



## **UCTV 10<sup>th</sup> Anniversary Timeline**

### **1992: Federal Cable Act enacted**

The 1992 Federal Cable Act is enacted, requiring Direct Broadcast Satellite (DBS) providers to set aside four percent of their channel space for public interest education programming.

*Learn more:* <http://www.mediaaccess.org/programs/broadcastingoblig/dbs.html>

### **1993: UCSD-TV goes on the air**

UC San Diego Television (UCSD-TV) goes on the air in San Diego under leadership of then-Chancellor Richard Atkinson

*Learn more:*

UCSD-TV <http://www.ucsd.tv>

Richard Atkinson <http://www.ucop.edu/pres/atkbio.html>

### **1998: The UCTV concept explored**

Now UC President, Richard Atkinson orders the formation of an exploratory workgroup, chaired by Carol Tomlinson Keasy, to determine the feasibility of a public-facing television channel with programming from all University of California campuses.

*Learn more:*

Carol Tomlinson Keasy

[http://www.ucmerced.edu/news\\_articles/10112009\\_founding\\_chancellor\\_carol\\_to\\_mlinson.asp](http://www.ucmerced.edu/news_articles/10112009_founding_chancellor_carol_to_mlinson.asp)

### **October 1999: Online pilot project begins**

UCTVonline.org goes live for a three-month pilot program, sponsored by Intel, designed to demonstrate how technology can facilitate delivery of social and educational information over the Internet.

*Original announcement:*

<http://ucsdnews.ucsd.edu/newsrel/general/uctvonline.htm>

### **December 1999: FCC enforces Cable Act**

The Federal Communications Commission announces it will begin to enforce the 1992 Federal Cable Act. EchoStar informs the University of California that a channel is theirs on the Dish Network service if they can have a satellite signal available by January.

## **January 7, 2000: UCTV launches on DISH Network**

UCTV launches on EchoStar's Dish Network Ch. 9412 as part of the service's public interest offering. Programming is primarily UCSD-TV content during primetime, filled out by bulletin board announcements the remainder of the programming day.

*Learn more:*

Original announcement <http://www.universityofcalifornia.edu/news/article/9615>

DISH Network <http://www.dishnetwork.com>

## **April 2000: "Conversations with History" finds a home on UCTV**

"Conversations with History," a UC Berkeley interview series hosted by Harry Kreisler, Executive Director of the Institute of International Studies, begins airing regularly on UCTV. To date, UCTV has aired and archived over 350 installments of the hour-long series, featuring accomplished guests from all walks of life.

*Learn more:* "Conversations with History" <http://www.uctv.tv/cwh>

## **September 2000: UCTV programmed 24/7**

Now able to program the channel 24 hours a day, 7 days week with content from throughout the UC system, UCTV removes its bulletin board "filler" programming.

## **February 18, 2003: First live Grand Rounds broadcast**

UCTV conducts its first live broadcast using CalREN-2, California's segment of the national Internet2 project which links California universities to each and other and to other institutions worldwide. Using the robust Internet2 backbone, UCTV was able to send live video feed from the UC Davis Medical Center in Sacramento to UCTV's master control in San Diego. The Internet feed was then immediately distributed on UCTV's satellite to a national television audience and a global web audience. The broadcast was a UC Grand Rounds talk about smallpox and its role in the rising threat of bioterrorism.

*Learn more:*

UC Grand Rounds <http://www.uctv.tv/grandrounds>

CalREN-2 <http://www.cenic.org/calren/index.html>

Internet2 <http://www.internet2.edu/>

UC Davis Medical Center <http://www.ucdmc.ucdavis.edu/medicalcenter/>

## **March 15, 2000: "Med Ed Hour" launches**

UCTV launches the "Med Ed Hour," a variety of medical programs aimed at physicians, nurses and other health care professionals who wish to expand their knowledge base, keep current on the latest research, and in some cases, earn Continuing Medical Education credit. The Med Ed Hour first aired Tuesdays and Thursdays at Noon (Pacific) and, within a year, UCTV added Wednesday to the lineup as well.

*Learn more:*

Original announcement <http://www.uctv.tv/RelatedContent.aspx?RelatedID=129>

"Med Ed Hour" <http://www.uctv.tv/meded>

**April 21, 2003: UCSF's "Mini Med School" premieres**

UC San Francisco's popular Mini Medical School for the Public series launches on UCTV. Designed for those who want to learn more about the science behind the news and the intricate workings of the human body, UCSF's "Mini Medical School" is structured to approximate some of the core learning that health science students experience in their first two years of study. The series is still alive and well, having provided over 175 programs to UCTV over the years.

*Learn more:*

Original announcement <http://www.uctv.tv/RelatedContent.aspx?RelatedID=127>

Mini Medical School <http://www.uctv.tv/minimed>

**June 2003: UCTV grows its cable reach**

UCTV expands its cable television reach significantly, with new affiliates in San Francisco, Santa Rosa, and Kern County.

*See all of UCTV's cable markets:* <http://www.uctv.tv/cable>

**October 2003: "State of Minds" premieres**

UCTV launches its signature magazine program "State of Minds," with the first installment from the UC Berkeley campus. The series continues today, with 17 programs produced to date.

*Learn more: "State of Minds"* <http://www.uctv.tv/stateofminds>

**February 2004: "Women's Health Today" premieres**

The first program in the "Women's Health Today" series premieres. Presented by the UCSF Center for Gender Equity and National Center of Excellence in Women's Health, the series remains popular on UCTV today.

*Learn more:*

"Women's Health Today" <http://www.uctv.tv/womenshealthtoday>

UCSF Center for Gender Equity <http://ucsfce.org/>

National Center of Excellence in Women's Health <http://www.coe.ucsf.edu/coe/>

**October 2004: UCTV adds two more cable markets**

UCTV launches 24/7 cable channels in Riverside and Imperial County, California.

*Learn more:*

Original announcement (Riverside)

<http://www.uctv.tv/RelatedContent.aspx?RelatedID=108>

Original announcement (Imperial County)

<http://www.uctv.tv/RelatedContent.aspx?RelatedID=110>

**January 2005: 5<sup>th</sup> Anniversary**

UCTV celebrates its 5<sup>th</sup> Anniversary.

*Original announcement:* <http://www.uctv.tv/RelatedContent.aspx?RelatedID=103>

**February 2005: “The Teacher’s P.E.T.” debuts**

UCTV launches “The Teacher’s P.E.T.” (Professional Education for Teachers), a program block and website designed to enrich the classroom experience for teachers, help them stay up to date on research developments in their subject areas, and prepare students (and their parents) for college through programming that’s conveniently aligned with California state content standards.

*Learn more:*

Original announcement <http://www.uctv.tv/RelatedContent.aspx?RelatedID=104>  
“The Teacher’s P.E.T.” <http://www.uctv.tv/teachers>

**July 2005: Multi-media preservation project begins**

The UCSD Libraries and the San Diego Supercomputer Center, with support from the National Science Foundation (NSF) and the Library of Congress, select UCTV as the content partner to develop a demonstration prototype to preserve at-risk multimedia collections. Using the popular UC Berkeley series “Conversations with History,” the project successfully demonstrated how to integrate essential preservation processes into the production workflow.

*Learn more:*

Original announcement <http://www.uctv.tv/RelatedContent.aspx?RelatedID=99>  
“Conversations with History” <http://www.uctv.tv/cwh>  
The UCSD Libraries <http://libraries.ucsd.edu/>  
San Diego Supercomputer Center <http://www.sdsc.edu>  
National Science Foundation <http://www.nsf.gov>  
Library of Congress <http://www.loc.gov>

**August 2005: “Disaster Preparedness” series debuts**

Premiere of “Disaster Preparedness for the Primary Care Provider,” a HRSA-funded series from the California Preparedness Education Network (Cal-PEN).

*Learn more:*

Original announcement <http://www.uctv.tv/RelatedContent.aspx?RelatedID=98>  
“Disaster Preparedness” series <http://www.uctv.tv/disaster>  
HRSA <http://www.hrsa.gov>  
Cal-PEN <http://www.cal-pen.org>

**January 2006: First video podcasts available**

UCTV offers its first video podcasts, starting with the six-part “Disaster Preparedness” series. UCTV now has thousands of podcasts available for free downloading.

*Learn more:*

Original announcement <http://www.uctv.tv/RelatedContent.aspx?RelatedID=94>  
UCTV podcasts <http://www.uctv.tv/podcasts>

**February 2006: Partnership with Google Video**

UCTV announces its partnership with Google Video, making more than 1,000 hours of video available for free downloading and viewing—the largest collection of educational content available on the service.

*Original announcement:* <http://www.uctv.tv/RelatedContent.aspx?RelatedID=93>

**March 2006: New cable channel in Central Valley**

UCTV launches a new 24/7 cable channel on Comcast in California's Central Valley, also the home of the newest UC campus in Merced.

*Learn more:*

Original announcement <http://www.uctv.tv/RelatedContent.aspx?RelatedID=92>

UC Merced <http://www.ucmerced.edu>

**May 2007: "State of Minds" profiles newest UC campus**

Premiere of the UC Merced edition of "State of Minds" giving viewers a peek at the newest UC campus and its emerging student life. Quite inspiring, especially when compared to the program's first visit to the campus in Fall 2004 during the early stages of construction.

*Learn more:*

"State of Minds: UC Merced, 2007"

<http://www.uctv.tv/search-details.aspx?showID=12687>

"State of Minds: UC Merced, 2004"

<http://www.uctv.tv/search-details.aspx?showID=8988>

**August 2007: UCTV goes primetime in San Francisco**

UCTV finds a primetime home in San Francisco on Comcast cable channel 75, the educational access channel launched by City College of San Francisco.

*Learn more:*

Original Announcement <http://www.uctv.tv/RelatedContent.aspx?RelatedID=78>

City College of San Francisco <http://www.ccsf.edu>

**March 2008: New partnerships with YouTube and iTunes**

UCTV launches channels on YouTube and iTunesU's Beyond Campus, making thousands of educational programs available for free viewing and podcasting. Google, which acquired YouTube in 2006, transitioned content from its Google Video service to YouTube, including UCTV content.

*Learn more:*

Original announcement <http://www.uctv.tv/RelatedContent.aspx?RelatedID=75>

UCTV on YouTube <http://www.youtube.com/uctv>

**October 2008: New and improved UCTV website goes live**

UCTV's redesigned website goes live with added features to improve browseability and new RSS feeds by subject area, series, and campus. UCTV.tv breaks the one million-hits/month mark!

*Learn more:*

UCTV's RSS feeds <http://www.uctv.tv/ondemand/uctvfeeds.aspx>

**November 2008: Web stream of Governor Schwarzenegger's Climate Summit**

UCTV is selected as the webcast partner for Governor Arnold Schwarzenegger's Governors' Global Climate Summit, which welcomed U.S. governors and internationally

recognized leaders from around the world to discuss the climate change challenges they face. After the two-day live event, UCTV posted the videos to its online archive (along with a Chinese translation for an interested audience in China).

*Learn more:*

Governor Schwarzenegger's announcement <http://gov.ca.gov/press-release/11082>  
Climate Summit videos on UCTV <http://www.uctv.tv/climate/videos.aspx>

### **February 2009: Facebook page launches**

UCTV launches its Facebook page, welcoming fans from all around the world.

*Learn more:*

UCTV's Facebook page <http://www.facebook.com/uctelelevision>

### **March 2009: Featured partner on Google's new YouTubeEdu**

Google announces the launch of YouTubeEdu, a centralized space for educational content from universities and other learning institutions, including UCTV's 3,000+ videos.

*YouTubeEdu:* <http://www.youtube.com/education>

### **May 2009: UCTV enters Los Angeles cable market**

UCTV enters the Los Angeles cable market with a 24/7 channel on Time Warner, adding 700,000 new homes to its national household reach of over 22 million.

*Original announcement:* <http://www.uctv.tv/RelatedContent.aspx?RelatedID=72>

### **June 2009: UCTV goes live on Twitter**

UCTV activates its Twitter account, attracting new followers every day.

*UCTV on Twitter:* <http://www.twitter.com/uctelelevision>

### **August 2009: UCTV named YouTubeEdu's "Most Watched"**

UCTV's YouTube channel is named YouTubeEdu's "Most Watched" channel of the month, with over 18,000 subscribers accessing 3,500 free videos.

*UCTV on YouTube:* <http://www.youtube.com/uctv>

### **October 2009: "Carmina Burana" breaks the 1 million mark**

Carmina Burana, performed by UC Davis Symphony Orchestra and the Pacific Boychoir, has been a fan favorite since it first premiered on UCTV in June 2007. The program's consistent popularity on UCTV's website, YouTube, and iTunes proves that classical music has a place in the new media landscape.

*"Carmina Burana:"* <http://www.uctv.tv/search-details.aspx?showID=11787>

## **January 2010: UCTV Turns Ten!**

UCTV celebrates its 10<sup>th</sup> Year -- Ideas to the Power of 10.

*Learn more:* <http://www.uctv.tv/10years>