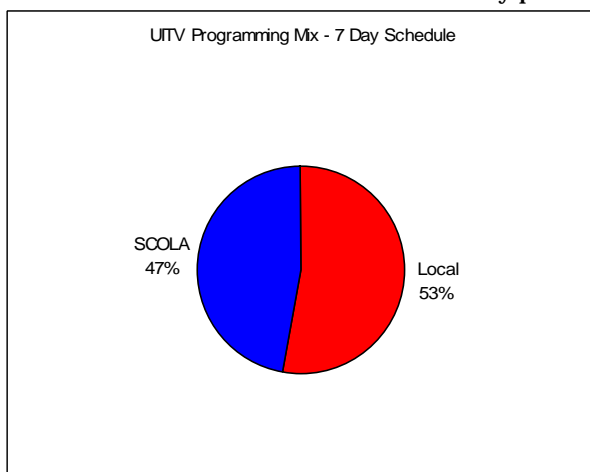
The mission of **UITV** is to promote and showcase the best of The University of Iowa to the cable TV viewing audience. **UITV** reflects the teaching, research, and service missions of the University and programming is a mixture that attracts campus, community, and state audiences.

2004 was a year of dramatic changes at **UITV**. New programming management staff were added and playback technologies were refreshed and installed.

UITV uses a mix of television program sources:

- **SCOLA**, a foreign language satellite news service that presents programming in the native language of the country originating the program
- **Submitted Programs**, which are produced by various University departments, students and affiliated organizations
- **UITV Produced Programs**, which are recorded and edited by UITV student producers and ITS Video Services staff.

In order to better reflect the mission of **UITV** and the University, locally submitted and produced programs were dramatically increased and the external satellite programs from **SCOLA** were reduced. This chart shows the mix of locally produced programming.



UITV broadcast **172** new locally produced programs in 2004.

- 112 were produced and prepared by **UITV** students and ITS staff
- 68 were submitted to **UITV** by University departments and organizations.

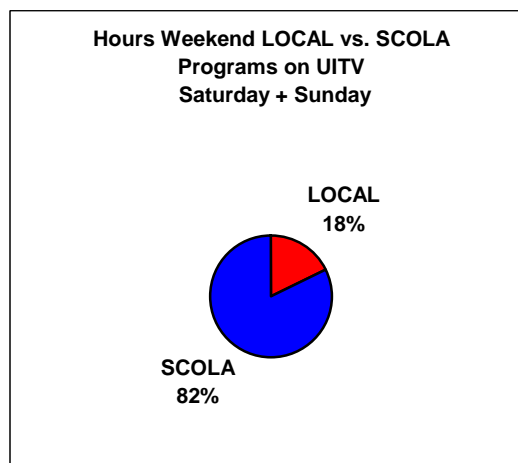
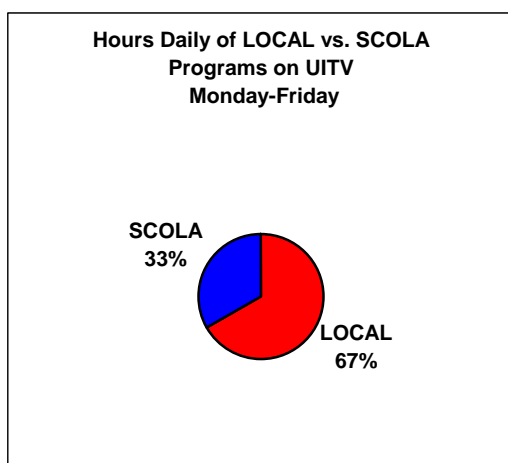
A detailed breakdown of locally produced programs is listed below. A comprehensive list of everything is available upon request and is not included in this summary.

NEW PROGRAMS PRODUCED BY AND FOR **UITV** IN 2004

End of the Year Totals

(Begins March 1, 2004)		1Q	2Q	3Q	4Q	T
1	Commencement		6	2	4	12
2	Guest Lectures	2	5	1	14	22
3	International/Diversity		6	1	2	9
4	UI Faculty Lectures	1	5	1	4	11
5	<i>Know the Score</i>		1	5	2	8
6	<i>Live from Prairie Lights</i>	1	2	6	6	15
7	<i>Talk of Iowa - Java House</i>				6	6
8	Univ. News Conference		1		1	2
9	President/Faculty				7	7
10	Public Health	1	3	0	4	8
11	Special Event					0
12	Athletic News Conference			6	19	25
13	Athletic Coach's Show			4	10	14
14	Athletic Replay Show			4	7	11
15	Staff Forum		1		1	2
16	Student Video Production		1		10	11
17	<i>Ueye</i> (Student Affairs)		2		1	3
18	<i>The Word</i> (Black Journalists)		1			1
19	Year of Arts & Humanities			3		3
20	Other		1		1	2
						0
TOTALS		5	35	33	99	172

Locally produced content comprises **53%** of the programming seen on **UITV** each week, up from approximately **12%** in 2003. Two thirds of the programs seen on Monday through Friday are of local content.



Here are the highlights from 2004.

January:

- UITV operates with a part-time (temporary appointment) Program Manager
- UITV operates with manual program tape playback from 6:30 PM to 10:30 PM, Monday-Friday
- Daytime programming is limited to live athletic news conferences and SCOLA
- Weekends are 100% SCOLA programming
- UITV employs 6 students for playback and production duties.

February:

- ITS Video Services hires a full-time, permanent Program Manager with responsibility for UITV.

March:

- The UITV Schedule web page is launched, with daily updates of schedules and program information.

April:

- A proposal is submitted to refresh UITV with a server-based, automated MPEG2 video playback system.

May:

- UITV carries six of eight commencement ceremonies live, streams and archives these events on the web.

June:

- Three of UITV's student employees graduate
- Web site is updated with detailed program descriptions for each program.

July:

- UITV equipment refresh begins; video server is ordered, installed and tested
- MPEG2 program encoder is installed; all "to-air" programs will now be MPEG2 digital encoded
- The last two summer commencement ceremonies are presented live and web archived.

August:

- *Masterplay* MPEG2 automated video server goes on-line
- UITV local programming expands from 4 hours per day to 16 hours per day
- SCOLA is reduced from 20 hours per day to 8 hours per day
- A seven day, 24-hour program cycle is established
- Manual videotape-to-air playback by students ends, resources are redeployed to production activities
- UITV goes 100% digital acquisition, editing, encoding and playback, dramatic improvement in signal quality
- Two new student employees are hired.

September:

- UITV launches new identity package, with new IDs, tags, schedules, PSAs and fillers
- UITV carries several Year of the Arts and Humanities programs
- Athletic programming begins with Ferentz News Conference, Coach Show and Replay Show
- Student Producers Guide Book (Employee Manual) created and distributed
- UI Convocation is presented on UITV.

October:

- President's Keynote address is presented on UITV
- UITV begins airing Public Health's Grand Rounds series
- UITV begins regular recording of the "Live from Prairie Lights" author-reading radio program
- UITV begins regular recording of the "Know the Score" fine arts radio program
- Athletic programs expand, with Alford and Bluder News Conferences, Alford Coach Show.

November:

- A standard program block for Student Video Productions is created, and SVP launches 3 new shows
- UITV begins recording the weekly "Talk of Iowa, Live at the Java House" radio program
- UITV begins weekend programming, with Saturday and Sunday programming replacing SCOLA, 5.5 hours of local programs air on Saturday and 3 hours on Sunday
- UITV records the extravaganza "Dance Gala" at Hancher Auditorium for rebroadcast in 2005.

December:

- UITV carries four of six commencement ceremonies live, streams and archives these events on the web
- UITV carries "Bowl Special" news conferences and programs for the Capital One Bowl
- Standard programming blocks are established, to assist viewers in finding their favorite programs
- UITV schedule is modified to accommodate viewing in Cedar Rapids, which is on a shared channel
- One UITV student employee graduates.