



Athletic Communications

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Husky Athletics Expands Television Exposure Through UWTV

Campus television station to broadcast live softball games, press conferences, other feature programming.

SEATTLE – The University of Washington Athletic Department and campus television station UWTV have entered into an agreement that will provide expanded exposure for Husky sports throughout the Pacific Northwest.

UWTV, in partnership with FSN Northwest and TMP Worldwide, will produce and televise live a minimum of eight Washington Husky softball games during the upcoming 2010 season. The games will air live on UWTV and will be televised on a delayed basis by FSN Northwest. Former UW softball standout Angie Mentink, a FSN Northwest sports reporter, will provide the play-by-play description of the games.

In addition, UWTV will produce a 30-minute preseason special for UW softball and is planning to produce a series of “insider” vignettes that will air during the game broadcasts, giving viewers a unique look at the defending NCAA national champion Husky program.

In a service that began last fall during football season, UWTV will continue to televise men’s and women’s basketball and football press conferences, as well as select post-game and other press conferences and events.

On January 1, UWTV began airing archived UW sporting events each Monday evening at 7 p.m. Called “Husky Classics,” the games are provided by FSN Northwest from its collection of telecasts over the years – including UW football, men’s and women’s basketball, baseball, softball and volleyball games.

Finally, UWTV and UW Athletics will work cooperatively to produce and televise Dawg Dish – a regular 30-minute show that features a unique look at Husky sports teams and student-athletes. Dawg Dish begin in the fall as an exclusive feature on GoHuskies.com and featured former UW quarterback Johnny DuRocher taking part in a variety of sports challenges with different Washington athletic teams.

In addition to statewide distribution on Comcast channel 27, Broadstripe Cable and Click! Network, UWTV is available as a live feed nationally via satellite – further extending UW’s exposure by providing press conference feeds and highlights to national over-the-air and cable news outlets.

About UWTV

A service of the University of Washington, UWTV is a multi-platform media organization connecting the region and the world to the University of Washington on air, online and via mobile devices. UWTV is available on cable channel 27 in the Puget Sound, or visit uwtv.org to learn how to watch in your area.

-- GoHuskies.com --