



UCSD TV comes to Solana Beach after high demand

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Viewer demand brings UCSD-TV to Solana Beach

University station is now broadcasting on Time Warner channel 18

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SOLANA BEACH SUN

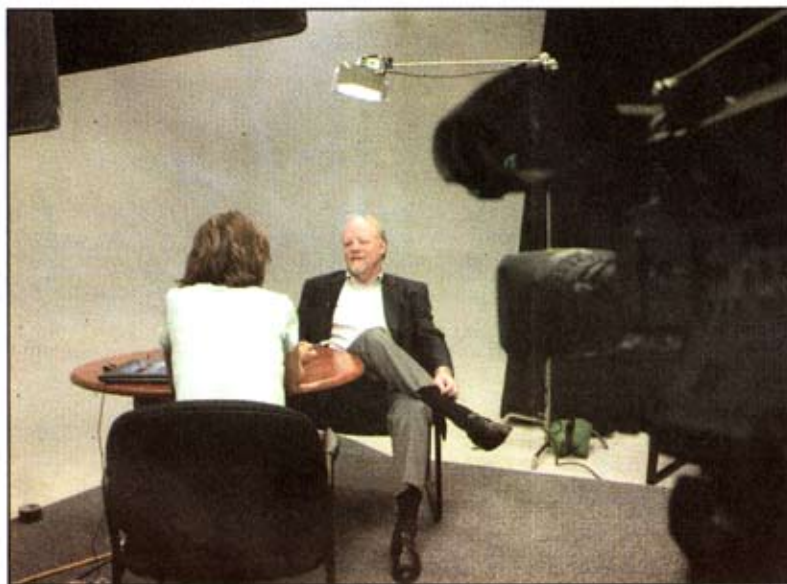
For years, Solana Beach residents have requested UCSD-TV, the non-commercial station produced by the University of California, San Diego, broadcast in their city. The station's producers did the same.

"I'd do a public affairs talk with faculty who live in Solana Beach, and they couldn't see their own show," said producer Shannon Bradley. "It was very frustrating. Adelpia couldn't understand why anyone in North County would care about UCSD."

The channel provides access to the rich educational and cultural resources of the university and an in-depth look at the cutting edge research occurring in our backyard. As of mid-July, UCSD-TV is now available to Solana Beach viewers on Time Warner Cable channel 18. Programming will air from 4 p.m. to midnight seven days a week.

"I am very excited UCSD-TV is here to serve our community," said Mayor Lesa Heebner, who lobbied Time Warner Cable to offer the channel. "Especially, so residents can view the Fred Kent documentary from the comfort of their own homes."

Premiering in September is "A Making of



UCSD-TV Producer Shannon Bradley interviews developer Greg Shannon about Cedros Crossing for the upcoming documentary "Making a Place: Solana Beach."

Place: Solana Beach," a documentary featuring renowned urban planner Fred Kent, who conducted a "place-making" workshop with Solana Beach residents in March. At the workshop, he challenged the real experts — the locals — to address how the city could

be more people friendly, rather than car-centric.

The hour-long documentary, directed by Bradley, will look at the continuing evolution of Solana Beach in these terms, which will be educational for other San Diego County

jurisdictions tuning in.

"I'm try to address issues that are in a lot of communities," Bradley said. "How do we get people out of their cars and walking? How do we deal with parking?"

UCSD-TV was founded in 1993 and operates with a 15-person production crew. Four producers develop two hours of content each week, which air in different time slots throughout the week. Each producer covers a different subject area: arts and humanities, health, science and public affairs.

"We want to share the resources of the university with the community, engage the community in issues relevant to them," Bradley said. "I try to get the best people to talk about something in an interesting way... then let the viewer decide, let them become a more informed citizen without preaching."

Sometimes that means creating a documentary, airing a newsroom talk show or putting a camera in the back of a lecture hall. Professors have 20 minutes to explain their groundbreaking study, rather than the 30-second sound bite they'd get on a commercial news show.

"Sometimes we air on the side of being boring," Bradley said. "The trade off is worth it because it lets people have their say."

While producers would like fancier production tools, their budget is tight. UCSD-TV is funded primarily by grants and donations, not the university. However, even with private donors, the newsroom retains full

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editorial autonomy, Bradley said.

The formula makes for award-winning television. UCSD-TV has won numerous Emmy Awards, including five for "When Things Get Small," a science show about nano-technology with physicist Ivan Schuller. The station, the only one in the U.C. system, also spawned 24-hour satellite channel UCTV.

With such a wonderful resource now at their fingertips, residents can look forward to a diverse lineup of upcoming programs.

August reruns provide the opportunity to catch the most popular shows of the year, including "San Diego Canyonlands," "The Body Politic: Politics of Climate Change," and "Backstage at the Globe: Summer Shakespeare 2007." The 10th season of "OperaTalk!" will take viewers behind the scenes of the San Diego Opera, premiering Aug. 14 at 8 p.m.

Fall will kick off with fresh episodes of some great shows. Not to be missed is "The Body Politic," which has a new host this season, Dean of Social Sciences Paul Drake.

"We're going to have fun because of the upcoming U.S. election," said Drake, a longtime Del Mar resident. "We won't just have faculty experts, we'll also have people from outside the campus with different viewpoints — generate some friction from time to time."

The complete schedule is available online at www.ucsd.tv. Residents can have the scheduled mailed to their home for \$25 a year.