



PUBLIC OUTREACH VIA UCTV

UCTV can provide Principal Investigators with opportunities to fulfill Public Outreach, dissemination and informal learning requirements that may be components of RFPs and other grant opportunities. UCTV has ten years of experience partnering with faculty, researchers, and research centers and dissemination capabilities that reach large and diverse audiences worldwide. Incorporating a UCTV production into a grant proposal can make yours stand out from the rest. We'll work with you to decide what type of television project best suits your purposes and will provide the necessary material and budgets to include in your funding proposal.

Here's a quick overview of how a UCTV production can add to your proposal:

REACH

UCTV use multiple media outlets to reach broad audiences of interest to potential funding sources. Our satellite channel reaches 22 million households nationwide and our robust web presence and media partnerships allow millions of people across the globe free access to your content.

ONLINE ARCHIVE

UCTV's online archive allows large audiences and targeted constituencies long term and easy access to your video content. Additionally, UCTV is a featured content provider for both iTunes U and YouTube, ensuring highly visible outreach to large, focused audiences seeking quality information from a reliable source like the University of California.

On average, UC programs are downloaded more than **four million times per month**. Our most popular programs are accessed hundreds of thousands of times, while our typical programs average from four to six thousand downloads per month.



PROMOTION

UCTV programs are promoted to targeted and mass audiences in many ways, including e-newsletters, website features on our home pages, Twitter and Facebook, and promotions on UCTV's YouTube and iTunesU channels. We also work closely with funders, research partners, institutions, and other related, like-minded organizations to cross-promote our programs and reach specific, interested audiences.

Similar to the PBS model, we also offer broad acknowledgement opportunities for corporate, private, and foundation funders that support research, education and activities in the public interest.

PRODUCTION MODELS

Your broadcast-ready program can range from a basic captured lecture, staged panel and forum discussion, studio conversation, or highly produced short or long form documentary. UCTV will work with you to define the right production strategy for your project and your budget.

While the preponderance of programs on UCTV are aimed at a general audience, we can also welcome programs for specific audiences such as health care professionals, K-12 teachers, researchers, and students.

From any of these programs, a variety of other products can also be created when appropriate and desired, such as supplemental web clips, interviews and more.

See examples of highly produced programs and projects produced as research outreach below. (Many single speakers and panel discussions have also been supported by external funding.)



When Things Get Small

www.uctv.tv/getsmall

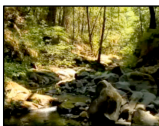
A crazy look at the science of nanomagnetism. Produced by UCSD.



In the Shadow of White Mountain

www.uctv.tv/whitemountain

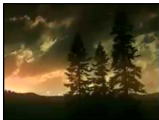
Exploring a high altitude research station. Produced by UC Davis.



Angelo Coast Reserve – Mapping the Future

<http://www.uctv.tv/search-details.aspx?showID=16585>

Climate change research at a UC-operated natural reserve.
Produced by UC Natural Reserve System.



Tahoe: Reservoir of History, Body of Hope

<http://www.uctv.tv/search-details.aspx?showID=5218>

Scientific exploration of Lake Tahoe. Produced by UC Davis.



Disaster Preparedness

www.uctv.tv/disaster

Experts present best practices for disaster preparedness and response. Produced by UCTV and UCSF Fresno.

CONTACT INFORMATION

For more information about how to incorporate a television production into your research outreach proposal, contact:

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RELATED LINKS

UCTV Information Packet (PDF)

www.uctv.tv/images/pdfs/UCTV_PressKit_LoRes.pdf

UCTV Production Resources and Planning Guide

<http://www.uctv.tv/contributors/>