



For Immediate Release

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TUTV Celebrates One Year Anniversary

Philadelphia, Pa., October, 2011 – TUTV-Temple University Television is celebrating its first year of producing vibrant programs that showcase the best work of temple students, faculty, alumni and community partners, all designed to serve the varied needs of Philadelphia television viewers.

TUTV, Temple's city-wide, cable station and its associated website, templetv.net is rich with student produced programming that is best described as engaging, enlightening, and diverse.

The university formally launched TUTV on October 1st, thanks to the generous support of the Kal & Lucille Rudman Foundation. Kal Rudman is a 1957 Temple graduate, who is known in the media as the man with the golden ears. He parlayed his ability to pick a hit tune into a respected, national publication, best known as the bible of radio and music, The Friday Morning Quarterback. The Rudmans made a \$1.25 million gift to launch the station, the website and the production facility, called The Kal & Lucille Rudman Media Production Center.

Starting with a four hour programming block, TUTV quickly increased the amount of airtime, and the volume of production, while fostering a wide range of relationships within the university community and across the Greater Philadelphia region. Those partnerships have resulted in the creation of smart and relevant programming on cable and online.

Throughout the course of this year, TUTV has mounted many successful programs that are student written, directed and produced. Temple Update, Temple TUFF, The Grog Show and Owl Sports bring the innovative work of Temple students to TUTV, every week. The emphasis on quality and original programs helped TUTV move quickly to its current 24/7 schedule.

"TUTV provides the forum for talented Temple students to share their talents and their vision," said General Manager, Paul Gluck. "We are thrilled to offer our students the opportunity to apply the media theory that they learn in our classrooms, in a practical, television station environment."

Students have gravitated toward TUTV as an accessible outlet for their creativity. Temple SMASH, the highly popular, student-produced comedy show, just launched its third season showcasing a variety of comic sketches and new music.

In addition to serving the Temple community, TUTV offers the greater Philadelphia area an interactive opportunity to connect with the university. The program “Philadelphia Neighborhoods” highlights unique stories from different sections of the city. Produced by Temple's Multi-media Urban Reporting Lab, the program offers Temple students the opportunity to explore the multi-cultural fabric of Philadelphia , while providing viewers with hyper-local coverage.

“TUTV is a valuable asset to both the Temple and local Philadelphia community,” Gluck explains, “This station is the voice connecting Temple to local residents by providing smart and relevant commentary and engrossing entertainment to our viewers.”

TUTV is Temple University’s digital cable station, broadcasting in the City of Philadelphia on Comcast Digital Cable Channel 50 and Channel 45 on Verizon FIOS. TUTV presents programming about Temple’s surrounding neighborhoods, its international campuses, athletics, new university initiatives, faculty and student research, and more. Content is produced by Temple students, area partners and community affiliates.

For more information on the programs and what else TUTV has to offer, please visit <http://www.templetv.net/>.

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