

University Place delivers lectures across the state

University Place is Wisconsin Public Television's (WPT) initiative to provide university-related content to audiences across the state of Wisconsin, and beyond.

University Place content includes videotaped lectures presented by professors, faculty and staff of the UW or other universities, and/or sponsored by academic organizations. Learned or cultural lectures in the community that are not university-related are acquired as well. Lectures are taped for University Place by WPT and by WPT partners.

University Place lectures cover a wide range of subject areas, including biology, astronomy, anthropology, environment and climate studies, physics, botany, zoology, health and nutrition, chemistry, psychiatry, business, medical sciences, social sciences, history, political science, literature, sociology, public education, etc.

Lecture topics or speakers are selected for inclusion in University Place if they are of interest to audiences around Wisconsin, as determined by the WPT University Place executive producer and in collaboration with WPT's academic partners, such as the Wisconsin Alumni Association, UW-Madison Continuing Studies, and various academic departments and colleges. Highly specialized lecture topics, such as university course lectures, are not included. Efforts are made to represent alternate viewpoints when presenting lectures on controversial or topical issues. University Place will eventually include lectures from around the state.

Futures plans for University Place content include taped university-related performances, events and other non-lecture content.

University Place content is delivered via television broadcast and via the internet. Television delivery is over The Wisconsin Channel, one of WPT's new digital broadcast channels. The lectures are all closed captioned.

The Wisconsin Channel is also streamed over The Wisconsin Channel's web site synchronous with the television broadcast. In addition, University Place content is available on The Wisconsin Channel's web site for 'on-demand' viewing.

University Place, like The Wisconsin Channel, is a work in progress. Since January 14, 2008, when The Wisconsin Channel was launched, University Place lectures have been part of the daily 24 hour broadcast schedule. University Place will continue to evolve and improve as new partnerships are developed and efficiencies in the production process are explored. All of this will help to keep University Place viable into the future.

University Place: <http://wpt2.org/wisc/universityPlace.cfm>

The Wisconsin Channel: www.wpt.org/wisconsinchannel

The Wisconsin Channel:

WHA-TV	Madison	Channel 21.2
WPNE-TV	Green Bay	Channel 38.2
WHRM-TV	Wausau	Channel 21.2
WLEF-TV	Park Falls	Channel 30.2
WHLA-TV	La Crosse	Channel 31.2
WHWC-TV	Menomonie.....	Channel 28.2

Cable Channel assignments are determined by cable operators. Please check with your local cable company.

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