

University Channel Project - Media Giraffe Profile

University Channel Project

Donna Liu - Executive Director



"When I [reached Princeton University] I realized what a wealth of material there was, and being a TV person, my inclination was to ask -- is anyone recording this? And they were, but they had no place to show it . . . it seemed like I had the wherewithal to carry it off and hopefully contribute something to the public, facilitate some kind of betterment, something to the public sphere."

Donna Liu, University Channel director, in a Jan. 17, 2006 MGP interview"

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About

View the Media Giraffe Project story:

University Channel's Donna Liu switches from soundbites to the rich context of full-length university events

The University Channel is giving the public access to lectures and events from many universities around the world. We leverage many forms of new media (podcast, vodcast, IPTV) to distribute the content on behalf of member institutions.

"One of the ways universities can serve the public interest is to make academic discourse on public and international affairs as accessible as possible," says Princeton University President Shirley Tilghman. "The University Channel enables faculty and others at institutions of higher education around the world to present their ideas unedited and unfiltered, to a broad and diverse audience."

FROM THE WEBSITE:

The University Channel presents ideas in a way commercial news or public affairs programming cannot. Because it is neither constrained by time nor dependent upon commercial feedback, the University Channel's video content can be broad and flexible enough to cover the full gamut of academic investigation.

While it has unlimited potential, the University Channel begins with a focus on public and international affairs, because this is an area which lends itself most naturally to a many-sided discussion. Perhaps of greatest advantage to universities who seek to expand their dialog with overseas institutions and international affairs, the University Channel can "go global" and become a truly international forum.

The University Channel aims to become, literally, a "channel" for important thought, to be heard in its entirety. Television has become so much a part of the fabric of our world that it should be more than an academic interest. It should be an academic tool.

The University Channel project is an initiative of Princeton University's Woodrow Wilson School of Public and International Affairs, which is leading the effort to build university membership and distribution partners. Technical support, advice and services are provided through the generosity of Princeton University's Office of Information Technology. Digital video solutions courtesy of Princeton Server Group.

Links

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