	Telecommunication and Network Services ITS Video Services 23 Lindquist Center 319-335-5898
	<p style="text-align: center;"><b>UITV (University of Iowa Cable Television)</b>  <b>Annual Operating Report for the Calendar Year 2005</b>  <b>Executive Summary</b></p> <p style="text-align: center;">January 13, 2005 – Michael J. McBride, Video Services Program Manager</p>

**INTRODUCTION**

2005 could be called “The Year of the Student Producer” at **UITV**. More student-produced programming was broadcast than anytime in our history.

DITV, or *Daily Iowa Television* was launched in October. This high-quality 10-minute daily newscast, produced at the new Adler Building, was a welcome addition.

Student Video Productions really hit their stride this year and embraced **UITV** production. No less than *four* new series were launched in addition to three continuing series. These are creative, interesting and appealing programs to our college-age audiences and young viewers.

Our **UITV** student production staff really assumed ownership for the channel and provided an almost unbelievable volume of lectures, seminars and other events for the viewers. It was our good fortune to have some extremely motivated and skilled students on staff this past year.

Other new programs and service upgrades will be detailed later.

**SERVICE DESCRIPTION**

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

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

**PROGRAM SOURCES**

**UITV** uses a mix of television program sources:

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

Mix of SCOLA to Local Programs on UITV

<i>Entire Week Total</i>	Scola, 73 hours or 43%	Local, 95 hours or 57%
<i>Monday-Fridays, per day</i>	Scola, 7.5 hours or 31%	Local, 16.5 hours or 69%
<i>Saturday</i>	Scola, 15.5 hours or 65%	Local, 8.5 hours or 36%
<i>Sunday</i>	Scola, 20 hours or 83%	Local, 4 hours or 17%

**BLOCK SCHEDULE**      The block schedule shows typical program schedules and assignments.

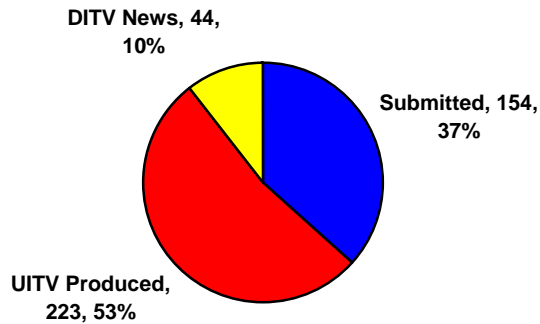
UITV Standard Programming Block - December, 2005							
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
0:00	SCOLA	UITV Presents...	UITV Presents...	UITV Presents...	Coach's Show	UITV Presents...	Student Video Prod.
1:00	SCOLA	UITV Presents...	UITV Presents...	UITV Presents...	UITV Presents...	UITV Presents...	Student Video Prod.
2:00	SCOLA	UITV Presents...	UITV Presents...	Coach's News Conf.	UITV Presents...	UITV Presents...	Student Video Prod.
3:00	SCOLA	UITV Presents...	Live from Prairie Lights	CLAS presents...	Live from Prairie Lights	Talk of Iowa - Java	SCOLA
4:00	SCOLA	UITV Presents...	UITV Presents...	UITV Presents...	UITV Presents...	Coach's Show	SCOLA
5:00	SCOLA	UITV Presents...	UITV Presents...	UITV Presents...	UITV Presents...	Coach's News Conf.	SCOLA
5:30	SCOLA	SCOLA-Peru	SCOLA-Peru	SCOLA-Peru	SCOLA-Peru	SCOLA-Peru	SCOLA
6:30	SCOLA	SCOLA-Brazil	SCOLA-Brazil	SCOLA-Brazil	SCOLA-Brazil	SCOLA-Brazil	SCOLA
7:00	SCOLA	SCOLA-Mexico	SCOLA-Mexico	SCOLA-Mexico	SCOLA-Mexico	SCOLA-Mexico	SCOLA
7:30	SCOLA	SCOLA-France	SCOLA-France	SCOLA-France	SCOLA-France	SCOLA-France	SCOLA
8:00	SCOLA	SCOLA-Spain	SCOLA-Spain	SCOLA-Spain	SCOLA-Spain	SCOLA-Spain	SCOLA
8:45	SCOLA	SCOLA-Israel	SCOLA-Israel	SCOLA-Israel	SCOLA-Israel	SCOLA-Israel	SCOLA
9:15	SCOLA	Daily Iowa TV News	Daily Iowa TV News	Daily Iowa TV News	Daily Iowa TV News	Daily Iowa TV News	SCOLA
9:30	SCOLA	Current Events at UI	Current Events at UI	Coach's News Conf.	Coach's Show	Current Events at UI	SCOLA
10:30	SCOLA	SCOLA-UAE	SCOLA-UAE	SCOLA-UAE	SCOLA-UAE	SCOLA-UAE	SCOLA
11:00	SCOLA	SCOLA-Japan	SCOLA-Japan	SCOLA-Japan	SCOLA-Japan	SCOLA-Japan	SCOLA
11:45	SCOLA	UI Student Affiars	UI Student Affiars	UI Student Affiars	UI Student Affiars	UI Student Affiars	SCOLA
12:00	SCOLA	UI Student Affiars	UI Student Affiars	UI Student Affiars	UI Student Affiars	UI Student Affiars	SCOLA
12:30	SCOLA	SCOLA-China	Coach's News-LIVE	SCOLA-China	SCOLA-China	SCOLA-China	SCOLA
13:00	SCOLA	SCOLA-Russia	SCOLA-Russia	SCOLA-Russia	SCOLA-Russia	SCOLA-Russia	SCOLA
14:00	SCOLA	SCOLA-Germany	SCOLA-Germany	SCOLA-Germany	SCOLA-Germany	SCOLA-Germany	SCOLA
15:00	SCOLA	Live from Prairie Lights	UITV Presents...	Live from Prairie Lights	Talk of Iowa - Java	UITV Presents...	SCOLA
16:00	SCOLA	UITV Presents...	UITV Presents...	UITV Presents...	UITV Presents...	UITV Presents...	SCOLA
17:00	SCOLA	UITV Presents...	UITV Presents...	UITV Presents...	UITV Presents...	UITV Presents...	SCOLA
18:00	SCOLA	UITV Presents...	UITV Presents...	UITV Presents...	UITV Presents...	UITV Presents...	SCOLA
18:30	SCOLA	UITV Presents...	Coach's News Conf.	College of Ed presents...	Coach's Show	UITV Presents...	SCOLA
19:00	SCOLA	Live from Prairie Lights	CLAS presents...	Live from Prairie Lights	Talk of Iowa- Java	UITV Presents...	Talk of Iowa - Java
20:00	Student Video Prod.	UITV Presents...	UITV Presents...	UITV Presents...	UITV Presents...	UITV Presents...	Know the Score
21:00	Student Video Prod.	UITV Presents...	CLAS presents...	UITV Presents...	UITV Presents...	UITV Presents...	Know the Score
22:00	Student Video Prod.	UITV Presents...	UITV Presents...	UITV Presents...	Coach's Show	Coach's News Conf.	Live from Prairie Lights
22:30	Daily Iowa TV News	Daily Iowa TV News	Daily Iowa TV News	Daily Iowa TV News	Daily Iowa TV News	Coach's Show	Live from Prairie Lights
23:00	Student Video Prod.	Live from Prairie Lights	Coach's News Conf.	Live from Prairie Lights	Talk of Iowa - Java	UI Student Affiars	Talk of Iowa - Java

**LOCAL PROGRAM TOTALS**

In 2005, **UITV** broadcast **377** new locally produced television programs.

- **223** programs were produced by **UITV** student production staff and ITS Video Services staff.
- **154** programs were submitted to **UITV** by the Athletic Department, the College of Public Health, University Libraries, the College of Education and Student Video Productions.
- In addition, **44** newscasts were provided by **DITV**, *Daily Iowa Television*.

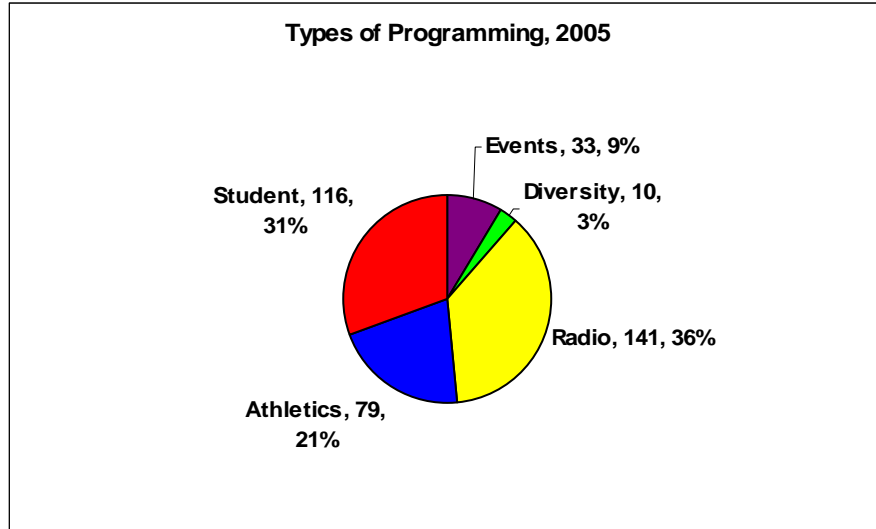
**Sources of Programming: 421 Programs in 2005 for UITV**



**PROGRAMMING TYPES**

**UITV** local programs attempt to reflect the mix of diversity at The University of Iowa and find content that meets the goals and objections of the channel. However, staffing, equipment and production expertise limit to some extent the types of programs that can be acquired. **UITV** has been able to partner with several other University organizations, most notably the Broadcasting Services department, to expand the programming available to the **UITV** audience.

**PROGRAM MIX**



Program	Category	1Q	2Q	3Q	4Q	Total
Commencement	Events	0	10	0	4	14
Guest Lecture	Events	2	10	0	7	19
Int'l/Diversity/Human Rights	Diversity	7	0	0	1	8
UI Faculty Lectures	Events	2	2	6	8	18
Know the Score	Radio on TV	2	2	3	2	9
Live from Prairie Lights	Radio on TV	16	25	25	30	96
Talk of Iowa - Java House	Radio on TV	8	9	8	11	36
Univ. News Conf	Events	0	0	1	0	1
President/Faculty	Events	0	1	0	1	2
Public Health	Events	0	0	2	0	2
Special Event	Events	0	8	0	5	13
Athletic News Conference	Athletics	22	0	6	15	43
Athletic Coach's Show	Athletics	10	0	5	10	25
Football Replay Show	Athletics	0	0	4	7	11
Staff Forum	Events	1	0	1	1	3
Student Video Production	Student	12	18	15	24	69
Ueye	Student	0	1	1	1	3
The Word	Diversity	1	0	1	0	2
Year of the Arts	Events	3	0	0	0	3
Other	Events	0	0	0	0	0
<b>TOTAL</b>		<b>86</b>	<b>86</b>	<b>78</b>	<b>127</b>	<b>377</b>
Programs Submitted to UITV		46	18	31	58	153
Programs Produced by UITV		40	68	47	69	224
DITV Newscasts	Student	0	0	0	44	44
<b>Total New Programs Created for UITV in 2005</b>						<b>421</b>

## PARTNERSHIPS

**UITV** has many partners that assist us in providing services and programs. These include:

- **University Relations**
  - Provides guidance and support on programming content.
- **Broadcasting Services, WSUI-AM & KSUI-FM**
  - Provides production assistance for:
    - Know the Score
    - Live from Prairie Lights
    - Talk of Iowa, Live from the Java House.
- **Athletic Department, Hawkeye Video**
  - Provides the programs:
    - Iowa Football with Kirk Ferentz
    - Kirk Ferentz News Conference
    - Iowa Football Replay Show
    - Iowa Basketball with Steve Alford
    - Steve Alford News Conference
    - Lisa Bluder News Conference
    - Jim Zalesky News Conference.
- **School of Journalism**
  - Provides facilities and support for DITV.
- ***The Daily Iowan***
  - Produces the DITV daily newscast.
- **Student Video Productions**
  - Produces the programs:
    - Iowa Desk & Couch (interviews, skits)
    - KRUI-TV (music videos, performances)
    - Incompetent Sports Show (sports)
    - Iowa City Shorts (short Films)
    - Banana Nut Breed (radio show)
    - Dinosaurs Have Feathers (documentary)
    - Everyday (college life).
- **Association of Black Journalism Students**
  - Produces "The Word".
- **College of Education**
  - Produces education related programs (quarterly).
- **ITS – Academic Technologies**
  - Assists with video editing production facilities and technical support.
- **Iowa City Telecommunications Commission**
  - Provides governance for local access cable TV channels in Iowa City.
- **Mediacom, South Slope and McLeod**
  - Provides access channel for UITV on cable system.
- **Kirkwood Community College**
  - Provides technical assistance for channel distribution in Cedar Rapids area.
- **Cedar Rapids Community School District**
  - Provides technical assistance for channel distribution in Cedar Rapids area.
- **College of Law**
  - Assists UITV on productions at the College of Law.
- **College of Liberal Arts**
  - Dean's Office, "Saturday Scholars" series.
  - Dance Department, Dance Gala Performance.

## TECHNICAL UPGRADES

Three technical upgrades were performed in 2005.

Since August 2004, **UITV** has used an automated video playback system from Rush Works Media called *MasterPlay*. Our first year experience with this product was tremendous. However, we identified this as a single point of failure. Should the *MasterPlay* fail in service, **UITV** could be off the air.

A second *MasterPlay* was installed in June and was established as a hot backup server. In July, *MasterPlay* #1 experienced a software issue that required re-imaging the server, and *MasterPlay* #2 was the primary broadcast source for three weeks.

**UITV** serves the Cedar Rapids area via an ITFS microwave link to Kirkwood Community College. These transmitters (WHR685) are located at the Oakdale Campus. **UITV** had two paths to Kirkwood and Mediacom-Cedar Rapids. In April these paths were consolidated to a single tower at Kirkwood when we were asked to remove our equipment from a tower owned by Sinclair Broadcasting.

A new ITFS microwave transmitter was purchased and installed at Oakdale to refresh and replace obsolete equipment.

A replacement Final Cut Editing system was purchased. **UITV** producers had been using outdated editors and borrowing equipment from ITS Academic Technologies. This made on-demand editing in the control room much faster and easier.

## STUDENT ACHIEVEMENT

**UITV** is very dependent on the time and effort provided by our student employees. In 2005 we had nine student producers. Three have graduated, one is on leave for an internship, one left college for a family emergency, and four will remain for 2006.

We have been very proud of the accomplishments of these students, as their post-**UITV** work has been impressive:

- Jason Nebergall moved to Chicago and is working with a major video production company.
- Erin Casper moved to New York and works for a documentary production company in Manhattan.
- Dan Opsal moved to New York and works for a major high-definition cable television network in Manhattan.
- Liza Rafael is on leave from **UITV** to New York to work as an intern at “The Daily Show” at the Comedy Channel in Manhattan.

We have no less lofty expectations for current **UITV** staff as they graduate in 2006. We will hire 2-3 new students in the Spring Semester.

**PROGRAMMING HIGHLIGHTS**

In 2005, **UITV** attempted to reach out and expand our programming mix. Our relationship with WSUI-AM and KSUI-FM provided a ready source of new, high-quality material. However, we also sought out some more exclusive programming. Here are the highlights:

- **UITV** was given exclusive live broadcast and replay of the entire coach's news conferences with Steve Alford, Lisa Bluder and Kirk Ferentz. All other media are only allowed to use clips.
- A five lecture series on Intellectual Property rights.
- The Convocation, the Provost's Address and the President's Annual address.
- The Chinese New Year Festival and the Chinese Lunar Festival.
- Dance Gala 2004 and 2005, recorded at Hancher Auditorium.
- Johnson County Landmark Jazz Band, recorded at Clapp Hall.
- Commencement Ceremonies. **UITV** carried live all May commencements and four of the December ceremonies.
- **UITV** had an exclusive live feed of the Frank Conroy tribute featuring author John Irving.
- The Saturday Scholars series featured five presentations with top faculty from the College of Liberal Arts.
- Dedications of the new Adler Building and Pomerantz Center.
- A six lecture series by the Rhetoric Department on Hurricane Katrina.
- Celebrity lectures featuring Julian Bond, Tom Arnold and Howard Zinn.

**NEW PROGRAM LIST**

A list of the new programs produced for **UITV** are listed in *Attachment A* at the end of this document.

**MANAGEMENT ACTION**

The academic cable television business is rapidly changing, both in the regulatory and technical environments. To keep pace with these changes and plan for the future, the Video Services Manager and the UITV Program Director joined the "Association of Higher Education Cable Television Administrators" (AHECTA). They attended the conference this past year in St. Louis, and will attend the 2006 conference in Nashville. This group is comprised of 500 individuals representing approximately 125 institutional members and 50 corporate members.

**2006 OBJECTIVES**

For 2006, **UITV** will be working on the following:

- Investigate further reduction in SCOLA foreign language programming and increase English language programming
- Upgrade video editing systems for student producers
- Establish fiber optic connections to cable providers
- Refresh field production equipment
- Provide more skills training for student producers
- Collaborate more with University video content producers
- Continue to foster student submitted works
- Seek new outlets for **UITV** programming
- Establish additional webcasting as podcasting outlets as legally appropriate
- Diversify program content with additional fine arts programs
- Investigate IP video and high definition video production, acquisition and distribution
- Conduct customer satisfaction research.

**CONCLUSION AND  
CONTACT  
INFORMATION**

**UITV** serves many constituencies and many objectives in a diverse, dynamic university environment. 2005 provided **UITV** many opportunities to serve and grow in our community.

For additional information on anything presented in this report, please contact:

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Video Services Program Manager  
ITS Video Services, 23 Lindquist Center  
The University of Iowa  
Iowa City, Iowa 52242

Telephone:  
319-335-6375

E-mail:  
[uitv@uiowa.edu](mailto:uitv@uiowa.edu)

Web Address:  
[www.uiowa.edu/~uitv](http://www.uiowa.edu/~uitv)

Program Schedule:  
[http://www.its.uiowa.edu/tns/uitvschedule/uitv\\_schedule.htm](http://www.its.uiowa.edu/tns/uitvschedule/uitv_schedule.htm)

**STAFFING**

Video Manager – Terry Edmonds  
Program – Mike McBride  
RF/Master Control Engineer – Jon Bullers  
Cable Engineer – John Schmidt  
Billing & Operations – Rich Adams  
Programming Assistant – Jeff Press  
Digital Media Specialist – Andy Kromphardt  
Student Producers – Adam Beecher, Jeff Backerman, Arie Hovenkamp,  
Kristin Rogers  
Editing Assistance – ITS Academic Technologies  
Studio – College of Education

## Attachment A - UITV 2005 Selected Program Listing,

- **Business**
  - Demographic and Economic Challenges to Achieve Financial Security in Retirement
- **Education**
  - Bringing History Home - Raising Historical Awareness in Elementary Grades
  - College of Education presents... Muslims in America: The Basics
- **Engineering**
  - The Reality of Policy and Planning for Multibillion-Dollar Infrastructure Investments
  - The Electric Energy Industry in the 21st Century
- **Fine Arts**
  - Dance Gala – 2004
  - Author/Actor Bruce Campbell on Hollywood and 'B' Movies
  - Grant Wood at the University of Iowa: Community and Controversy
  - Johnson County Landmark Jazz Band
  - Dance Gala 2005
- **Human Rights / Law**
  - Human Rights Week - The Modernization of Torture and Slavery: A Human Rights Lecture
  - Stolen Lives: A Human Trafficking Discussion
  - Is there a Tragedy of the Anticommons in Biomedical Research? Rebecca Eisenberg
  - Intellectual Property Rights & Restrictions Symposium
  - Seeing War at a Distance: Photography from Antietam to Abu Ghraib
  - Black Greek Week presents... Fashion/Step Show
  - Kenneth Feinberg UI Law School Commencement Address
  - The Struggle for Peace and Justice in Latin America
  - Civil Rights Pioneer Julian Bond to Keynote UI 'Celebrate Voting!' Events
- **Humanities**
  - Pitfalls of Narrative and Discourse Analysis in Social Science: A Public Discussion
  - Accident is the Residue of Design: on Chance and the Imagination
  - The Science of Optics: The History of Art
  - The Role of Religion in the Western Legal Tradition and in the Emergence of World Law
  - Gulf Coast Underwater: New Orleans and the American City of Sprawl
  - Gulf Coast Underwater: Understanding the Place of Journalism in the Katrina Response
  - Gulf Coast Underwater: Rebuilding New Orleans after the Hurricane
  - Gulf Coast Underwater: Follow the Second Line: New Orleans Musical Rituals
  - Gulf Coast Underwater: The Soul Patrol
  - Gulf Coast Underwater: An Unnatural Metropolis: Wrestling New Orleans from Nature
  - On the Origins of Hispanism in Nineteenth-Century North America
  - Saturday Scholars: 100 Years and Counting: A "Radical" View of the Science of Aging
  - Saturday Scholars: Immigrants' America: Then and Now
  - Saturday Scholars: The Aurora Borealis: Nature's Lightshow in the Sky
  - Saturday Scholars: Oboe on the Road
  - Saturday Scholars: Do You Hear What I Hear: Music Perception Through a Bionic Ear
  - Workers' Movements and Imperialism: The Changing World of the Twentieth Century
  - Can We Share the World? Hope for the Christian-Muslim Dialogue
- **Lecture Committee**
  - William Kristol: Looking Back: Election 2004
  - A Conversation with William Kristol
  - This American Life - with Ira Glass
  - Actor Tom Arnold Movie Screening News Conference
  - Tom Arnold, Questions & Answers on the New Movie "Happy Endings"
  - Howard Zinn: The Distinguished Lecture of the 2005 Season
- **Medicine**
  - The Interdisciplinary Approach to Curing Blindness (with Engineering)
  - Coley Pharmaceuticals Research Presentation
- **Public Health**
  - The Best Care Possible: The Role of Health Services Research in Improving Public Health
  - 2005 Fall Grand Rounds Sessions: Import and the Risk to Agriculture
  - Pandemic Influenza: How Real is the Threat? College of Public Health Grand Rounds

- **Special Events and Administration**
  - Building The Academic Enterprise, Spring Speech by Provost Michael Hogan
  - University of Iowa Finkbine Dinner
  - It's All About Girls Awards Dinner
  - UI's Stanley Hydraulics Laboratory Named National Historic Landmark
  - UI Alumni Association Presents 2005 Distinguished Alumni Awards
  - Legacy of Engineering Induction Ceremony
  - Report on UI External Grants and Contracts Conference
  - The University of Iowa Staff Council presents an Open Forum with UI President David Skorton
  - University of Iowa President David Skorton - 2005 Keynote Address
  - Adler Journalism Building Dedication
  - Celebration Party for the Moon Festival and the Chinese National Festival
  - Pomerantz Center Dedication
  - Two Boxes, Fifty Books and a Dream: University of Iowa Libraries, Sesquicentennial Celebration
- **Technology**
  - The Impact of the Internet in the United States and Around the World
  - Institutional Repositories: Opportunities and Implications for Iowa
  - Information Security Day: Home Computer Security
- **Writing Program**
  - A Reading by Poet Rae Armantrout
  - Poet Mei-Mei Berssenbrugge
  - Free Reading by Poet Dean Young
  - Iowa Writers' Workshop, In Honor of Frank Conroy
  - UI Marks Retirement Of Poet Marvin Bell
  - The Significance of Henry David Thoreau to Writers
  - Poet W.S. Merwin Free Poetry Reading
  - Whitman Making Books: Books Making Whitman

**Attachment B – Break Down of Student Program Submissions by Group**

