

UC Regents gives approval for construction and operation of low power television station at UCSD

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Media Contact: Pat JaCoby, 534-7404

APPROVAL GIVEN FOR CONSTRUCTION AND OPERATION OF LOW POWER TELEVISION STATION AT UCSD

The University of California Board of Regents, meeting today at UCLA, accepted a permit from the Federal Communications Commission for the construction and operation of a low power television station by the University of California, San Diego, campus.

Using the call letters K35DG, the low power station will be an academic programming unit serving the entire campus, with programs reaching an estimated 15-25 mile radius north and east of the campus. A second proposal to alter the northeast signal pattern--which emanates from an existing tower on Mt. Soledad-- for more effective coverage in the metropolitan area of San Diego has been submitted to the FCC for action later this year.

The station, scheduled to begin operating in the spring of 1992, will be a campuswide resource serving the needs of the general campus, the Scripps Institution of Oceanography and the School of Medicine. The station will be non-commercial, engaging in instruction, community outreach and public service.

According to Marjorie Caserio, UCSD vice chancellor of Academic Affairs, "There is no intention of competing with the PBS stations, since most of our programs will originate on the campus."

Planning details for the station have been spearheaded by Harold Ticho, physics professor and former vice chancellor of academic affairs; Mary Walshok, associate vice chancellor for Extended Studies, and Sherman George, Media Center director. Principal responsibility for day-to-day operations of K35DG will be held by a station manager who will oversee the staff needed for its operation. A program advisory panel consisting of representatives of the public, faculty, students and administration will be named by Chancellor Richard C. Atkinson.

No "studio" as such will be needed for the station, since taped programs can be sent from locations throughout the campus by microwave link to the Mt. Soledad tower.

Because of its focused mission and the utilization of appropriate technology, K35DG will offer low-cost and largely self-funded programming. It is expected that a major portion of the funding will come from program underwriting, fees for continuing education courses, extramural funding and gifts. Since FCC regulations do not require a minimum number of daily broadcasting hours, scale of the station's operation can be adjusted to the available funds. While outside funding will support programs, campus funds will be used to support the station's core staff.

The broad objectives of the new station are to:

1. bring the varied programmatic activities of the campus to the wider San Diego community through the broadcast of activities such as research briefings, lectures, performing arts and athletic events, topical seminars and symposia.
2. provide organized courses and programs of advanced and continuing education for constituencies who can benefit from the academic resources of the campus such as engineers, health professionals, teachers and senior citizens.
3. develop curricular materials in mathematics, the sciences, and other disciplines for K-12 students in collaboration with local schools.
4. provide public service and outreach programming for under served social and ethnic populations, in particular the growing Asian and Hispanic populations in San Diego.

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