

Feb 22, 2012

University of California to Launch YouTube's First University-run Original Channel

University of California Television (UCTV) will launch a new YouTube original channel on March 1 called UCTV Prime. It will represent the first university-run channel to be offered by YouTube. Each week, UCTV Prime will debut 15 minutes of fresh content from throughout the University of California at www.youtube.com/uctvprime and www.uctv.tv/prime.

UCTV Prime's programming will draw on the tremendous knowledge resources available throughout the ten University of California campuses, five medical schools, three national labs and other affiliated institutions. Like the UC system itself, UCTV Prime will be a lively place to find new ideas, spark the imagination and discover diverse voices on just about every subject. With documentary mini-series, interviews, commentaries and video shorts each week, UCTV Prime aims to bring to light the innovations, trends, issues and personalities that shape our world.

"With technology and viewer habits changing so fast, the whole nature of 'television' is evolving," said Lynn Burnstan, UCTV's director. "We're thrilled and honored to take part in YouTube's ambitious effort to shape the future of the medium. Since UCTV's beginning twelve years ago, we have continually developed new and innovative uses of television and, today, the future is more exciting than ever."

YouTube users can subscribe to UCTV Prime at www.youtube.com/uctvprime to keep up on the latest programs and browse related playlists populated by content from UCTV's robust YouTube channel (www.youtube.com/uctv) and other UC YouTube channels. The UCTV Prime website, www.uctv.tv/prime, will complement the channel with direct viewer engagement through related blog posts, viewer polls and other interactive features.

The UCTV Prime channel will be anchored by a collection of in-depth, 10-minute documentary mini-series. The channel's March 1 debut will feature the first installment of "Naked Art," a four-part mini-series exploring UC's preeminent public art collections. Then, on April 6, UCTV Prime will debut a three-part series examining the obesity epidemic and how UC San Francisco researchers like Dr. Robert Lustig, whose 2009 UCTV video, "Sugar: The Bitter Truth," has become a YouTube hit with more than two million views, are working to combat it.

The channel will also feature “UCTV Prime: Vote,” a recurring, 5-minute segment offering election analysis and commentary by UC faculty and experts, and “UCTV Prime: Cuts,” another 5-minute recurring series reporting on research developments, entertaining events and interesting personalities on the campuses and beyond. “UCTV Prime: Cuts” premieres March 6 with a look at innovative canine cancer research and treatment taking place at UC Davis School of Veterinary Medicine, and how it translates into cancer care for humans. “UCTV Prime: Vote” kicks off March 13 with UC San Diego’s Peter Gourevitch on who’s driving the debate between austerity and spending, UC Merced’s Jessica Trounstine on factors that decrease incumbents' responsiveness to voters, and UC Davis’ Giovanni Peri on the economic impact of immigration.

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