



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, 2008**

January 2009 – Michael J. McBride, Video Services Program Manager

**MANAGER'S
COMMENTS**

Nothing in recent history impacted the University of Iowa more than the floods of 2008. **UITV** was evacuated from our facilities in south Lindquist Center and for the first time in our history ceased broadcasting operations. Fortunately, some creative engineering, clever fiber patching and the generous assistance of our partners and friends, **UITV** returned to the air after only hours in the dark. Because of heroic efforts by many, our evacuation from the Lindquist Center was brief as it was not breached by the flood. Within ten days **UITV** was back to near normal operations.

UITV demonstrated great value as a crisis communications tool by offering daily newscasts from the university President during the height of the flood. News conference updates were offered on a 24-hour-a-day basis to cable homes in 34 communities.

Despite this major disruption in 2008, **UITV** enjoyed increases in both the quantity of programs produced and programs submitted to **UITV**. We also think quality was improved as more fine arts and multi-camera productions were created than in the past.

Attached for your review is the calendar year 2008 report of **UITV** activities. Our list of partners and contributors continues to grow as we serve the University and the surrounding communities. Student involvement increased at many levels.

Should you have questions or need some additional data beyond what is presented in this report, please feel free to contact us at the address listed at the end of this report.

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, the UI Center for Media Production, 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 after January 16, 2009.

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 newscasts from around the world.

SOURCES OF PROGRAMMING

UITV acquires programming for broadcast from three sources:

- **UITV** production staff records and edits local programming. Cameras and editing systems, operated by **UITV** students and staff, create the programs.
- Programs are submitted, ready-to-air, by our university production partners. This includes Hawkeye Athletics, *The Daily Iowan*, the University of Iowa Center for Media Production and Student Video Productions.
- Satellite transmissions from SCOLA, a foreign language news service. These are broadcast directly from the satellite feed.

- **Bring *learning opportunities* to students outside of the classroom**
 - Many viewers watch **UITV** lectures and seminars because they either were unable to attend the event or had a scheduling conflict. Because of parking and weather issues, some viewers choose to watch **UITV** rather than attend the live event.

- **Extend *campus events* to a larger audience**
 - UITV serves over 200,000 cable homes in 34 communities on four cable systems. Often the **UITV** audience has a much larger attendance than the live event. **UITV** also time-shifts events to better suit the viewers schedules.

- **Share *the richness of the University community* with the Iowa community**
 - The number of literature, cultural, intellectual and fine arts events on campus is truly amazing. **UITV** can capture a small slice of this information to share with the viewers.

- **Better *connect Iowans* to their University**
 - Too often the academic community can be seen by the tax-paying public as aloof, out of touch or non-productive. **UITV** gives viewers a chance to see inside the university. This helps viewers understand the work of the university and how we support and enrich all Iowans and people throughout the world.

- **Provide a venue for *student experience* with this broadcast media**
 - Principle video production at **UITV** is done by student producers. These highly motivated students majoring in communications, film, arts, journalism and business are preparing for life after graduation. **UITV** has many alumni in Manhattan, Chicago and the on west coast who studied here.
 - *The Daily Iowan Television News* team consists of a cohort of journalism students that completely prepare the nightly DITV newscasts.
 - Student Video Productions, a recognized student organization, boasts over 60 students who create and produce television for **UITV** distribution. The Vice President for Student Services has praised this group as an alternate activity to binge drinking.

- **Help prospective students and their parents “*visit*” the University**
 - There’s no doubt that the University of Iowa can be a daunting place to a high school student considering college. **UITV** offers a non-threatening window inside the university. There are several programs a year produced for this audience.

- **Support the goals of objectives of the University Strategic Plan.**
 - As the President, Provost and University Relations disseminate information on what is happening at the University of Iowa, **UITV** supports this outreach and communications.

HIGHLIGHTS

Television is a medium of that thrives on a wide variety of fresh content. Re-runs are a fact of life, but the audience looks for new and exciting programs. One objective of **UITV** is to seek opportunities to produced new programming and cover a wider number of events each year.

The number of programs submitted to **UITV**, the number programs recorded by **UITV** and the total number of new programs broadcast by **UITV** all set records. 2008 saw the most new programs in **UITV** history.

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

FINE ARTS

- Concerts from the Old Capitol, the most ever recorded
- Music performances in the community
- *Dance from Space Place* Theater; every major dance production at Space Place (except two because of weather) were recorded, including Dance Gala 2008.
- “Java Blend” – Iowa Public Radio program, featuring local and regional musicians
- “Know the Score” – Iowa Public Radio program, featuring lively conversation and fine arts.

CULTURE AND DIVERSITY

- “Women at Iowa”, a new series featuring women of importance at Iowa
- African American Voices of the Cedar Valley Series
- Four programs from Martin Luther King Jr. Human Rights Week
- UN Children’s Ambassador Angelique Kidjo

AUTHORS AND WRITERS

- Famous authors and writers that appeared on **UITV** include:
 - Chuck Kosterman
 - Shirin Ebadi
 - Ishmael Bach
- Over 72 authors were featured on readings from “Live from Prairie Lights”

SPECIAL EVENTS

- Flood News Conferences
- Commencement Ceremonies
- President Mason addresses
- Hawkeye Chef Cooking Contest

FACULTY AND GUEST LECTURES

- Over 46 guest lectures and faculty lectures, featuring:
 - Karl Rove
 - Artist Robert Wilson
 - Tippie College Faculty Financial Crisis Seminar

STUDENT CONTRIBUTIONS

- DITV, *The Daily Iowan* television news
 - The 2008 election results were carried live on **UITV**, with five live reports on election night.
- *Student Video Production*, over 95 original works including four series.
- *Dance Marathon 2008*, all 24 hours presented live

HAWKEYE SPORTS

- **UITV** carries the Coach's News Conferences, Coach's Shows and Post-Game comments. This included football, women's and men's basketball, volleyball, field hockey, wrestling and two special gift announcements.

COLLABORATIVE PRODUCTION

- Iowa Public Radio brought 124 high quality programs to **UITV**, including "Live from Prairie Lights" "Java Blend" and "Know the Score". 2008 was the last season for production of "Live from Prairie Lights". No new programs will be produced in 2009, but the archive broadcasts of programs in the **UITV** library will run for about one year.

PROGRAM NUMBERS

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

Items of note in these numbers:

- Programs produced by **UITV** staff set a record high at **284** programs in 2008.
- Submitted programs contributed **375** programs in 2008:
 - *The Daily Iowan*, produced 165 newscasts in 2008ⁱⁱ
 - Student Video Productions submitted 95 programs
 - Hawkeye athletics submitted 114 events.
 - SCOLA foreign language news reduced due to changes in the offerings and broadcast 3.75 hours per day Sunday to Friday and 4.75 hours per day on Saturday.

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.

ITS Video Services - UITY Operations Reports

Year = January 1 to December 31

	# New Produced Programs this month	Total New Produced this Year	# Submitted Programs this month	Total Submitted this Year	TOTAL PROGR-HRS	# Hours of Produced Programs this month	# Hours of Submitted Programs this month	Total Hours of New Programming	# Satellite (SCOLA) Hours this month	# Satellite (SCOLA) Hours this Year	Total New Programs +/- % last Year	Total Submitted Programs +/- % last Year	# SVID Programs Submitted	DIVA Newcasts	
2008															
December	20	284	37	375	659	22.75	15.60	462.90	87.25	1001.25	7.58%	8.43%	9.65%	10	15
November	18	264	53	338	602	23.00	19.45	424.55	85.00	914.00	11.86%	10.06%	9.03%	12	17
October	29	246	57	285	531	27.75	24.45	382.10	87.25	829.00	14.42%	10.59%	10.89%	22	23
September	28	217	43	228	445	31.25	14.95	329.90	84.50	741.75	5.85%	3.45%	8.57%	11	21
August	13	189	15	185	374	11.00	6.25	283.70	87.75	657.25	13.86%	5.58%	7.56%	2	7
July	23	176	1	170	346	22.00	0.75	266.45	87.25	569.50	16.56%	5.13%	4.94%	0	0
June	25	153	0	169	322	23.75	0.00	243.70	56.00	482.25	10.07%	0.52%	4.32%	0	0
May	36	128	22	169	297	42.25	5.75	219.95	87.75	426.25	11.30%	2.56%	4.32%	9	13
April	26	92	30	147	239	27.50	8.90	171.95	84.50	338.50	3.37%	-1.35%	5.76%	8	22
March	28	66	38	117	183	24.50	18.75	135.55	87.75	254.00	0.00%	0.71%	11.43%	12	16
February	25	38	52	79	117	26.00	43.50	92.30	79.00	166.25	-20.83%	-11.46%	2.60%	9	22
January	13	13	27	27	40	13.50	9.30	22.80	87.25	87.25	-45.83%	-38.79%	8.00%	0	9
2007															
December	28	264	32	342	606	30.75	10.40	426.90	112.55	1436.72	18.39%	-1.01%	-2.29%	7	17
November	21	236	53	310	546	22.25	18.00	385.75	108.50	1324.17	16.26%	-2.09%	-5.49%	14	14
October	10	215	47	257	472	9.00	17.60	345.50	118.50	1215.67	12.57%	-4.43%	-11.07%	13	23
September	39	205	38	210	415	36.75	13.45	318.90	109.83	1097.17	24.24%	3.96%	-11.39%	8	19
August	15	166	10	172	338	12.50	2.75	268.70	127.50	987.33	23.88%	8.02%	-12.24%	0	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
June	24	139	0	162	301	28.00	0.00	242.45	118.17	732.33	23.01%	10.23%	-2.41%	0	0
May	26	115	23	162	277	31.50	8.65	214.45	127.50	614.17	19.79%	9.27%	11.72%	15	8
April	23	89	34	139	228	28.50	11.20	174.30	122.83	486.67	15.58%	6.93%	6.92%	10	22
March	18	66	28	105	171	21.00	9.35	134.60	122.83	363.83	20.00%	5.98%	1.94%	9	16
February	24	48	52	77	125	47.75	19.25	104.25	113.50	241.00	54.84%	11.32%	5.48%	18	20
January	24	24	25	25	49	27.00	10.25	37.25	127.50	127.50	41.18%	13.22%	-10.71%	2	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					

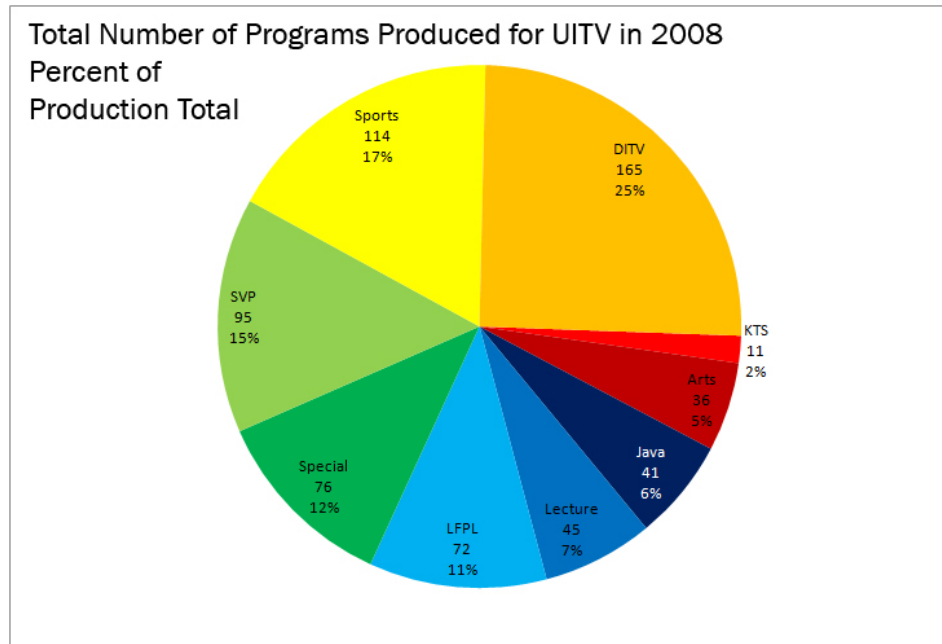
SPECIFIC NUMBERS

PROGRAM	NUMBER IN 2008
<i>The Daily Iowan</i> – DITV Newscasts	165
Student Video Productions and Other Student Shows	95
Hawkeye Athletics Conferences and Coach Shows	114
<i>Submitted</i>	<i>374</i>
“Know the Score”	11
“Java Blend”	41
“Live from Prairie Lights”	72
<i>UITV Produced with Iowa Public Radio</i>	<i>124</i>
Music, Dance and the Arts	36
Guest Lectures, Faculty Lectures, Saturday Scholars	46
Special Events, President, Provost, and Board	76
<i>UITV Produced</i>	<i>158</i>
TOTAL	656

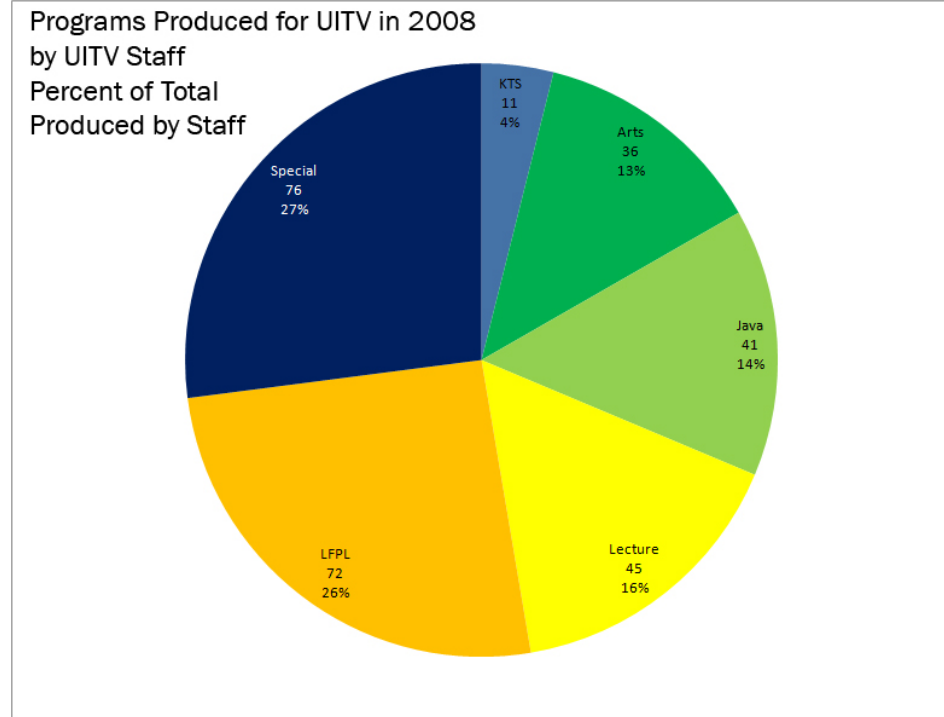
LEGEND

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

ALL PROGRAMS PRODUCED, BY PERCENT OF TOTAL



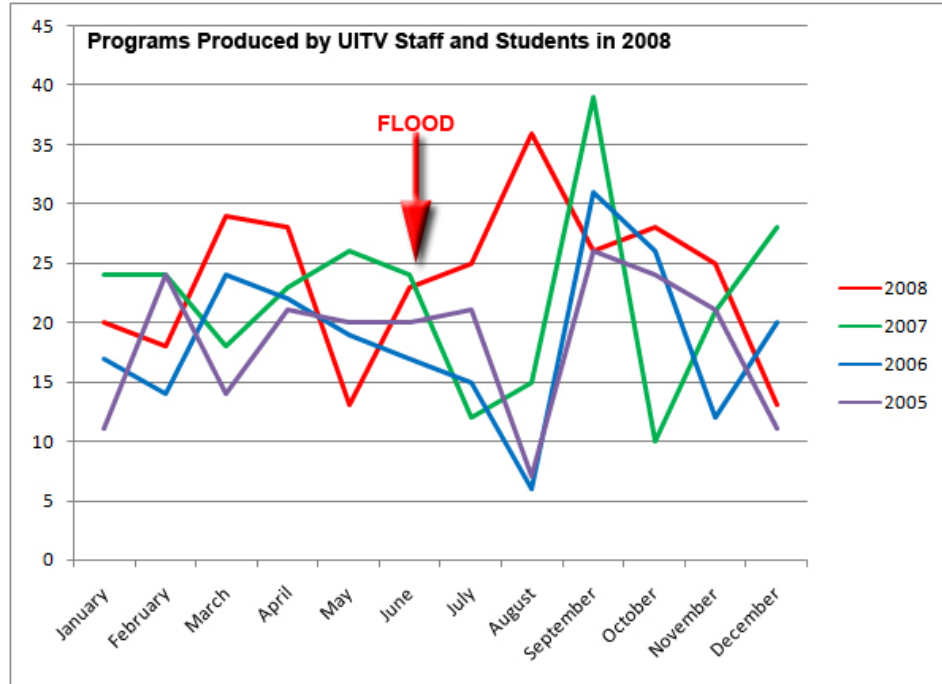
**PROGRAMS
PRODUCED BY UITV,
PERCENT OF TOTAL**



Notes on UITV staff produced programs:

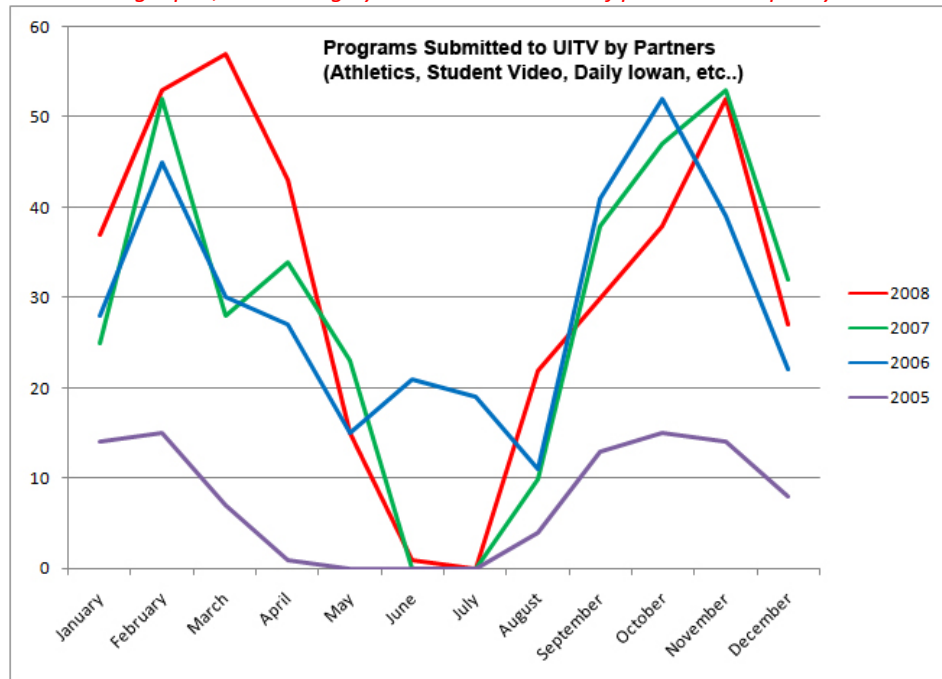
- “Live from Prairie Lights” was always one-camera, one producer
 - This program accounted 26% of all the programs produced by **UITV**. Since this series has been canceled by Iowa Public Radio, this frees up production resources to cover lectures, events and arts programs that we may not have been able to record in the past.
- “Java Blend” is two-cameras, two producers
- “Know the Score” is three-cameras, and a crew of four to six
- Arts programs are two (or more) camera productions
- Lectures are typically one-camera productions
- Specials can be one, two (or more) cameras, some recorded in the studio.
- Multiple camera production increases the complexity of the editing. A two-camera program takes approximately three times as much editing time as a single-camera program, however the results are generally much better.
- Sound was provided on all the Iowa Public Radio programs and many of the School of Music programs, all others required sound recording and mixing.

TRENDS – FOUR YEARS OF ALL PROGRAMS PRODUCED



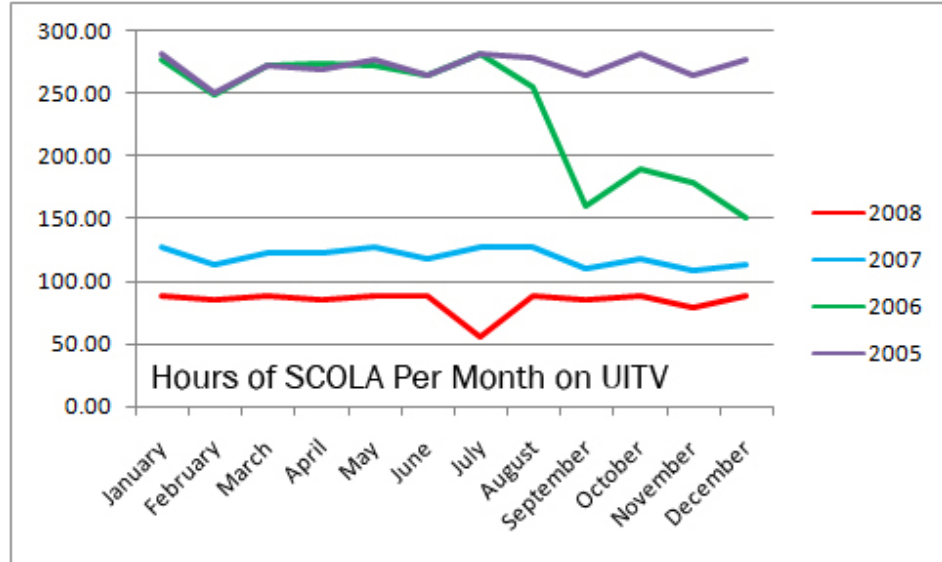
Total numbers were higher in 2009. The flood and flood prep caused a drop in finished production in May-June, but this work was done in August. August is normally a quiet month. Given the number of student producers, cameras and editing systems available, all else being equal, this is roughly the maximum level of production capacity.

TRENDS – FOUR YEARS OF ALL SUBMITTED PROGRAMS PRODUCED



The dramatic drop in June is not significant, as our submitted programs typically follow the academic year. (In 2006, DITV did a summer newscast as an experiment.) The increase in programs in March-April was additional athletics programs and Student Video Productions. Daily Iowan TV has been consistent for three years.

**SCOLA NEWS FOUR
YEAR TRENDS**



*Due to changes and realignments in the programming day by the SCOLA Foreign Language news service, **UITV** reduced the SCOLA hours. SCOLA serves a small (but loyal) audience. It is likely that the SCOLA contract will be dropped for cost savings in 2009 and SCOLA programming will be discontinued. **The dip noted in June is due to flood related programming changes. SCOLA was off the air several days when the Lindquist Center was evacuated.***

SCOLA NEWS

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

- News from Spain, in Spanish, 45 minutes
- News from France, in French, 30 minutes
 - France also airs at 10:30 PM on Saturday evening.
- News from Russia, in Russian, 50 minutes
- News from Beijing-China, in Chinese, 30 minutes
 - China discontinued 1/1/2009 by SCOLA
 - In 2009, it will be replaced with Quebec News in French
- News from Germany, in German, 60 minutes

STUDENT STAFF

UITV employed twelve students in 2008, with two graduating in May and one in December. One student is on leave to conduct a journalism internship. Eight will return for spring 2009. These highly skilled students are the core production team for **UITV** locally produced programs.

UITV management believes that the first and foremost objective of students should be their academic studies. We do not permit students to skip class or other academic events to work. We provide flexible scheduling as needed to accommodate the student academic life. Work at **UITV** can be technically challenging and take months to master. These students work at a skill level far beyond that of a typical student employee.



Standing, left-to-right:

Emma Barnum – Student Producer, Senior

Answer Ejiasi – Student Producer, Junior

Joseph Clarke – Student Producer, Junior

Andrew MacKay – Student Producer and Digital Specialist, Graduate December 2008

Jamie Niebuhr – Student Producer and Digital Specialist, Senior

Seated, left-to-right:

Thomas Beecher – Student Producer, Sophomore

Tim Unger – Student Producer, Sophomore

J.P. Erickson – Digital Specialist, Sophomore

Not pictured:

Kristen “Charlie” Horan – Student Producer, Senior

Liza Rafael – Student Producer, Graduate May 2008

Cory Haight – Student Producer, Graduate May 2008

David Solomon – Digital Specialist, Junior

**STAFF RESOURCES
USED**

Staff	Pro/Merit/Student	Administration	Operations	Repairs	Other/MAC	Refresh Projects	Total Hours	FTE
McBride	P	788.30	176.40	18.90	0.00	58.20	983.60	0.47
Manager	P	8.00		12.40	7.80	17.50	28.20	0.01
Engineer 1	M		2.00				2.00	0.00
Engineer 2	M	10.60	2.80	155.60	37.80	6.30	206.80	0.10
Staff	M		3.90	9.50	23.80	19.50	56.70	0.03
Student Sr.	S		896.00				896.00	0.43
Student Jr.	S		798.00				798.00	0.38
Student Gr.	S		669.10				669.10	0.32
Student Sr.	S		651.50				651.50	0.31
Student Jr.	S		593.80				593.80	0.29
Student Jr.	S		303.60				303.60	0.15
Student Sr.	S		217.00				217.00	0.10
Student Gr.	S		200.00				200.00	0.10
Student So.	S		185.80				185.80	0.09
Student So.	S		111.60				111.60	0.05
Student Jr.	S		18.00				18.00	0.01
Student Gr.	S		3.00				3.00	0.00
		FTE =	2080	Total Hours			5924.70	2.85
				Total Full Time Staff Equivalent				2.85
These hours do not include desktop support from ITS (approximately 150 hours) or TNS administration (approximately 50 hours)								
Total Student Production Hours								
			4647.40					

These hours are based on time sheets submitted by employees and ITS SMAC time tracking software. Currently no one person is 100% assigned to strictly **UITV** operations. Desktop maintenance, like patching and updating **UITV** computers, is not included in these hours. Also, human resource time (hiring, time sheet approval, workflow) are also not tracked in this chart.

For 2008, the program manager spent 47% of the time on **UITV**, and 53% on cable television operations, streaming operations, uplink service management, television studio operations and human resource management.

**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.



THE “5 NINES”

Many IT organizations measure their services based on available uptime. Since no one can reasonably expect to actually run 100% all year, this is typically measured at “The Nines”. A service that has “Five Nines” is one that operates with less than 5.26 minutes of downtime a year, or 99.999% uptime.

Although **UITV** does not meet this standard, we are happy with the uptime we achieved. The deployment of video playback servers in 2005 and the refresh of these servers in 2008 have helped establish an acceptable downtime figure.

In 2008, **UITV** was off the air and available to the cable channels for less than 8.75 hours, or a 99.9% uptime. However, with dramatic changes in programming due to the flood evacuation of the Lindquist Center, normal program operations were suspended about 5 days. This gives **UITV** an uptime closer to 98%, with between 150 and 175 hours of program downtime in 2008.

For many local access cable television systems, 98%+ uptime would be a very desirable achievement. Given the issues of the flood in 2008, we find this acceptable. We would expect to be over 99% in 2009.

BROADCAST HOURS

UITV operates 24 hours a day, seven days a week. This totals 8760 hours of operation per year. **UITV** does not use a static message board for more than 5 minutes of the programming day. The broadcast hours for the year were as follows:

- 1001.25 hours of SCOLA satellite news
- 462.90 hours of first run, brand new programming
- 7295.85 hours re-runs, replays and time-shift presentations

VIEWER REQUESTS AND DUPLICATION

For complete compliance with U.S. Copyright Law, as directed in our charter and by special agreement with most speakers, **UITV** does not provide DVDs, videotapes or web uploads of any programming shown on **UITV**. Our programs are only licensed and available on the cable systems that broadcast **UITV**.

However, **UITV** is happy to consider viewer requests. Since videotaping in home for personal use is legal, we will often schedule a playback for a viewer at a time when they can see the program and record it.

DISH TV, INTERNET TV and STATEWIDE TV

UITV continuously investigates new media and formats to distribute programs. As these opportunities become cost effective and technically possible, **UITV** may choose to expand program distribution.

**STANDARD
PROGRAM
SCHEDULE**

The Standard Programming Blocks for **UITV**, as of January 4, 2009.

UITV Standard Programming Block - Beginning Sunday, January 4, 2009

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
0:00	Week in Review	Student Video	Hawkeye Athletics	Hawkeye Athletics	Student Video	SVP Sports Talk	SVP Sports Talk
0:30	Week in Review	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Student Video
0:45	Week in Review	UI Special Events	UI Special Events	UI Special Events	UI Special Events	UI Fine Arts	Student Video
1:00	Week in Review	UI Special Events	UI Special Events	UI Special Events	UI Special Events	UI Fine Arts	Student Video
1:30	Week in Review	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Student Video
1:45	Week in Review	Intelligent Talk	UI Student Affairs	Intelligent Talk	UI Student Affairs	UI Student Affairs	Student Video
2:00	Week in Review	Intelligent Talk	Faculty & Guest Lectures	Women at Iowa	Faculty & Guest Lectures	Java Blend	Student Video
3:00	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures
4:00	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures
5:00	Fine Arts Performances	Fine Arts Performances	Fine Arts Performances	Fine Arts Performances	Fine Arts Performances	Fine Arts Performances	Fine Arts Performances
6:00	Fine Arts Performances	Fine Arts Performances	Fine Arts Performances	Fine Arts Performances	Fine Arts Performances	Fine Arts Performances	Fine Arts Performances
6:45	Java Blend Archive	Java Blend Archive	Java Blend Archive	Java Blend Archive	Java Blend Archive	Java Blend Archive	Java Blend Archive
7:45	UI Fine Arts	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV
8:00	Spain	Spain	Spain	Spain	Spain	Spain	Spain
8:45	UI Fine Arts	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV
9:00	UI Fine Arts	Hawkeye Athletics	UI Student Affairs	Hawkeye Athletics	UI Student Affairs	SVP Sports Talk	UI Fine Arts
9:30	France	France	France	France	France	France	France
10:00	Faculty & Guest Lectures	Student Video	UI Fine Arts	Student Video	UI Fine Arts	Java Blend	UI Fine Arts
11:00	Faculty & Guest Lectures	Hawkeye Athletics	UI Fine Arts	Hawkeye Athletics	UI Fine Arts	UI Fine Arts	UI Fine Arts
11:40	Russia	Russia	Russia	Russia	Russia	Russia	Russia
12:30	Quebec	Quebec	Quebec	Quebec	Quebec	Quebec	Quebec
13:00	Prairie Lights Archives	Prairie Lights Archives	Prairie Lights Archives	Prairie Lights Archives	Prairie Lights Archives	Prairie Lights Archives	Prairie Lights Archives
14:00	Germany	Germany	Germany	Germany	Germany	Germany	Germany
15:00	UI Special Events	UI Special Events	Women at Iowa	Women at Iowa	Java Blend	Know the Score	Faculty & Guest Lectures
16:00	UI Special Events	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Know the Score	Faculty & Guest Lectures
17:00	UI Special Events	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Piano Sundays	UI Fine Arts
17:30	UI Special Events	Fine Arts Performances	Fine Arts Performances	Fine Arts Performances	Fine Arts Performances	Piano Sundays	UI Fine Arts
18:00	Know the Score	Fine Arts Performances	Fine Arts Performances	College of Education	Fine Arts Performances	Piano Sundays	UI Fine Arts
18:30	Know the Score	Hawkeye Athletics	Hawkeye Athletics	College of Education	SVP Sports Talk	Fine Arts Performances	UI Fine Arts
19:00	Know the Score	Faculty & Guest Lectures	Women at Iowa	Faculty & Guest Lectures	Java Blend	Fine Arts Performances	UI Fine Arts
20:00	Student Video	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Fine Arts Performances	Know the Score
21:00	Student Video	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Faculty & Guest Lectures	Know the Score	Know the Score
21:30	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Know the Score	Know the Score
21:45	Student Video	Java Blend Encore	UI Student Affairs	UI Special Events	SVP Sports Talk	Know the Score	Know the Score
22:00	Student Video	Hawkeye Athletics	Hawkeye Athletics	UI Special Events	UI Student Affairs	Know the Score	Java Blend Encore
22:30	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Daily Iowan TV	Space Place Dance	France News
22:45	Student Video	UI Special Events	Java Blend Encore	UI Special Events	UI Special Events	Space Place Dance	Faculty & Guest Lectures
23:00	Student Video	UI Special Events	Women at Iowa	UI Special Events	Java Blend	Space Place Dance	Faculty & Guest Lectures

Hawkeye Sports	=Coach News Conferences, Coach's Shows and Game Replays Shows						
Daily Iowan TV	=News from <i>The Daily Iowan</i>						
Foreign Language	=Foreign Language Broadcasts from around the world						
Live from Prairie Lights	=Iowa Public Radio presents "Live from Prairie Lights" Bookstore, author readings						
Women at Iowa	=Women at Iowa series						
College of Ed presents...	=The College of Education presents education programming						
Student Video Prod.	=Student Video Productions present student written and produced programs						
Java Blend	=Iowa Public Radio presents "Java Blend", music from The Java House						
Know the Score	=Iowa Public Radio presents "Know the Score" from the UI Museum of Art						
White Box	=All other UITV produced programs - Content Varies						

FLOOD EFFECTS

In the Cedar Rapids area, **UITV** shares a channel with the Cedar Rapids Community School District. In June, the Cedar River flood destroyed the facilities of the CRCSD and their cable channel has been off-the-air. **UITV** is seen full-time in all the communities listed below, until the school district channel returns.

CITIES AND CABLE SYSTEMS

UITV is seen in these communitiesⁱⁱⁱ:

<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 estimated numbers, approximately 250,000 cable homes can see UITV.</p>	Ely	North Liberty	Shueyville	Walford
Atalissa																																									
Coralville																																									
Hills																																									
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Riverside																																									
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Tiffin																																									
Tipton																																									
Washington																																									
Wellman																																									
West Branch																																									
West Liberty																																									
Williamsburg																																									
Wyoming																																									
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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 3000+ cable connections. There are also about 1000+ 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

**PROGRAM LIST:
Athletics**

- Iowa Football with Kirk Ferentz
- Iowa Basketball with Todd Lickliter
- Kirk Ferentz Weekly News Conference
- Todd Lickliter Weekly News Conference
- Lisa Bluder Weekly News Conference
- Coach's post-game news conferences
- Special news conferences
 - Gifts
 - Bowl Awards
 - Wrestling
 - Volleyball
 - Field Hockey

**PROGRAM LIST:
Lectures & Guests**

- Aural Rehabilitation Workshop
- Antiwar Lecture Series, 4 lectures
- University Lecture Committee
 - Ishmal Beah
 - Chuck Klosterman
 - Karl Rove
- Lecture by Deputy Director of the National Endowment for the Humanities
- Lecture on Libraries by the CIC
- Reflections of Dr. & Mrs. Ignacio Ponseti
- Grabbing the Globe engineering series – 3 lectures
- Thomas Linsmeier Accounting Lecture
- Tippie Faculty Seminar on the Financial Crisis
- Annual Kurtz Engineering lecture
- Harvard Professor Eric Mazur, 3 lecture series
- Atomic Bomb Survivors lecture
- Don't Retire lecture
- Why Smart Men Marry Smart Women lecture
- Levitt Lecture – Shirin Ebadi
- Caterpillar Lecture Series, 2 lectures
- Regent David Miles Address
- CEO Roundtable discussion
- Gender, Race and Justice keynote
- Evolution and Faith lecture
- Ronald Straus, Blood Transfusions lecture
- Angelique Kidjo lecture
- 2008 President's Lecture
- Physics Demonstrations for School Age Children
- Slave Trade lecture
- Saturday Scholars – Barbara Stay on "Termites"
- Prairies to Cornfields – 2 lectures
- Creative Careers seminar
- Pentagon Papers Trial re-enactment
- Martin Davidson lecture

**PROGRAM LIST:
Special Events**

- Commencement Ceremonies
 - May 2008
 - Pharmacy
 - MBA
 - Medicine
 - Business
 - Liberal Arts & Sciences
 - Graduate
 - Law
 - Nursing
 - Engineering
 - Dentistry
 - December 2008
 - Undergraduate
 - Graduate
 - Engineering
- Women at Iowa series – 6 programs
- Honors Program Ceremony
- REACH Program announcement
- Project 3000 – UIHC
- Iowa Iris Flood Project – Journalism
- Go Red for Women – UIHC
- Emergency Medicine – UIHC
- 2008 Homecoming Parade
- University News Conferences on Flood – 12 events
- The Exchange – 4 programs
- Distinguished Alumni Awards
- President Mason Joint Service Club Address
- President Mason Staff Council Address
- President Mason Faculty Council Address
- President Mason Sustainability Address
- Finkbine Dinner
- Celebration of Women Ceremony
- Beckwith Boathouse Groundbreaking
- Wallace Loh News Conference
- Journalism Visual Storytelling series, 6 programs
- Chinese Lunar New Year Celebration
- African American Voices of the Cedar Valley, 4 new programs
- 2008 Dance Marathon
- Human Rights Week, 4 programs
- Hawkeye Chef Cooking Contest
- Literature and Literacy Announcement
- Braverman Awards
- Big Ten Network rebroadcasts on UITV – 4 programs

PROGRAM LIST:
Fine Arts - Dance

- Space Place – Ryan Rain Dance
- Space Place – Afro Cuban Dance
- Space Place – Graduate/undergraduate Dance
- Space Place – Dance Gala 2008
- Space Place – Summer Dance
- Space Place – Vladimir Condereche, Dan Stark Dance
- Space Place – Dance Home Performance
- Space Place – Faculty Dance Concert
- Space Place – Dance Forum Winter Ballet

PROGRAM LIST:
Fine Arts - Music

- Cello and Piano
- Chiara Quartet
- Dan Moore in Concert
- Iowa Brass Quintet
- Iowa Woodwind Quintet
- Maia Quartet 10/16
- Maia Quartet 6/7
- Piano Sundays at the Old Capitol 01/27
- Piano Sundays at the Old Capitol 10/05
- Piano Sundays at the Old Capitol 11/02
- Piano Sundays at the Old Capitol 03/02
- Piano Sundays at the Old Capitol 03/30
- Piano Sundays at the Old Capitol 04/13
- Piano Sundays at the Old Capitol 09/07
- Red Cedar Chamber Music
- Saxophone Quartet
- Target Family Concert
- Tricia Park Performance
- Viola and Friends
- Dr. Ihab Hassan Piano Concert for the Iowa Children's Hospital

PROGRAM LIST:
Fine Arts – Visual Arts

- Photographs of Danny Wilcox Frasier
- Robert Wilson Lecture in conjunction with Museum of Art exhibit

**PROGRAM LIST:
Student Programs**

- DITV Election Special
- DITV May Year-End Wrap Up Extended Newscast
- An Evening with Karl Rove (students interview event)
- UISG Debate Special
- SVP Series
 - Talk Iowa (students discuss current events)
 - Nerd Alert (video games, comics and movies)
 - The Reel Life (movie reviews)
 - Iowa Desk & Couch (interviews and music)
 - Iowa City Shorts (short film works)
 - KRUI-TV (music videos)
 - Fallout (dramatic series, student life choices)
 - Incompetent Sports Talk (sports)
 - Short animation projects

**PROGRAM LIST:
UITV Produced
Features**

- “Ueye”, Student life, resources and activities (13 programs)

ⁱ Program statistics are prepared by the Program Manager. These numbers represent programs that were actually broadcast on **UITV**. In 2008, 58 programs were scheduled for recording but not recorded due to guest preference or scheduling issues. 11 of these programs were flood related and 8 were weather related. Four 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. Some programs were canceled when staff became unavailable.

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 Based on data provided by Mediacom, Southslope Cable and ImOn Cable.