

WGUVU to Launch Programming on Two New Channels

(Grand Rapids, MI, July 31, 2009) Starting Tuesday, August 4 at 10 a.m., WGUVU TV will expand its program offerings with two new channels. The main channel (35.1 or 52.1) will remain our regular schedule, broadcasting in HD. On 35.2 and 52.2, the existing lifestyle programming that constitutes the Create channel will air 6 a.m. – 6 p.m. In the evenings, WGUVU BLOCK PARTY takes over, offering genre-specific programs 6 p.m. – 6 a.m. The third channel, 35.3 and 52.3, will become MhZ WORLDVIEW, featuring news, film, sports and more from around the globe, including programs from France, India, China, Afghanistan, Russia and more.

“This is the most exciting time in broadcast history for our television viewers,” says WGUVU Programming Manager Carrie Corbin. “With analog, we had only 21 hours of prime time each week, far too few to do justice to fine series such as *P.O.V.*, *Independent Lens*, *Soundstage*, *Austin City Limits*, *Live from Lincoln Center* and *Great Performances*, that we couldn’t always fit into our schedule at the best times. With four distinct programming services on three digital channels, we can now offer 63 hours of programming in prime time.

“MhZ WORLDVIEW will give our viewers a chance to see programming from across the world, primarily news programming. We will certainly hear news not available elsewhere, at a time when it is more important than ever for our citizens to know what is happening globally and how others in the world perceive us.”

WGUVU BLOCK PARTY will feature nightly genre programming. Sundays will feature documentaries, Mondays focus on issues pertaining to health and environment and Tuesdays will be all comedy. Outdoors programming will dominate Wednesdays, with arts and performances on Thursday, nature and science on Fridays and music on Saturdays.

These additional channels will be available on most cable and satellite systems, as well as over the air. Please visit our web site at wgvu.org/tv for complete schedules.

WGUVU's continued mission is to provide educational, informative, and entertaining programs and events to the West Michigan community as a service of Grand Valley State University.

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