

UITV Report for Fiscal Year July 1, 2008 to June 30, 2009

Executive Summary – August 2009

Prepared by Michael McBride – UITV Program Manager

- **UITV** is the official cable television channel of the University of Iowa. It is seen in 34 communities in the Iowa City and Cedar Rapids area in addition to all university housing and University Hospitals. **UITV** operates 24-hours a day, 365-days a year from facilities in the Lindquist Center.
- **UITV** receives programming three ways:
 - Programs are produced by **UITV** student and professional staff
 - Programs are submitted for broadcast by university partners, like Hawkeye Athletics, UI Center for Media Production and Student Video Productions.
 - Programs are received from satellite programming services, like SCOLA foreign language news service.
- **UITV** showcases the best of the University of Iowa. This includes music and dance performances, prestigious faculty and guest lectures, seminars, discussions and conferences. It also provides a venue for student programming, like *Daily Iowan Television News* and Student Video Productions.
- On July 1, 2009, **UITV** operations transferred to the new Office of the Vice President for Strategic Communications. This group is a combination of services charged with strategic planning and outreach for the University of Iowa. **UITV** had been part of Telecommunication and Network Services, a unit of Information Technology Services since 1997.
- For the period July 1, 2008 to June 30, 2009, the following types and numbers of programs have been produced for **UITV**:

PROGRAM	NUMBER IN FY 08-09
<i>The Daily Iowan</i> – DITV Newscasts	155
Student Video Productions and Other Student Shows	117
Hawkeye Athletics Conferences and Coach Shows	100
<i>Submitted</i>	<i>372</i>
“Know the Score”	12
“Java Blend”	41
“Live from Prairie Lights”	39
“The Exchange”	8
<i>UITV Produced with Iowa Public Radio</i>	<i>100</i>
Music, Dance and the Arts	46
Guest Lectures, Faculty Lectures, Conferences	57
Special Events, President, Provost, and Board	53
<i>UITV Produced</i>	<i>156</i>
TOTAL	628

- **UITV** currently is negotiating with our cable providers to expand our coverage and move the channel to the digital programming tiers as these opportunities are available.
- **UITV** depends on the cooperation and support of many partners to provide excellent programming for the viewing audiences.
- A comprehensive report is attached.



UITV, University of Iowa Cable Television
Fiscal Year Operations Report - Comprehensive
July 1, 2008 to June 30, 2009

July 2009 – Michael J. McBride, UITV Program Manager
23 Lindquist Center 319-335-6375

**MANAGER'S
COMMENTS**

UITV reports are typically done on a calendar-year basis. This is a special fiscal year report of **UITV** operations, reflecting the changes in the management of **UITV**.

Since 1997, **UITV** has been part of Telecommunication and Network Services, a unit of Information Technology Services. On July 1, 2009, **UITV** operations transferred to the new Office of the Vice President for Strategic Communications. This group is a combination of services charged with strategic planning and outreach for the University of Iowa. Information Technology Services management has been an enthusiastic supporter of **UITV** and has fostered the growth and development of the channel, placing **UITV** on a solid footing for this transfer.

From the viewers' perspective, the change will not be noticeable. **UITV** will continue to carry many of the same programs and features that are staples on the channel. Over the next year, **UITV** will evolve with our new department to reflect the new mission of the organization.

In order to reference the point in time where the management changes occurred, we have created this review of fiscal year 2008-2009 **UITV** activities. 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.

UITV enjoys program contributions and production assistance from many departments and groups at the University of Iowa. This diversity in content makes **UITV** a vibrant and growing service for the community.

There are three aspects of **UITV** that make it particularly unique compared to other channels on the cable system:

- **UITV** offers extensive fine arts programming. We offer piano, duet, group, chamber and orchestra music in many styles and periods. We have local and regional artists in addition to faculty and student artists. We offer more dance performances than anyone on any channel. We even have an assortment of music videos.
- Our faculty and guest lectures are presented "As-is". We do not censor or edit the content (with limited exception to preserve FCC decency standards). Most news and feature reporters will take clips and quotes from a presentation. **UITV** offers the complete presentation and allows the viewers to formulate their own opinions without our editorializing. We also program *Daily Iowan Television News* and present this unchanged from what is submitted. The same hands-off policy is used for university and athletic news conferences.
- **UITV** provides student producers the opportunity to showcase their work. Some of the most creative, unusual and even outrageous programming comes from students. This is a unique opportunity for student producers to access the broadcast audience.

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, University of Iowa Health Care, *The Daily Iowan* and Student Video Productions. In addition, **UITV** works closely with the Office of the President and with University Relations to present events of importance to the community.

OVERVIEW

This report will cover highlights from the past year of operation, using the fiscal year calendar July 1, 2008 to June 30, 2009. This report will also be posted on our web site at www.uiowa.edu/~uitv after August 1, 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 98,000 cable homes with approximately 220,000 viewers 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**
 - **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 and 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 produce new programming and cover a wider number of events each year.

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

FINE ARTS

- Concerts from the Old Capitol, including jazz, solo performances, Piano Sundays and chamber concerts
- Music performances in the community
- *Dance from Space Place* Theater
- “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
- Programs from Martin Luther King Jr. Human Rights Week
- Advocates of Liberty lectures.

AUTHORS AND WRITERS

- Famous authors and writers that appeared on **UITV** include:
 - Chuck Kosterman
 - Ishmael Beah
 - Adam Gopnik
 - E.O. Wilson
 - Naomi Klein
 - Harry Allen
 - Paul Krugman.

SPECIAL EVENTS

- Flood News Conferences
- Commencement Ceremonies
- President Mason addresses
- 2008 Homecoming Parade
- Black Athlete Conference (11 lecture series).

FACULTY AND GUEST LECTURES

- Guest lectures and faculty lectures, featuring:
 - Tippie College Faculty Financial Crisis Seminar
 - President’s Lecture with space pioneer professor Donald Gurnett
 - TIAA-CREF CEO Roger Ferguson

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 117 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 special gift announcements.

COLLABORATIVE PRODUCTION

- Iowa Public Radio brought many 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.
- **UITV** did add "The Exchange" program to the line-up. Host Ben Kieffer interviews special guests on a variety of topics.

PROGRAM NUMBERS

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

Items of note in these numbers for fiscal year 2008-2009:

- **UITV** staff produced **256** new programs.
- Submitted programs contributed **372** programs:
 - *The Daily Iowan*, produced 155 newscastsⁱⁱ
 - Student Video Productions submitted 117 programs
 - Hawkeye athletics submitted 100 events
 - SCOLA foreign language news provided the following programs for a total of 3.75 hours per day:
 - Spain – 45 minutes
 - France – 30 minutes
 - Also seen Saturday night for 30 minutes
 - Russia – 1 hour
 - Quebec – 30 minutes
 - Monday through Friday only
 - Germany – 1 hour



Program Totals by Producer, Date and Topic

MONTH	PRODUCED HOURS	SUBMITTED HOURS	SPORTS	NEWS	JAVA	KTS	LECTURE	SPECIAL	ARTS	DITV	SVP	Other	Totals	PRODUCED Programs	SUBMITTED Programs
June 2009	21.25	0.00	0	0	5	0	5	6	3	0	0	0	19	19	0
May 2009	42.25	11.25	1	1	4	1	10	9	6	10	20	5	67	36	31
April 2009	26.25	11.15	0	1	4	0	10	2	6	22	12	0	57	23	34
March 2009	16.50	13.30	8	0	2	0	8	0	3	18	12	1	52	14	38
February 2009	53.00	16.05	12	0	4	2	6	2	9	20	13	1	69	24	45
January 2009	15.65	9.00	16	0	5	0	3	2	3	10	2	3	44	16	28
December 2008	45.50	15.60	12	0	2	2	2	5	7	15	10	3	58	21	37
November 2008	23.00	20.95	24	0	3	1	3	1	5	16	12	6	71	19	52
October 2008	27.75	22.95	11	2	5	1	6	2	2	15	23	11	78	29	49
September 2008	29.75	15.70	11	1	2	2	2	0	1	22	11	11	63	19	44
August 2008	11.00	5.75	5	3	3	1	0	1	0	7	2	5	27	13	14
July 2008	20.75	0.00	0	1	2	2	2	0	1	0	0	15	23	23	0
Totals	332.65	141.70	100	9	41	12	57	30	46	155	117	61	628	256	372
		474.35											628		

Hours Submitted	141.70
Programs Submitted	372
Hours Produced	332.65
Programs Produced	256
Total Hours	474.35
Total Programs	628

ITS Video Services - UITV 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 PROGRAMS	# Hours of Produced Programs this month	# Hours of Submitted Programs this month	Total Hours of New Programming	# Satellite (SCQ) A Hours this month	# Satellite (SCQ) A Hours this year	Total New Programs +/- % last year	Total Submitted Programs +/- % last year	# SVP Programs Submitted	DTV Newscasts
2009														
December	0	132	0	176	308	0.00	0.00	229.45	0.00	665.75	-52.35%	-52.48%	-50.84%	0
November	0	132	0	176	308	0.00	0.00	229.45	0.00	665.75	-48.44%	-45.60%	-45.17%	0
October	0	132	0	176	308	0.00	0.00	229.45	0.00	665.75	-44.30%	-39.51%	-34.57%	0
September	0	132	0	176	308	0.00	0.00	229.45	0.00	665.75	-36.54%	-29.86%	-22.47%	0
August	0	132	0	176	308	0.00	0.00	229.45	0.00	665.75	-30.16%	-18.76%	-3.83%	0
July	0	132	0	176	308	0.00	0.00	229.45	0.00	665.75	-25.00%	-13.48%	4.14%	0
June	16	132	0	176	308	21.25	0.00	229.45	110.50	665.75	-13.73%	-5.85%	4.14%	0
May	24	116	31	176	292	42.25	11.25	208.20	113.75	555.25	-9.38%	-5.34%	4.14%	20
April	14	92	34	145	237	26.25	11.15	154.70	110.50	441.50	0.00%	-10.03%	-1.36%	12
March	23	78	38	111	189	16.50	13.30	117.30	113.75	331.00	18.18%	-13.46%	-5.13%	12
February	36	55	45	73	128	53.00	16.50	87.50	103.00	217.25	44.74%	-5.20%	-7.59%	13
January	19	19	28	28	47	9.00	9.00	18.00	114.25	114.25	46.15%	-21.05%	3.70%	2
2008														
December	21	277	37	358	635	45.50	15.60	482.90	114.25	1342.75	4.92%	13.12%	4.68%	10
November	19	256	52	321	577	23.00	19.45	421.80	110.00	1228.50	8.47%	9.35%	3.55%	12
October	29	237	42	269	506	27.75	24.45	379.35	114.25	1118.50	10.23%	9.80%	4.67%	16
September	19	208	44	227	435	29.75	14.95	327.15	110.50	1004.25	1.46%	2.59%	8.10%	11
August	13	189	14	183	372	11.00	6.25	282.45	113.75	893.75	13.86%	5.12%	6.40%	2
July	23	176	0	169	345	20.75	0.75	265.20	114.25	780.00	16.56%	4.64%	4.32%	0
June	25	153	0	169	322	23.75	0.00	243.70	110.00	665.75	10.07%	0.52%	4.32%	0
May	36	128	22	169	297	42.25	5.75	219.95	114.25	555.75	11.30%	2.56%	4.32%	9
April	26	92	30	147	239	27.50	8.90	171.95	110.50	441.50	3.37%	-1.35%	5.76%	8
March	28	66	38	117	183	24.50	18.75	135.55	113.75	331.00	0.00%	0.71%	11.43%	12
February	25	38	52	79	117	26.00	43.50	92.30	103.00	217.25	-20.83%	-11.46%	2.60%	9
January	13	13	27	27	40	13.50	9.30	22.80	114.25	114.25	-45.83%	-38.79%	8.00%	0
2007														
December	28	264	32	342	606	30.75	10.40	426.90	112.55	1436.72	18.39%	-1.01%	-2.29%	7
November	21	236	53	310	546	22.25	18.00	385.75	108.50	1324.17	16.26%	-2.09%	-5.49%	14
October	10	215	47	257	472	9.00	17.60	345.50	118.50	1215.67	12.57%	-4.43%	-11.07%	13
September	39	205	38	210	415	36.75	13.45	318.90	109.83	1097.17	24.24%	3.96%	-11.39%	8
August	15	166	10	172	338	12.50	2.75	268.70	127.50	987.33	23.88%	8.02%	-12.24%	0
July	12	151	0	162	313	11.00	0.00	253.45	127.50	859.83	17.97%	5.94%	-12.43%	0
June	24	139	0	162	301	28.00	0.00	242.45	118.17	732.33	23.01%	10.23%	-2.41%	0
May	26	115	23	162	277	31.50	8.65	214.45	127.50	614.17	19.79%	9.27%	11.72%	15
April	23	89	34	139	228	28.50	11.20	174.30	122.83	486.67	15.58%	6.93%	6.92%	10
March	18	66	28	105	171	21.00	9.35	134.60	122.83	363.83	20.00%	5.98%	1.94%	9
February	24	48	52	77	125	47.75	19.25	104.25	113.50	241.00	54.84%	11.32%	5.48%	18
January	24	24	25	25	49	27.00	10.25	37.25	127.50	127.50	41.18%	13.22%	-10.71%	2
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				

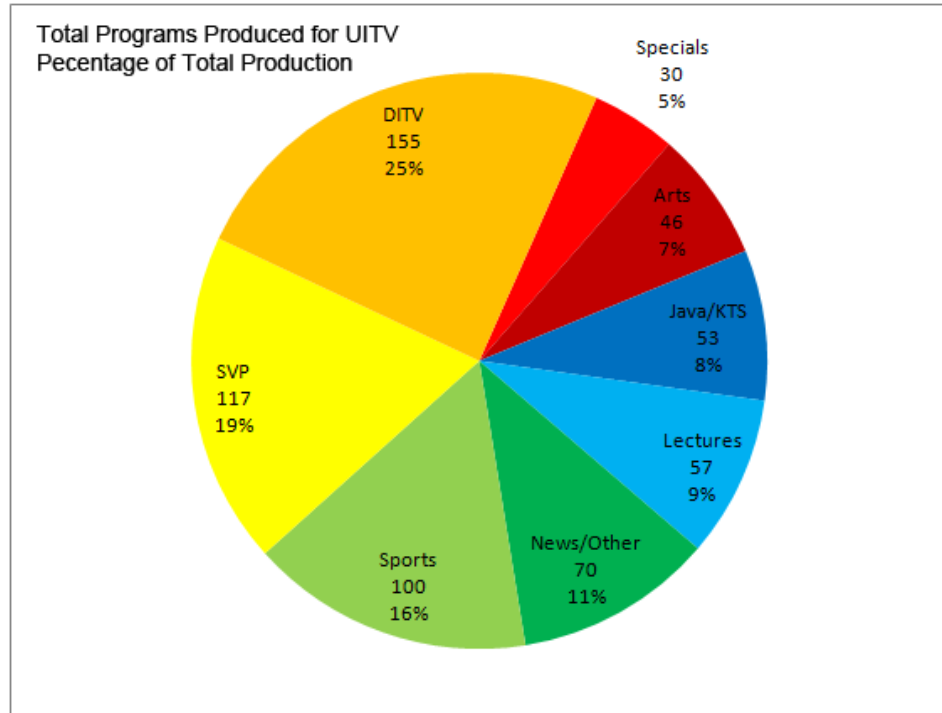
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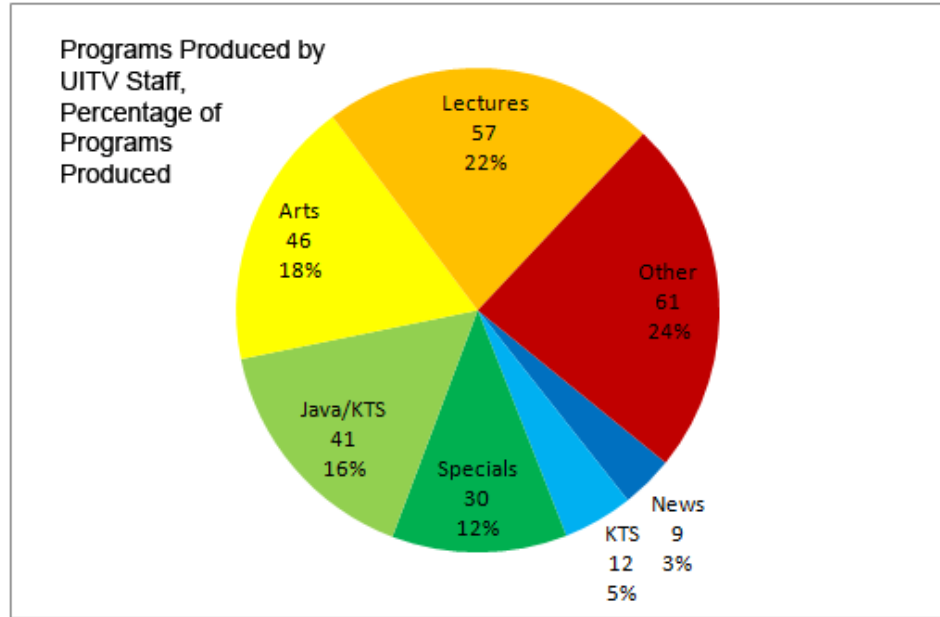
LEGEND

- 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



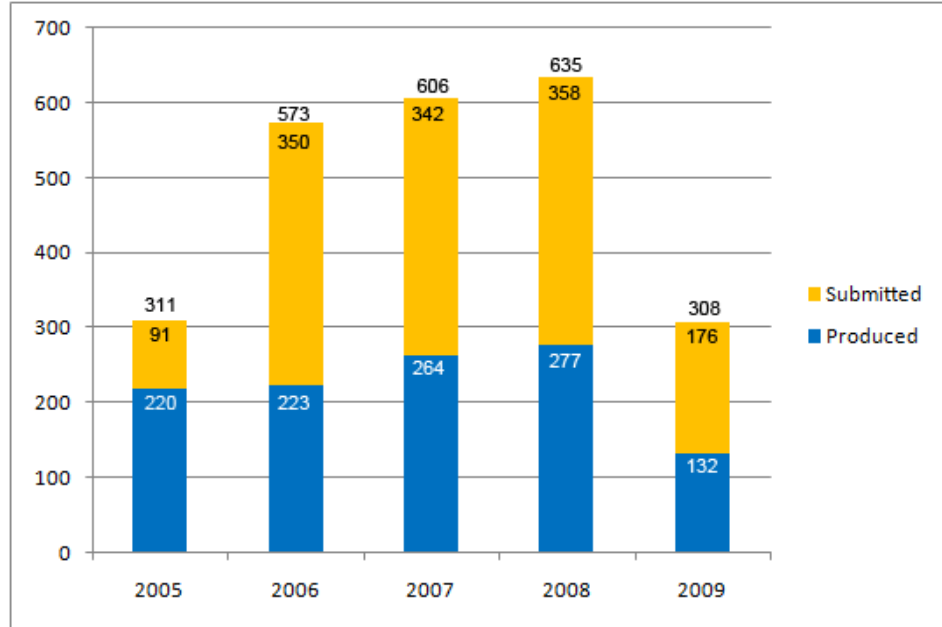
**PROGRAMS
PRODUCED BY UITV,
PERCENT OF TOTAL**



Notes on **UITV** staff produced programs:

- “Live from Prairie Lights” was always one-camera, one producer
 - This program accounted 39 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. You will note an increase in numbers of fine arts programs produced in the spring 2009.
- “Java Blend” is two-cameras, two producers. “The Exchange” program is shot the same day, with the same crew as “Java Blend”.
- “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 – FIVE
YEARS OF ALL
PROGRAMS
PRODUCED**



*Given the number of student producers, cameras, storage and editing systems available at **UITV**, all else being equal, 275 programs are roughly the maximum level of capacity for produced programs. 2009 figures are January 1 to June 30.*

STUDENT STAFF

UITV employed twelve students in 2008-2009, with three graduating in May and one in December. Two new students were added for the summer of 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:

J.P. Erickson, Sophomore, Student Producer & Digital Specialist

David Solomon, Junior, Digital Specialist

Thomas Beecher, Sophomore, Student Producer

Joe Clarke, Junior, Student Producer & Digital Specialist

Jamie Niebuhr, Senior, Student Producer & Digital Specialist

Tim Unger, Sophomore, Student Producer

Seated, left-to-right:

Charlie Horan, Senior, Student Producer

Emma Barnum, Senior, Student Producer

Answer Ejiasi, Junior, Student Producer

Not shown:

Andrew MacKay, December 2008 Graduate

Rachel Powers, Summer 2009 Student Producer

Ashleigh Coran, Summer 2009 Student Producer

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, with immediate on-site backup systems, have helped establish an acceptable downtime figure.

In FY 2008-2009, **UITV** was off the air and available to the cable channels for less than 17.5 hours, or a 99.7% uptime. “Uptime” in itself is not always an accurate reading of an acceptable service levels. Because of the stand-by back-up systems, **UITV** may remain on-the-air in the event of a program failure but it may not be the exact program that was scheduled. Most downtime is associated with satellite receiver failure (due to weather) or system repairs and upgrades.

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:

- 1342.75 hours of SCOLA satellite news
- 474.35 hours of first run, brand new programming
- 6942.90 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**, for Spring 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 Affiliars	Intelligent Talk	UI Student Affiliars	UI Student Affiliars	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 Affiliars	Hawkeye Athletics	UI Student Affiliars	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 Affiliars	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 Affiliars	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 2008, the Cedar River flood destroyed the facilities of the CRCSO and their cable channel has been on a very limited playback schedule. **UITV** is seen nearly full-time in all the communities listed below, until the school district channel returns.

Currently **UITV** is negotiating with Mediacom to give **UITV** a full-time channel on the digital tier in the Cedar Rapids market to replace the shared channel.

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 98,000 cable homes with about 220,000 viewers 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																																									
Washington																																									
Wellman																																									
West Branch																																									
West Liberty																																									
Williamsburg																																									
Wyoming																																									
Amana *																																									
Anamosa *																																									
Cascade *																																									
Cedar Rapids *																																									
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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 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

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

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
- UI Center for Media Production
- College of Education
- School of Journalism
- ITS – Campus Technology Services
- ITS – Telecommunication and Network Services
- ITS – Systems and Platforms
- College of Liberal Arts and Sciences
 - Department of Dance
 - School of Music – Performing Arts
 - 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
- The Old Capitol
- The Iowa Writers' Workshop
- International Studies
- University Libraries
- University of Iowa Health Care, Carver College of Medicine and University of
Iowa Hospitals and Clinics
- Herstory Committee

PRODUCED PROGRAM LIST – Fiscal Year 2008 – 2009

Afro-Cuban Dance, Space Place	Arts
Brazilian Woodwind Concert	Arts
Cabaret at the Englert series	Arts
Cello & Piano Concert	Arts
Chiara Quartet-Chait Galleries Concert	Arts
Collaborative Dance, Space Place	Arts
Dance Gala 2008, Space Place	Arts
Flute & Piano Concert	Arts
Friday Night Concerts-Diplomats of Solid Sound	Arts
Graduate/Undergraduate Dance, Space Place	Arts
Iowa Brass Quintet Concert	Arts
Iowa Woodwind Quintet Concert	Arts
Jazz Repertory Ensemble concert	Arts
John Manning Tuba Concert	Arts
Maia Quartet - IMU Ballroom Concert	Arts
Maia Quartet - Old Capitol Concert	Arts
Percussion Concert	Arts
Percussion Spectacular Concert	Arts
Piano and Violin Concert	Arts
Piano Sundays at Old Capitol - April	Arts
Piano Sundays at Old Capitol - February	Arts
Piano Sundays at Old Capitol - March	Arts
Piano Sundays at Old Capitol - November	Arts
Piano Sundays at Old Capitol - September	Arts
Piano Sundays at Old Capitol- October	Arts
Piccolo & Piano Concert	Arts
Saxophone Quartet Concert	Arts
Space Place - Dancers in Company	Arts
Space Place - Summer Dance	Arts
Space Place - Thesis 1	Arts
Space Place - Thesis 2	Arts
UI Chamber Orchestra Concert (soloists)	Arts
UI Chamber Orchestra Concert (orchestra)	Arts
UI Jazz Faculty Concert	Arts
Viola & Friends Concert	Arts
A-Bomb Survivors	Lectures
Adan Gopnik Lecture	Lectures
Antiwar Gaza Strip Panel	Lectures
Aural Rehabilitation Workshop 1	Lectures
Aural Rehabilitation Workshop 2	Lectures
Black Athlete Conference series	Lectures
CIC Guest Lecture	Lectures
Dahr Jamail & Andrew Duffy, Antiwar Lecture	Lectures
Don't Retire Lecture	Lectures
Emergency Medicine Lecture	Lectures
Eric Mazur Keynote Address	Lectures
Eric Mazur Lecture	Lectures
Eric Mazur Workshop	Lectures

Financial Crisis Seminar	Lectures
Global Warming Lecture #1	Lectures
Global Warming Lecture #2	Lectures
Grabbing the Globe-Randy Swisher	Lectures
Grabbing the Globe-Jody Howard	Lectures
Grabbing the Globe-Michael Foley	Lectures
Grabbing the Globe-Tom Marriott	Lectures
Home Computer Security	Lectures
Human Rights Week, Future of Humanity	Lectures
Human Rights Week,, Louis Sullivan Address	Lectures
Ignacio Ponseti Lecture	Lectures
Kerry Howley, Advocates of Liberty Lecture	Lectures
Kurtz Engineering Lecture	Lectures
Literacy & Literature Complex Lecture	Lectures
Mobile Device Security Lecture	Lectures
President's Lecture - Donald Gurnett	Lectures
Roger Ferguson, TIAA-CREF, Lecture	Lectures
Shared Governance Lecture, Ben-Gallagher	Lectures
Sloth Expert Greg McDonald Lecture	Lectures
Smart Marriage, Christine Whelan Lecture	Lectures
Tau Beta Pi Scholz Symposium	Lectures
Thomas Linsmeier Accounting Lecture	Lectures
University Lecture Committee - Chuck Klosterman	Lectures
University Lecture Committee - Harry Allen	Lectures
University Lecture Committee - Inga Muscio	Lectures
University Lecture Committee - Ishmael Beah	Lectures
University Lecture Committee - Naomi Klein	Lectures
University Lecture Committee - E.O. Wilson	Lectures
University Lecture Committee - Paul Krugman	Lectures
Will Wilkinson, Advocates of Liberty	Lectures
Women at Iowa - Carole Peterson	Lectures
Women at Iowa - Carralee Sueppel	Lectures
Women at Iowa - Christine Grant	Lectures
Women at Iowa - Christine McClland	Lectures
Women at Iowa - Dale Fisher	Lectures
Women at Iowa - Gigi Durham	Lectures
Women at Iowa - Isabel Baruzza	Lectures
Women at Iowa - Jacki Rand	Lectures
Women at Iowa - Kathleen Edwards	Lectures
Women at Iowa - Lola Lopes	Lectures
Women at Iowa - Meryn Fluker	Lectures
Women at Iowa - Prairie Lights	Lectures
Women at Iowa - Shari Rhoads	Lectures
Women at Iowa - Sue Buckley	Lectures
Women at Iowa - Tisch Jones	Lectures
Yemi Oshodi, Guest lecture	Lectures
After Flood Opening Ceremony and Ribbon Cutting	News
Art Buildings, Flood Recovery	News
Daily Iowan Newscasts	News
DITV Special Election Newscast	News

Flood News Conference 1	News
Flood News Conference 2	News
Gift News Conference	News
Hancher-Voxman-Theater Flood Tour	News
Iowa Iris - School of Journalism	News
Mayflower Flood Tour	News
President Mason Flood Recovery Speech	News
President's News Conference	News
REACH News Conference	News
Java Blend - 56 Hope Road	Radio
Java Blend - Andy White	Radio
Java Blend - Anna Laube	Radio
Java Blend - Anya Marina	Radio
Java Blend - Ben Schmidt	Radio
Java Blend - Bonne Finkin	Radio
Java Blend - Brian Joens	Radio
Java Blend - Catfish Keith	Radio
Java Blend - Dan Colehour	Radio
Java Blend - Desmonna	Radio
Java Blend - Dick Prall	Radio
Java Blend - Diplomats of Solid Sound	Radio
Java Blend - Eddie Piccard	Radio
Java Blend - Finders & Youngberg	Radio
Java Blend - Gina Sicilia	Radio
Java Blend - J.T. & The Clouds	Radio
Java Blend - Joe & Vicki Price	Radio
Java Blend - John Richards	Radio
Java Blend - John Troast	Radio
Java Blend - Josh Davis	Radio
Java Blend - Lake Street Drive	Radio
Java Blend - Mike Mangoine	Radio
Java Blend - Mother Banjo	Radio
Java Blend - Naomi Greenwald	Radio
Java Blend - Nathan Bell	Radio
Java Blend - Patrick Hazell	Radio
Java Blend - Peter Mulvey	Radio
Java Blend - Public Property	Radio
Java Blend - Rachael Davis	Radio
Java Blend - She Swings, Shw Sways	Radio
Java Blend - Stephanie Niles	Radio
Java Blend - The 100's	Radio
Java Blend - The Awful Purdies	Radio
Java Blend - The Beggerman	Radio
Java Blend - The Blend	Radio
Java Blend - The Damwells	Radio
Java Blend - the Get-Rites	Radio
Java Blend - The Mayflies	Radio
Java Blend - The Recliners	Radio
Java Blend - The White Tornado	Radio
Java Blend - William Elliott Whitmore	Radio

Know the Score - Jazz Fest	Radio
Know the Score Old Capitol	Radio
Know the Score, History Center, Cedar Rapids	Radio
Know the Score-Des Moines Art Center	Radio
LFPL Allison Amend	Radio
LFPL Amy Bloom	Radio
LFPL Amy Shearn	Radio
LFPL Bart Yates	Radio
LFPL Brett Anthony Johnson	Radio
LFPL Charles Holdefer	Radio
LFPL Charles Leerhsen	Radio
LFPL Daniel Levitin	Radio
LFPL David Hamilton/Iowa Review	Radio
LFPL Debrah Crombie	Radio
LFPL Elizabeth Winthrop	Radio
LFPL Ethan Canin	Radio
LFPL Forrest Gander	Radio
LFPL Frances De Pontes Peebles	Radio
LFPL Gary Presley	Radio
LFPL Gregory Johnson	Radio
LFPL Ian Koontz	Radio
LFPL James Douglass	Radio
LFPL Jana Kohl	Radio
LFPL Jeff Shaara	Radio
LFPL John McNally	Radio
LFPL John T. Price	Radio
LFPL Josh Barkan	Radio
LFPL Joshua Casteel	Radio
LFPL Katie Ford	Radio
LFPL Kurt Friese	Radio
LFPL Lucia Nevai	Radio
LFPL Marissa Handler	Radio
LFPL Mark Blumberg	Radio
LFPL Max Collins	Radio
LFPL Michael Pritchett	Radio
LFPL Molly McNett	Radio
LFPL Nancy Horan	Radio
LFPL Salvatore Scibona	Radio
LFPL Sana Krasikov	Radio
LFPL Thomas Dean	Radio
LFPL Tom Piazza	Radio
LFPL Vic Camillo	Radio
LFPL-Porter Shreve	Radio
The Exchange from Iowa Public Radio	Radio
Big Ten Network Program-First in the Nation	Specials
Big Ten Network Program-James VanAllen	Specials
Big Ten Network Program-Mauricio Lasansky	Specials
Big Ten Network Program-Performing Iowa	Specials
Big Ten Network Program-Iowa Magazine Series	Specials
Big Ten Network Program-Iowa Writers' Workshop series	Specials

Big Ten Network Program-Hawkeye Marching Band	Specials
Celebration of Women Awards	Specials
Children's Hospital Car Show	Specials
Commencement, May 2009 - Business	Specials
Commencement, May 2009 - Dentistry	Specials
Commencement, May 2009 - Engineering	Specials
Commencement, May 2009 - Graduate	Specials
Commencement, May 2009 - Law	Specials
Commencement, May 2009 - Liberal Arts	Specials
Commencement, May 2009 - MBA	Specials
Commencement, May 2009 - Medicine	Specials
Commencement, May 2009 - Nursing	Specials
Commencement, May 2009 - Pharmacy	Specials
Commencement, December 2008 - Engineering	Specials
Commencement, December 2008 - Graduate	Specials
Commencement, December 2008 - Undergraduate	Specials
Dance Marathon Live – all 24 hours	Specials
Distinguished Alumni Awards	Specials
Engineering Alumni Reunion	Specials
Finkbine Dinner Awards	Specials
Flood Commemoration Event	Specials
Go Red for Women Event	Specials
Homecoming Parade	Specials
Honors Program Ceremony	Specials
Human Rights Week, MLK, Jr. Opening Celebration	Specials
Iowa N.E.W. Address	Specials
Lunar New Year Event	Specials
NEH Awards & Lecture	Specials
President's Budget Forum	Specials
Project 3000 - UIHC	Specials
Athletics Special News Conference	Sports
Ferentz Weekly News Conference	Sports
Field Hockey News Conference	Sports
Football Media Day	Sports
Iowa Basketball with Todd Lickliter	Sports
Iowa Football with Kirk Ferentz	Sports
Lisa Bluder Weekly News Conference	Sports
Todd Lickliter Weekly News Conference	Sports
Tom Brands News Conference	Sports
SVP – Blended (Short Film Series)	Students
SVP – Fallout (Dramatic Series)	Students
SVP - Incompetent Sports Talk	Students
SVP - Iowa City Shorts	Students
SVP - Iowa Desk & Couch	Students
SVP - KRUI-TV	Students
SVP - Nerd Alert	Students
SVP - Reel Life	Students
SVP - Talk Iowa	Students
SVP - The Reel Life	Students
Ueye - Student Life Programs	Students

ⁱ Program statistics are prepared by the Program Manager. These numbers represent programs that were actually broadcast on **UITV**. Not every program that is scheduled or recorded is broadcast.

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.