



Telecommunication and Network Services
ITS Video Services 23 Lindquist Center 319-335-5898

**UITV, University of Iowa Cable Television
Operations Report – January 1 to December 31, 2007**

January 14, 2008 – Michael J. McBride, Video Services Program Manager

INTRODUCTION

UITV is the official cable television channel for The University of Iowa. **UITV** is a public-education-government channel. It is provided at no charge to the cable companies that carry the channel. **UITV** showcases the remarkable diversity that is The University of Iowa. This programming has depth, credibility and the promise of an alternative to regular television. **UITV** provides unique content that includes the arts, prestigious lectures, authors and writers, local news, on-the-edge creative features and Hawkeye sports.

UITV has ongoing relationships with exceptional content providers, like Iowa Public Radio, Hawkeye Athletics Video, *The Daily Iowan* and Student Video Productions. In addition, **UITV** works closely with the Office of the President and University Relations to present events of importance to the community.

OVERVIEW

This report will cover highlights from the past year of operation. This report will also be posted on our web site at www.uiowa.edu/~uitv.

UITV broadcasts a variety of programming for the university and general community. This consists of six types of programming:

1. Guest and Faculty Lectures, Authors and Special Events
2. Fine Arts, Music and Dance Performances
3. Newscasts from Daily Iowan TV (*The Daily Iowan*)
4. Hawkeye Athletics conferences and information
5. Student Video Productions
6. Foreign language newscast from around the world.

HIGHLIGHTS

This past year **UITV** featured many exclusive programs including:

FINE ARTS

- Old Capitol Concerts
 - 8 “Piano Sundays” Concerts on the 1878 Steinway piano
 - 4 Art Share Events, poetry, prose and music
- Music
 - Percussion Extravaganza Concert - Clapp
 - Maia Quartet Breast Cancer Awareness Concert - Clapp
- Dance
 - “Dance of the Golden Lyre” – Studio Dance
 - Duarte Dance Works – Space Place
 - Goudie-Averill/Kray Thesis Dance – Space Place
 - Dances with the Maia – Space Place
 - Jennifer Kayle – Dan Stark Dance Concert
 - Dance Gala 2007 – Hancher Auditorium
 - Graduate Dance Concert
 - Collaborative Performance Concert
- “Java Blend” – 42 programs, featuring local and regional musicians
- “Know the Score” – 12 programs, from the Museum of Art

CULTURE AND DIVERSITY

- Celebration of Women Banquet 2007
- Human Rights Week 2007
 - *Convocation*
 - *AGEP Ceremonies*
 - *Voting Rights*
 - *Immigration Rights*
 - *Celebration of Life* concert.
- Future of Black Studies Lecture
- Chinese Mid-Autumn Festival
- Chinese Student Spring Moon Festival
- Finkbine Dinner
- Dinner with Chef Wolfman, native Canadian Chef
- Lecture on John Trudell and Music Performances

AUTHORS AND WRITERS

- Famous authors and writers that appeared on **UITV** include:
 - Former President Jimmy Carter
 - Environmentalist Robert F. Kennedy, Jr.
 - Jane Smiley
 - David Cole
- Over 75 authors were featured on readings from “Live from Prairie Lights”

SPECIAL EVENTS

- Groundbreaking Ceremony – College of Public Health
- Groundbreaking Ceremony – Health and Wellness Center
- 2007 Homecoming Parade
- Open Forum on Firearms for University Police
- Reception for new UI President Sally Mason
- Farewell for Provost Michael Hogan
- Farewell for Interim President Gary Fethke
- New President Announcement News Conference (Board of Regents) - LIVE
- Four Presidential Search Candidate Open Forums
- All fourteen 2007 Commencement Ceremonies - LIVE
- Spring Provost Address
- Press Conference on New Hawkeye Basketball Coach Todd Lickliter - LIVE
- ROTC Military Ball
- IMU Rededication
- Two Pandemic Flu Preparations lectures
- Braverman Awards
- Installations of Sally Mason as President of The University of Iowa.

FACULTY AND GUEST LECTURES

- Over 67 guest lectures and faculty lectures, featuring:
 - Physics Professor Dan Gurnett on the Voyager Spacecraft
 - 2007 Kurtz Engineering Lecture on Ethanol and Biofuels
 - Mark Freedman on Aging Opportunities
 - Energy Expo 2007, five guest lectures
 - 2007 Nursing Convocation
 - Epidemiology Guest Lecture, Mayo Clinic
 - Public Health faculty lecture on vaccinations
 - “Monks to Masters”, eleven lecture series, University Libraries
 - Heart Failure Seminar, UIHC/Medicine Faculty
 - Stroke Seminar, Dr. Hal Adams, UIHC
 - College of Engineering, four Grabbing the Globe Seminars
 - Melanie Bloom Deep Vein Thrombosis Seminar
 - Bruce Rastetter Guest Lecture, on Ethanol
 - Andrei Markovits, U Michigan, on European/American Religion
 - Seminars on Obscenity
 - President’s Lecture featuring Dr. Kevin Campbell
 - Seminars on Alternates to Prosecution and Human Rights
 - The Virtual Solider program
 - Combat Stress and Families
 - Fiscal Wake-Up Tour

STUDENT CONTRIBUTIONS

- DITV, *The Daily Iowan* television news
 - The 2007 election results were carried live on **UITV**, with five live reports on election night. This was the first live news event for *The Daily Iowan*.
- *Student Video Production*
- *Dance Marathon 2007*, all 24 hours presented live

HAWKEYE SPORTS

- **UITV** carries the Coach's News Conferences, Coach's Shows and Post-Game comments

COLLABORATIVE PRODUCTION

- Iowa Public Radio brought 129 high quality programs to **UITV**, including "Live from Prairie Lights" "Java Blend" and "Know the Score"

PROGRAM NUMBERS

Here are the statistics for **UITV** this past calendar yearⁱ.

Items of note in these numbers:

- Programs produced by **UITV** staff set a record high at **264** programs in 2007.
- Submitted programs contributed **342** programs in 2007:
 - *The Daily Iowan*, produced 162 newscasts in 2007ⁱⁱ.
 - 96 programs submitted by Student Video Productions, also a record high for this group.ⁱⁱⁱ
 - Hawkeye athletic submitted programs were slightly less as the "Iowa Football Replay Show" moved from Mediacom and UITV to the Big Ten Network^{iv}.
 - SCOLA foreign language news was reduced in December 2006 and remained the same to November 1, 2007.

Please note: "Hours of Submitted Programs" refers to the total number of finished production hours, not the total hours of broadcast time used. Replays are not calculated in this number. "Satellite (SCOLA) Hours this Month" is a cumulated figure of all the hours SCOLA was broadcast in the month. There are no replays on SCOLA.

	#New Programs, this month	Total New Programs this year	# Submitted Programs, this month	Total Submitted Programs this year	TOTAL PROGRAMS	#Hours of Produced Programs, this month	Total Hours of Produced Programs, this month	#Satellite (SCOLA) Hours, this month	Total Satellite (SCOLA) Hours, this month	Total New Programs +/- % last year	Total Submitted Programs +/- % last year	#SVP Programs Submitted	Hours SVP Programs submitted	DTV Newscasts
2007														
December	28	264	32	342	606	30.75	10.40	426.90	112.55	1436.72	18.39%	-1.01%	-2.29%	7 3.50 17
November	21	236	53	310	546	22.25	18.00	385.75	108.50	1324.17	16.26%	-2.09%	-5.49%	14 5.70 14
October	10	215	47	257	472	9.00	17.60	345.50	118.50	1215.67	12.57%	-4.43%	-11.07%	13 5.60 23
September	39	205	38	210	415	36.75	13.45	318.90	109.83	1097.17	24.24%	3.96%	-11.39%	8 3.70 19
August	15	166	10	172	338	12.50	2.75	268.70	127.50	987.33	23.88%	8.02%	-12.24%	0 0.00 7
July	12	151	0	162	313	11.00	0.00	253.45	127.50	859.83	17.97%	5.94%	-12.43%	0 0.00 0
June	24	139	0	162	301	28.00	0.00	242.45	118.17	732.33	23.01%	10.23%	-2.41%	0 0.00 0
May	26	115	23	162	277	31.50	8.65	214.45	127.50	614.17	19.79%	9.27%	11.72%	15 6.65 8
April	23	89	34	139	228	28.50	11.20	174.30	122.83	486.67	15.58%	6.93%	6.92%	10 4.20 22
March	18	66	28	105	171	21.00	9.35	134.60	122.83	363.83	20.00%	5.98%	1.94%	9 3.85 16
February	24	48	52	77	125	47.75	19.25	104.25	113.50	241.00	54.84%	11.32%	5.48%	18 7.00 20
January	24	24	25	25	49	27.00	10.25	37.25	127.50	127.50	41.18%	13.22%	-10.71%	2 1.00 14
2006														
December	20	223	22	350	573	29.00	8.25	431.25	151.50	2831.85	1.36%	37.34%	284.62%	
November	12	203	39	328	531	14.50	18.00	394.00	179.00	2680.35	-2.87%	32.21%	295.18%	
October	26	191	52	289	480	30.00	24.75	361.50	190.20	2501.35	1.60%	36.80%	318.84%	
September	31	165	41	237	402	34.00	24.00	306.75	160.40	2311.15	0.61%	35.73%	338.89%	
August	6	134	11	196	330	6.75	2.75	248.75	255.25	2150.75	-2.90%	31.44%	378.05%	
July	15	128	19	185	313	15.50	3.80	239.25	282.50	1895.50	-2.29%	34.60%	400.00%	
June	17	113	21	166	279	19.50	4.20	219.95	265.00	1613.00	2.73%	40.77%	348.65%	
May	19	96	15	145	241	28.50	4.75	196.25	272.50	1348.00	6.67%	47.28%	291.89%	
April	22	77	27	130	207	27.50	8.50	163.00	275.00	1075.50	10.00%	47.18%	251.35%	
March	24	55	30	103	158	22.50	10.85	127.00	272.50	800.50	12.24%	55.35%	186.11%	
February	14	31	45	73	104	18.00	42.75	93.65	250.00	528.00	-11.43%	58.06%	151.72%	
January	17	17	28	28	45	22.50	10.40	32.90	278.00	278.00	54.55%	32.93%	100.00%	
2005														
December	11	220	8	91	311	12.00	4.00	314.00	277.00	3269.50				
November	21	209	14	83	292	24.50	9.25	298.00	265.00	2992.50				
October	24	188	15	69	257	26.25	12.00	264.25	282.50	2727.50				
September	26	164	13	54	218	28.00	8.75	226.00	265.00	2445.00				
August	7	138	4	41	179	8.50	3.00	189.25	280.00	2180.00				
July	21	131	0	37	168	21.50	0.00	177.75	282.50	1900.00				
June	20	110	0	37	147	23.00	0.00	156.25	265.00	1617.50				
May	20	90	0	37	127	22.50	0.00	133.25	278.00	1352.50				
April	21	70	1	37	107	28.00	1.00	110.75	269.50	1074.50				
March	14	49	7	36	85	16.50	6.00	81.75	272.50	805.00				
February	24	35	15	29	64	26.50	8.00	59.25	250.00	532.50				
January	11	11	14	14	25	15.00	9.75	24.75	282.50	282.50				

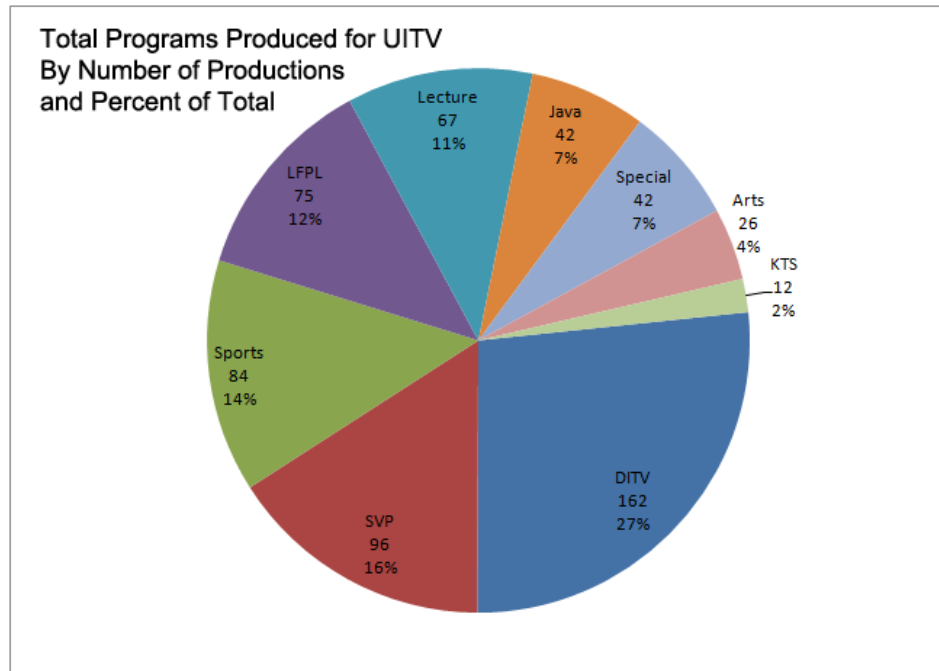
SPECIFIC NUMBERS

PROGRAM	NUMBER IN 2007
<i>The Daily Iowan</i> – DITV Newscasts	162
Student Video Productions and Other Student Shows	96
Hawkeye Athletics Conferences and Coach Shows	84
<i>Submitted</i>	<i>342</i>
“Know the Score”	12
“Java Blend”	42
“Live from Prairie Lights”	75
<i>UITV Produced with Iowa Public Radio</i>	<i>129</i>
Music, Dance and the Arts	26
Guest Lectures, Faculty Lectures, Saturday Scholars	67
Special Events, President, Provost, and Board	42
<i>UITV Produced</i>	<i>135</i>
TOTAL	606

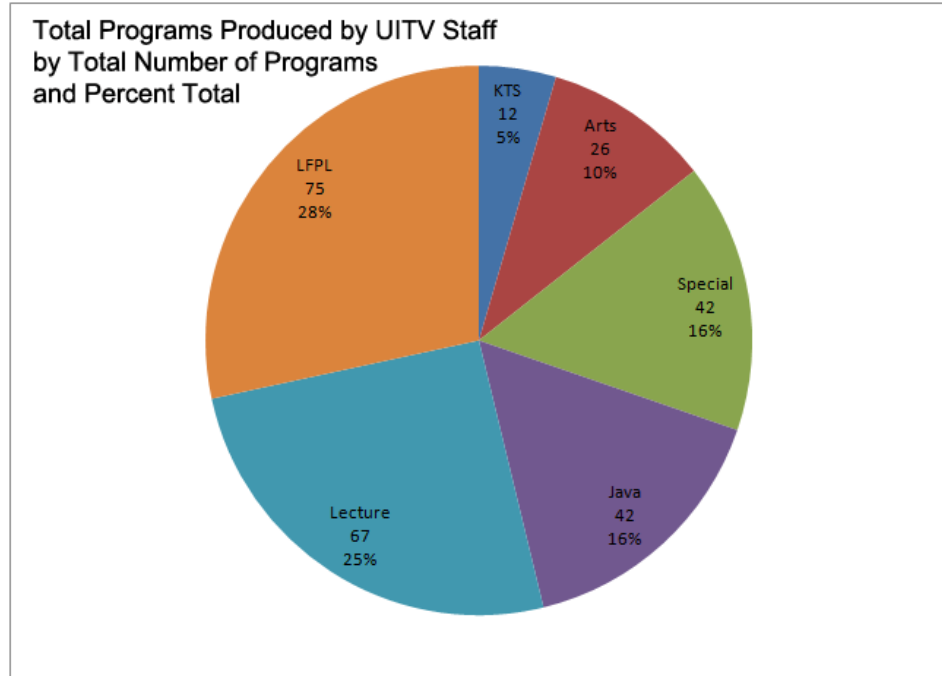
LEGEND

- SVP Student Video Productions
- Sports Hawkeye Athletics Video Production
- LFPL Live from Prairie Lights
- Java Java Blend
- KTS Know the Score
- Lectures Faculty and Guest Lectures
- Specials Campus Special Events
- Arts Music and Dance
- DITV Daily Iowan Television News

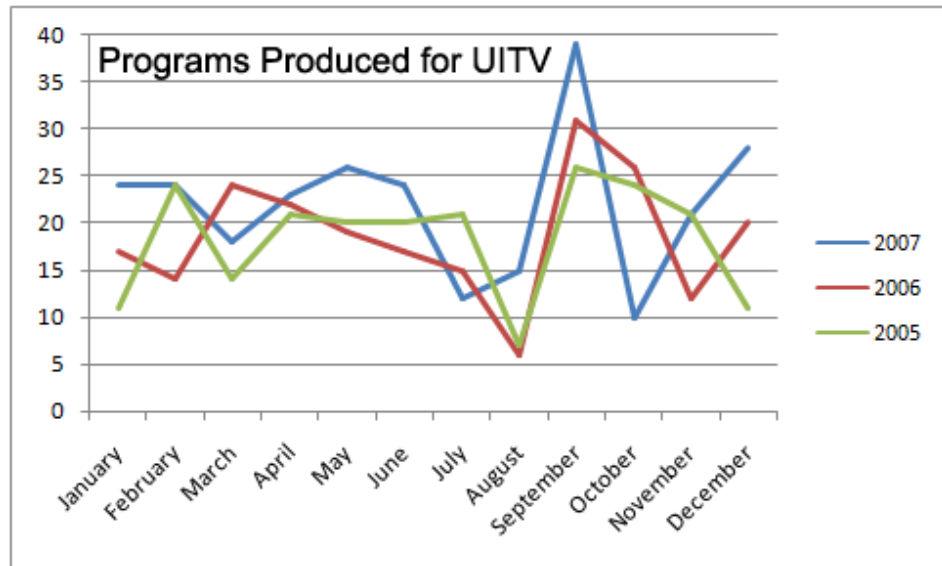
ALL PROGRAMS PRODUCED, BY PERCENT OF TOTAL



**PROGRAMS
PRODUCED BY UITV,
PERCENT OF TOTAL**

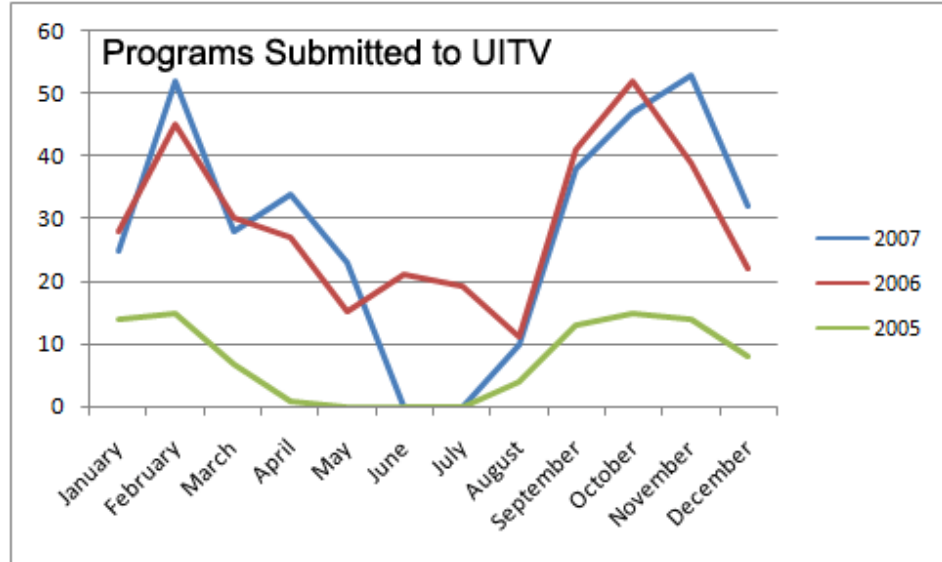


**TRENDS – THREE
YEARS OF ALL
PROGRAMS
PRODUCED**



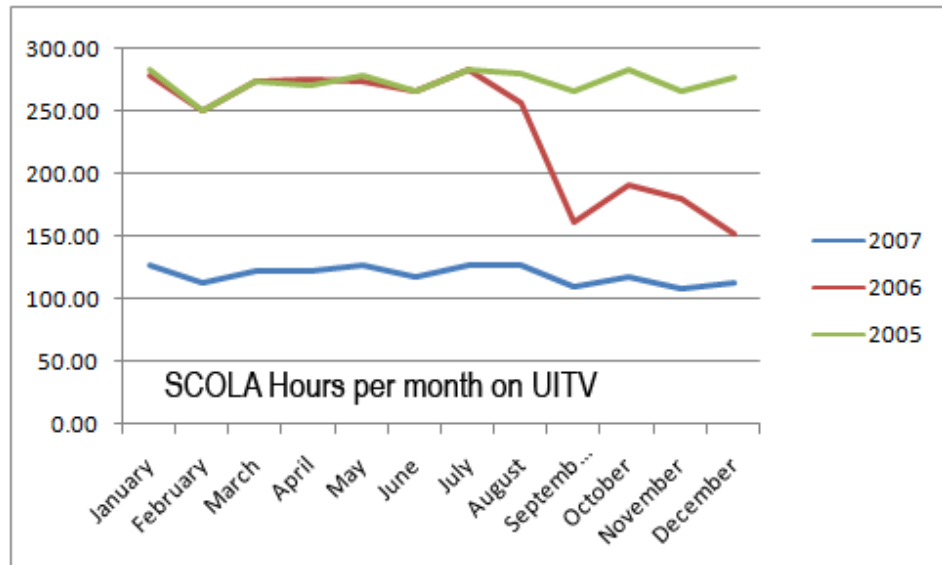
The extreme dip in October 2007 is a statistical anomaly, as the chart represents "Finished" programs. About a dozen programs were in production in late October account for the jump in November and December.

TRENDS – THREE YEARS OF ALL SUBMITTED PROGRAMS PRODUCED



There was a dramatic jump in submitted programs in 2006 due to the addition of Daily Iowan TV News and a rejuvenated Student Video Productions organization. However, Daily Iowan TV did not produce a newscast in the summer of 2007, causing the dip. In the fall 2007, "The Iowa Football Replay Show" moved from Mediacom and **UITV** to The Big Ten Network, a drop of 11 programs in September-October-November 2007. Because SVP increased submissions, this drop is not statistically obvious.

SCOLA NEWS THREE YEAR TRENDS



Due to changes and realignments in the programming day by the SCOLA Foreign Language news service, **UITV** reduced the SCOLA hours significantly in September, November 2006 and January 2007.

SWOT Analysis

- Strengths
 - Majority of the programming on **UITV** is locally produced content, not from satellite, purchased tapes or pass-through
 - Great programming partnerships exist with Iowa Public Radio, Hawkeye Athletics, *The Daily lowan* and Student Video Productions
 - **UITV** has access to great university events, culture and arts
 - Good coverage, 24 communities on four cable systems
 - Motivated, productive and professional student producers to create content
 - Operates 24/7/365.
- Weaknesses
 - Like many public access channels, funding is limited
 - Lacks true broadcast TV polish, sometimes a little rough
 - Schedules are not listed on the Mediacom on-screen TV Guide
 - Difficult to expand, not in Waterloo, Des Moines or the Quad Cities
 - Lots of talking-head programs that are repeated too often
 - Little or no audience research
 - Schedules are linear, no on-demand services.
- Opportunities
 - Repurpose programs for use on the web
 - Expand to full time in Cedar Rapids on Mediacom with new equipment
 - More interest in student production opportunities, student video is expanding
 - Add Research Channel programs
 - More access to university content
 - Experimentation with high-definition content.
- Threats
 - Funding allocations may change; the university could eliminate the channel or reduce staff to operate the channel, equipment refresh may not be approved and facilities deteriorate
 - Channel dropped by cable companies if franchise rules eliminate local access, channel maybe not sustainable if it is only on university cable system
 - May lose *Daily lowan* news if funding for this service is lost
 - May lose Student Video programs if studio construction is not funded
 - Cable seen as “Old media” and audience moves to web exclusively.

SCOLA NEWS

SCOLA, our foreign language news service, provided 6 newscasts each day to **UITV** viewers:

- News from Mexico, in Spanish, 60 minutes (*discontinued November 2007*)^v
- News from Spain, in Spanish, 45 minutes
- News from France, in French with English subtitles, 30 minutes
- News from Russia, in Russian, 50 minutes
- News from Beijing-China, in Chinese, 30 minutes
- News from Germany, in German, 60 minutes

STUDENT STAFF

UITV employed eleven students in 2007, with one graduating in May, one in July and one in December. Eight will return for spring 2008. These highly skilled students are the core production team for **UITV** locally produced programs.

Homecoming Parade 2007, back row, left to right, Answer Ejiasi, Emma Barnum, Arie Hovenkamp, Jamie Niebuhr, Andrew MacKay, front row, left to right, Cory Haight, Joe Clarke, Charlie Horan, Liza Rafael



**ITS VIDEO SERVICES
STAFF**

UITV staff:
(left to right)
Jon Bullers, transmissions
engineer, John Schmidt, cable
and head-end engineer, Terry
Edmonds, ITS Video Services
Manager, Mike McBride,
Program Manager and **UITV**
Program director. (not shown)
Rich Adams, traffic, bookings
and operations.



**HIGH DEFINITION
PROJECT**

In October 2007, **UITV** joined forces with Student Video Productions to attempt an ambitious project; to shoot a video production in high definition. Although **UITV** is still an analog standard definition channel, we felt it would be a valuable experience to shoot, edit and down-convert a high definition digital project. **UITV** supplied the crew and primary gear, and Student Video Productions provided support gear and extra crew. Three shoots were scheduled:

- On October 19 **UITV** recorded the Afro-Cuban dance at space place in 720p HD with three cameras. Unfortunately, none of the footage was usable.
- On October 25, **UITV** tried again and recorded a two camera, 720p production of the Maia Quartet Breast Awareness Concert at Clapp Hall. The School of Music provided a recording engineer and a stereo music feed. This program was successfully recorded.
- On November 1st **UITV** recorded the premiere dance event of the season, "Dance Gala 2007" at Hancher Auditorium. This was a 3 camera, 720p production featuring six major dances.
- No further HD programs are planned until a thorough review of the lessons learned and production complexities are studied.

**STANDARD
PROGRAM
SCHEDULE**

The Standard Programming Blocks for **UITV**, as of August 27, 2007.

UITV Standard Programming Block - Beginning August 27, 2007

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
0:00	Week in Review	UI Special Events	Hawkeye Sports	Hawkeye Sports	UI Special Events	SVP Sports Talk	SVP Sports Talk	0:00
0:30	Week in Review	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Student Video	0:30
0:45	Week in Review	UI Special Events	UI Special Events	UI Special Events	UI Special Events	UI Fine Arts	Student Video	0:45
1:00	Week in Review	UI Special Events	UI Special Events	UI Special Events	UI Special Events	UI Fine Arts	Student Video	1:00
1:30	Week in Review	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Student Video	1:30
1:45	Week in Review	UI Student Affiars	UI Student Affiars	UI Student Affiars	UI Student Affiars	UI Student Affiars	Student Video	1:45
2:00	Week in Review	UI Special Events	Live from Prairie Lights	UI Special Events	Live from Prairie Lights	Java Blend	Student Video	2:00
3:00	Week in Review	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Student Video	3:00
4:00	Week in Review	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Student Video	4:00
5:00	Week in Review	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	UI Fine Arts	5:00
6:00	Week in Review	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	UI Fine Arts	6:00
7:00	Mexico	Mexico	Mexico	Mexico	Mexico	Mexico	Mexico	7:00
7:45	UI Fine Arts	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	7:45
8:00	Spain	Spain	Spain	Spain	Spain	Spain	Spain	8:00
8:45	UI Fine Arts	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	8:45
9:00	UI Fine Arts	UI Student Affiars	Hawkeye Sports	Hawkeye Sports	UI Student Affiars	SVP Sports Talk	UI Fine Arts	9:00
9:30	France	France	France	France	France	France	France	9:30
10:00	Faculty & Guest Lectures	Faculty & Guest Lectures	Live from Prairie Lights	Faculty & Guest Lectures	Live from Prairie Lights	Java Blend	UI Fine Arts	10:00
11:00	Faculty & Guest Lectures	Faculty & Guest Lectures	UI Fine Arts	Faculty & Guest Lectures	UI Fine Arts	UI Fine Arts	UI Fine Arts	11:00
11:40	Russia	Russia	Russia	Russia	Russia	Russia	Russia	11:40
12:30	China	China	Hawkeye Sports	China	China	China	China	12:30
13:00	Prairie Lights Archives	Prairie Lights Archives	Prairie Lights Archives	Prairie Lights Archives	Prairie Lights Archives	Prairie Lights Archives	Prairie Lights Archives	13:00
14:00	Germany	Germany	Germany	Germany	Germany	Germany	Germany	14:00
15:00	UI Special Events	Live from Prairie Lights	UI Student Affiars	Live from Prairie Lights	Java Blend	UI Student Affiars	Faculty & Guest Lectures	15:00
16:00	UI Special Events	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	16:00
17:00	UI Special Events	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Live from Prairie Lights	17:00
18:00	Know the Score	UI Special Events	UI Special Events	College of Education	UI Special Events	UI Special Events	Live from Prairie Lights	18:00
18:30	Know the Score	Hawkeye Sports	Hawkeye Sports	College of Education	UI Special Events	UI Special Events	Live from Prairie Lights	18:30
19:00	Know the Score	Live from Prairie Lights	UI Special Events	Live from Prairie Lights	Java Blend	UI Special Events	Java Blend	19:00
20:00	Student Video	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	20:00
21:00	Student Video	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Know the Score	21:00
21:30	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	UI Fine Arts	Know the Score	21:30
21:45	Student Video	Hawkeye Sports	Hawkeye Sports	UI Special Events	SVP Sports Talk	UI Fine Arts	Know the Score	21:45
22:00	Student Video	UI Special Events	UI Special Events	UI Special Events	UI Special Events	UI Fine Arts	Best of Java Blend	22:00
22:30	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	UI Fine Arts	France News	22:30
22:45	Student Video	UI Special Events	Faculty & Guest Lectures	UI Special Events	UI Special Events	UI Fine Arts	SCOLA Showcase	22:45
23:00	Student Video	Live from Prairie Lights	Faculty & Guest Lectures	Live from Prairie Lights	Java Blend	UI Fine Arts	SCOLA Showcase	23:00

CITIES AND CABLE SYSTEMS

UITV is seen in these communities^{vi}:

<p>UITV is seen FULL TIME on Mediacom cable in these communities:</p> <table border="1"> <tr><td>Atalissa</td></tr> <tr><td>Coralville</td></tr> <tr><td>Hills</td></tr> <tr><td>Iowa City</td></tr> <tr><td>Kalona</td></tr> <tr><td>Lone Tree</td></tr> <tr><td>North Liberty</td></tr> <tr><td>Olin</td></tr> <tr><td>Oxford</td></tr> <tr><td>Oxford Junction</td></tr> <tr><td>Riverside</td></tr> <tr><td>Stanwood</td></tr> <tr><td>Tiffin</td></tr> <tr><td>Tipton</td></tr> <tr><td>Washington</td></tr> <tr><td>Wellman</td></tr> <tr><td>West Branch</td></tr> <tr><td>West Liberty</td></tr> <tr><td>Williamsburg</td></tr> <tr><td>Wyoming</td></tr> </table>	Atalissa	Coralville	Hills	Iowa City	Kalona	Lone Tree	North Liberty	Olin	Oxford	Oxford Junction	Riverside	Stanwood	Tiffin	Tipton	Washington	Wellman	West Branch	West Liberty	Williamsburg	Wyoming	<p>UITV is seen PART TIME on Mediacom cable in these communities (11:00 PM to 11:45 AM)</p> <table border="1"> <tr><td>Amana *</td></tr> <tr><td>Anamosa *</td></tr> <tr><td>Cascade *</td></tr> <tr><td>Cedar Rapids *</td></tr> <tr><td>Keota *</td></tr> <tr><td>Lisbon *</td></tr> <tr><td>Monticello *</td></tr> <tr><td>Mount Vernon *</td></tr> <tr><td>Newhall *</td></tr> <tr><td>North English *</td></tr> <tr><td>Sigourney *</td></tr> <tr><td>Solon *</td></tr> <tr><td>Swisher *</td></tr> <tr><td>Vinton *</td></tr> <tr><td>What Cheer *</td></tr> </table> <p><i>UITV reaches the Cedar Rapids market on microwave WHR685</i></p>	Amana *	Anamosa *	Cascade *	Cedar Rapids *	Keota *	Lisbon *	Monticello *	Mount Vernon *	Newhall *	North English *	Sigourney *	Solon *	Swisher *	Vinton *	What Cheer *	<p>UITV is seen FULL TIME on South Slope Cable in these communities:</p> <table border="1"> <tr><td>Ely</td></tr> <tr><td>North Liberty</td></tr> <tr><td>Shueyville</td></tr> <tr><td>Walford</td></tr> </table> <p>UITV is seen FULL TIME on ImOn Cable in the Cedar Rapids, Marion, Hiawatha communities</p> <p>Currently, using Mediacom numbers, approximately 250,000 cable homes can see UITV.</p>	Ely	North Liberty	Shueyville	Walford
Atalissa																																									
Coralville																																									
Hills																																									
Iowa City																																									
Kalona																																									
Lone Tree																																									
North Liberty																																									
Olin																																									
Oxford																																									
Oxford Junction																																									
Riverside																																									
Stanwood																																									
Tiffin																																									
Tipton																																									
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Vinton *																																									
What Cheer *																																									
Ely																																									
North Liberty																																									
Shueyville																																									
Walford																																									

ON CAMPUS

On the University of Iowa Campus, **UITV** is seen on the campus cable system on channel 4. This system reaches all University Housing and dormitories, which are approximately 3700 cable connections. There are also about 1200 non-residence cable connections on campus that receive **UITV** including the Iowa Memorial Union and the Iowa House Hotel.

Patients and guests at the University of Iowa Hospitals and Clinics see **UITV** via Mediacom in Iowa City on channel 17. The channel numbers vary in other communities.

**CONTACT
INFORMATION**

If there are any questions, comments or if additional information is required, please feel free to contact us at:

UITV

Information Technology Services-Video Services
c/o Michael McBride, Program Manager
23 Lindquist Center
The University of Iowa
Iowa City IA 52242
319-335-6375
uitv@uiowa.edu

ITS Video Services is part of Telecommunication and Network Services, Mark Katsourous is the Director. TNS is part of Information Technology Services, Steve Fleagle is the Chief Information Officer.

UITV works closely and collaboratively with many University groups and departments, including (but not limited to):

- Office of University Relations
- Office of the President
- Iowa Public Radio (WSUI-AM and KSUI-FM)
- Iowa Athletic Department, Hawkeye Video
- Office of Student Life
- School of Journalism
- ITS – Campus Technology Services
- College of Liberal Arts and Sciences
 - Department of Dance
 - School of Music
 - Foreign language departments
- College of Engineering
- Tippie College of Business
- College of Public Health
- College of Law
- Office of the Registrar
- University Lecture Committee
- *The Daily Iowan*
- Iowa Memorial Union
- Hancher Auditorium & Clapp Hall
- The Old Capitol
- The Iowa Writers' Workshop
- International Studies
- University Libraries

ⁱ Program statistics are prepared by the Program Manager. These numbers represent programs that were actually broadcast on **UITV**. In 2007, 36 programs were scheduled for recording but not recorded due to guest preference or scheduling issues. Six programs were recorded that were not broadcast, due to inappropriate (obscene and/or indecent) content, or due to technical issues that rendered the program not viewable.

ⁱⁱ The *Daily Iowan TV* Newscast is played at 9:30 PM, 10:30 PM, 12:30 AM, 1:30 AM, 7:45 AM and 8:45 AM. This counts as one-newscast, the multiple plays are not included as part of the total.

ⁱⁱⁱ Student Video Productions are counted on a per-broadcast-program basis, done by totaling the actual number of broadcast files in the on-air playback server. Submitted programs that are not broadcast are not counted.

^{iv} *The Big Ten Network* began operations on August 30, 2007 and assumed ownership of all Hawkeye sports programs, with the exception of news media conferences and limited Coach shows playbacks.

^v Beginning in October 2007, the SCOLA News from Mexico began running advertisements for beer and hard liquor during their newscast. These product commercials were identical to the spots that run in the United States on both on Spanish language and English language stations. We did not feel that it was appropriate for **UITV** to carry hard liquor advertising in any language, thus SCOLA News from Mexico was dropped.

^{vi} Based on data provided by Mediacom, Southslope Cable and ImOn Cable.