

DAILY IOWAN PRESS RELEASE
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DAILY IOWAN TELEVISION GOES LIVE

For the first time in its two-year history, Daily Iowan TV, the broadcast arm of *The Daily Iowan*, went live in its news coverage. The catalyst for this event was the extraordinary interest in the results of a community election as they trickled in late on voting night, November 6th.

Working from their TV studio adjacent to the Daily Iowan newsroom, Whitney Givens, executive producer and lead anchor of Daily Iowan TV, along with news director Jay Knoll, and anchors JP Cadorin, and Melissa Ives produced live election updates each half hour until all votes in the election's most-contested issue (the so-called "21 Only Ordinance" that would restrict admission by 19- and 20-year-olds to Iowa City bars) were finally counted. The live updates appeared on cable channel UITV which broadcasts on Mediacom cable. The channel has 400,000 subscribers in Iowa.

The live broadcasts were made possible by UITV agreeing to turn over control of its channel to Daily Iowan TV at various times throughout the evening, enabling viewers to see the student-staff doing interviews, updating election numbers, and, ultimately, beating local broadcast media on the air with final figures. It was the first time UITV had ever broadcast a live program. Daily Iowan TV newscasts are taped Sundays-Thursdays at 6:00pm, then broadcast at 9:30pm, 10:30pm, 12:30am, 1:30am, 7:45am and 8:45am on UITV, as well as around the clock on dailyiowan.com. On this election night there were live election updates at 8:30pm, 9:00pm, 9:30pm, 10:00pm, 10:30pm, and 11 pm on UITV.

"We were all nervous," says Givens, "but we were prepared. I really hope we can bank on this success and secure more opportunities to present live news to the students and larger community."

"Broadcasting live posed a whole new host of challenges," says Charles Munro, the video coach at Daily Iowan TV as well as a visiting professor at the UI's School of Journalism and Mass Communications. "The atmosphere in the studio was particularly intense that night both because the students had never done live

TV before and because they knew from their classmates of the huge interest the outcome of the 21-only ordinance. Even under all that pressure, the TV staff performed with remarkable poise and professionalism."

UI students turned out in record numbers on election night in Iowa City to help defeat the 21 only ordinance. But because of a tabulating glitch, the vote first appeared to be won by the pro-21 forces. Daily Iowan TV caught the dramatic moment when the vote turned during an exclusive live interview with Leah Cohen, the leader of the anti-ordinance forces. Pictures of her joyous reaction to the hearing of the defeat made all the next day's front-pages. Throughout the night Daily Iowan TV spoke with pro-ordinance backers, students, and used a special camera in the *Daily Iowan* newsroom to get election night perspectives from *Daily Iowan* editors.

Jason Brummond, Editor of *The Daily Iowan*, was pleased with the results. "It felt very team-oriented," says Brummond of the convergence experience. "Our staff really met the challenges tonight - and I was proud to have us providing the news on three different formats - live on TV, the print version, and online. We will definitely be targeting future dates where we can do it again, and do it even better."

To access the live broadcast from November 8, go online to:
http://www.dailyiowan.com/home/index.cfm?event=displayArticle&istory_id=3083440

And to learn more about one of America's great college newspapers and one of the only college television news programs in the country, call publisher Bill Casey at 319.335.5788 or log on to www.dailyiowan.com.