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Video Technology Solutions Company Donates State-of-the-Art Equipment to Cal Poly

SAN LUIS OBISPO – With support from KCOY CBS 12/KKFX FOX 11, video technology solutions company Grass Valley has donated more than \$100,000 in state-of-the-art technology to Cal Poly's Journalism Department.

The equipment will be used in TV production courses and for televised programs through CPTV, Cal Poly's television channel. This equipment elevates Cal Poly's TV production laboratory to state-of-the art and provides additional hands-on learning opportunities that are integral to the university's Learn by Doing teaching approach.

At a dedication and demonstration ceremony Oct. 20, Cal Poly honored Grass Valley and KCOY/KKFX as Cal Poly Partners in Education "for contributing to the growth, development and education of the future leadership of the journalism profession through technology that defines the distribution of knowledge and free flow of information today and in the future," said Harvey Levenson, interim chair of the Journalism Department and head of the Graphic Communication Department.

Scott Murray, senior vice president and general manager of Live Production Solutions for Grass Valley, said, "It is important to us that graduates have hands-on experience with the latest technologies being used by our customers. This donation is our way of saying 'thank you' to the faculty, administration and students of Cal Poly."

John Zuchelli, a Cal Poly alum and news director for KCOY/KKFX, was instrumental in forming the partnership with Grass Valley and arranging for the donation. He did this in the name of his father, the late Ed Zuchelli, a highly regarded former Cal Poly Journalism professor, mentor and scholar.

At the dedication ceremony, Cal Poly also honored John Zuchelli with a plaque for "making a difference in shaping the journalism profession and in preparing the profession's future leadership," Levenson said.



(Left to right) Students Lauren Bennet and Hope Hanselman use one of two donated Ignite SDC robotic cameras.

Zuchelli said, "Dad used to bring my brother and me to Cal Poly during the summer. We spent a lot of time in the Journalism Department. That wonderful time with my dad is the main reason I am working in television news today. It just made sense to give something back to the department."

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About Cal Poly's Journalism Department

The department (<http://cla.calpoly.edu/jour.html>) offers a professional program leading to a Bachelor of Science degree in Journalism with emphases in broadcasting, multimedia, news-editorial and public relations. Journalism majors serve as staff members of the Mustang Daily, the student newspaper; CCPR, the student-run public relations firm; KCPR, the FM-stereo radio station; and the news and programming operations of CPTV, Cal Poly's TV station. The department also sponsors student chapters of the Society of Professional Journalists, Radio-Television News Directors Association, and the Public Relations Student Society of America. Founded in the 1920s, the department has thousands of alumni, many of whom hold high positions in print, broadcast and public relations journalism.

About Grass Valley – the Premier Video Technology Solutions Company

Grass Valley has a rich history of serving the broadcast and professional video industries. It offers a full range of products and services supporting many of the world's most high-profile television events. Grass Valley has a comprehensive portfolio of flexible, cost-effective digital technologies and systems. Customers include some of the world's leading broadcast and teleproduction facilities, independent video professionals, and emerging content creators and distributors providing broadband, telecommunications and transmission services. For information about Grass Valley, visit www.grassvalley.com.

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