



**GDL-LA**  
Universidad de Guadalajara



# CHANNEL 44 BEGINS TRANSMISSIONS

*“Everybody’s signal”*

Will be able to tune in open television in all Guadalajara’s Metropolitan Zone starting January 31.

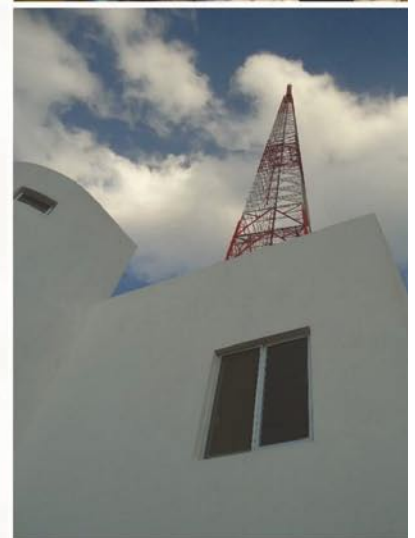
The Federal Telecommunications Commission granted the permit to operate an open television signal from Guadalajara’s University.

The location of the transmitting plant at Cerro del Cuatro was determined in function of the coverage requested by the University, same that covers Guadalajara’s metropolitan area and some adjacent townships.

The broadcast tower that holds Channel 44 antenna was placed 1,848 meters above sea level.

Channel 44 has an authorized output that allows a transmission signal that reaches a 70 kilometers radius, from our broadcast tower in Cerro del Cuatro, Tlaquepaque, which measures a hundred meters height and has a mast where the 10 meter antennas are placed.

Guadalajara’s open television has the purpose of producing, co-producing, acquire and alienate emission rights on television programs and, in general, to perform and hire programs under any modality, even in association, that has emphasis in programs with quality themes and contents for the audience.



**Canal 44, La señal de todos.**

Channel 44 is the result of the work of many university students for over a decade.



## University channels in Mexico.

There are five mexican institutions of superior education that have television channels.



National Polytechnic Institute (Once TV, channel 11); UNAM (UNAM Tv, channel 20); Autonomus Spain University of Durango (XHUNES, channel 28); Autonomus University of Nuevo León (XHMNU, channel 53); and Sonora University (XHUS, channel 8).

dean, same as the oldest public service television of this continent's area, started its transmissions in 1959. Sonora's University Station broadcasts since December 1965. Channel 53 of Nuevo León's Autonomus University operates since 1990 and UNAM TV since 2005.

For their national presence and contents, the televisual offers of CONACULTA channel 22, UNAM Tv and Once Tv from the National Polytechnic Institute (IPN) stand out.

Starting January 31st, 2011, XHUDG-TV Channel 44, officially begins its transmissions in Guadalajara's metropolitan area. For you we make different television signal. Channel 44, everybody's signal.

Some of these signals got their permits decades ago. IPN's channel 11 is actually Latin America University televisions'

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## Between the reason and the understanding...

By: Dr Marco Antonio Cortés Guardado.



Dr. Marco A. Cortés G.

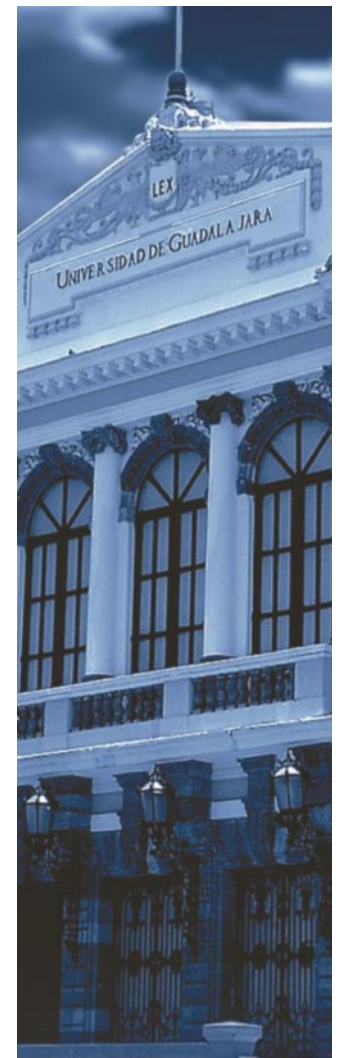
Jalisco's habitants some of the ken produced at the institution, and share with them the knowledge that comes from the different scientific, art and humanitarian disciplines,

now is offered to other projects of Guadalajara's University.

### Congratulations!

We beggin broadcasting the XHUDG-TV, channel 44 transmissions, with the satisfaction of having accomplished one of the most longing projects of the university students, but also with the commitment of turning it into an clear alternative for entertainment, that lays out the quality attractive contents, and contributing to create a more cultured and demanding audience.

Guadalajara's Univeristy open television will offer an important variety of programs, news, analisis and debates, musicals and kids shows, series, documentaries, cronicals, interviews and cinema, among other oprions. I believe that XHUDG-TV, channel 44, will enrich and enhance the cultural difusión work that college people do, and that very soon will enjoy the prestige and aknowledgement that



# Editorial

The wide and oportune diffusion of science's accomplishments, the culture and the arts is a main component of social's mission of Guadalajara's University.

To fulfill this responsibility, it's an essential condition to make Jalisco a more informed and cultured society, it is also a fundamental coil for Jalisco's residents well-being.

Collage students congratulate our selves for having, starting today, another powerful instrument to take to



## Channel programming and contents.

Channel 44 of open televisión will present a quality channel programming, attractive to the social part of Guadalajara's University public.



Channel 44 Transmissions antena.

The channel programming will be able to be enjoyed in all the metropolitan area homes, through open televisión and is seeking to open a window to cultura, knowledge, information and entertainment ina fun and interesting way.

In channel 44 we understand that today's televisión must be a communicationg different

space, that allows public's participation in the creation of our contents.

This way channel 44 will become without a doubt everybody's signal. At the programming display you can view live transmission of the news programs that U de G's radio is currently producing, as well as new programs from the Esferas series, Snail world (Mundo

Caracol), More than news (Más que noticias),The Compass (La Brújula), Magic Land (Tierra de Magia), The wagon (La Vagoneta) and Sex, then I think (sexo, luego existo).

U de G's launching programs are: Medical Tv (TvMédica), Echoes (Ecos). Lecture Julio Cortazar (Cátedra Julio Cortazar), Sports 44

(Deportivo 44), Ilegaliens, Goes and runs (Se va y se corre), Our music (Nuestra música). Produced by UNAM, will be transmitted the programs La Victrola, Mexico arrival door (México puerta de llegada) and Science What for? (Ciencia ¿para qué?).

The linkings will be made with channel 22 with the programs La Dichosa palabra (The well known word ), Huellas del tiempo (Time tracks), Pueblos indígenas hoy (Today's Native towns) ), A la mesa! (To the table!), Escenarios (Sceneries), Museo del Cine Mexicano (Mexican museum Filmmaking) and Naturaleza (Nature). UdeG's open televisión carrier will be broadcasting two televisión signals: permit holder channel 44 of UHF and a digital open television signal in the city Los Angeles, California, channel 31.2.

Channel 44's sigal will not be able to be commercialized, that's why the financial resources that it's operation will be demanding in short term, will be supported by the University's possibilities. Never the less the contents that Channel 44 will be producing to cover it's channel programming will be able to be a way of making self resources.

UdeG televisión will offer in Los Angeles a cultural channel, attractive to the audience and offering formatic entertainment. It's signal will be commercialized by the US laws.



# ILEGALIENS



Discover that in some cases the American dream turns into a nightmare. In this documentary program you will get to know the experiences of the people who are looking for a better life, migrate to unknown territories, facing to different customs, language and culture.

Ilegalienis the series of reports that Channel 44 takes to your home. 30 minutes premier serie. Every Monday at 0:00 hours.



31.2

UDG TV | SEÑAL INTERNACIONAL



**GDL-LA**  
Universidad de Guadalajara



March 2011

# Channel 44 keeps you informed of developments in our state

**M**edia UdeG Morning News. Conducting Karla Planter, Monday to Friday from 7:00 to 9:00 am. Media UdeG Evening News. Conducting Josefina Real, Monday to Friday from 13:00 to 15:00. Media UdeG Late News. Conducting Pablo Hernández, Monday to Friday from 20:00 to 21:00.

Teacher. Karla Planter Pérez, Degree at Political and Government Studies by Guadalajara's University (UdeG) and Social Politics by National Autonomus University (UNAM). Candidate for PHD in Social and Political Science, with sociological orientation at UNAM.

Josefina Real, journalist and experienced communicator, has been for several years in charge of UDG's news transmission at 104.3 de FM evening shift. Clear, objective, direct, affable, and tenacious are some of the attributes and qualities of this great character.

The news rely on university, local, national and international co-workers. Among them we can mention Alberto Caracho, María Elena Chan, Alfonso Islas, María Antonieta Flores Astorga, Carmen Rodríguez Armenta, Osiris Cantú, Diego Petersen, Reynaldo Lozano, Ruth Padilla y Luis Farias Mackey, and some others.

Follow the news with the highest sense of objectivity, investigative journalism, ethical, truthful, responsible and appropriate. Join us in our three issues:



**Objetividad y credibilidad informativa, para todos.**



Journalist María Antonieta Flores Astorga.



Command Room.

### It goes and runs, life's fortuity. Which card do you play?

Each lottery card shows a life story. "Se va y se corre" pictures Guadalajara's social life and compares it to this popular game. In this serie you will find heartbreaking and dramatic stories.



The lottery game, widely distributed in Mexico, it's a random game in which the players place bean seeds on the pictured boards while the printed images match the ones pulled from a 54 card stack.

The lottery must have a person speaking out loud, who improvises sayings related to the images. Many times about today's topics

and always according to the audience. It's used that the loud speaker begins the lottery game with the frase:

"¡Se va y se corre con la vieja del pozole!", o "¡Corre y se va corriendo!"...

This allows the participants to pay attention; the seller can't stop or sign again the previous cards. While

the cards are being said, the players place a marker on their cards (usually a seed or small rock).

The one who fills the card wins, usually with nine or twelve images. When you accomplish this you must scream "Lotería" or "Buenas" in order to end the game.

This way the audience will have an excellent

hobby finding out the stories the program narrates.



Traditional lottery board - TV program scenes - Every Friday from 22:00 to 22:30 hrs.



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### Spheres.

Analysis, debate and discussion program about facts, happenings and social and political phenomena that incises religious life.



Cecilia Márquez.



Ricardo Salazar.



“Esferas” combines chatting, interview and deep analysis to offer the TV viewers a rich and profound picture of the most worrying subjects. The program explores the different spheres (social, economy, politics and culture) that conforms the happenings that affect everybody, allowing the audience to have an informed opinion with analytic, critical and well thought bases.

Esferas is an obligated appointment for the social and political characters, whose decision and performance have impact in the regional happenings, the same time being a forum where the citizens opinion is heard and valued.

The most important events in Jalisco, Mexico and the world voiced by specialists. In order to understand the events that will have an impact in our society, it is necessary to analyze, discuss and criticize them from all the spheres.

Conducted by Cecilia Márquez and Ricardo Salazar. Monday to Friday at 9:30 A.M. with a proposal of a rerun. Also live Monday to Friday from 19:30 to 20:00. To be back at night schedule in a rerun program Monday, Tuesday, Thursday and Friday from 00:30 to 01:00 hours.

### Snail World.

Television for growing minds.

Snail world “Mundo Caracol”, television for growing minds is college TV for the smaller ones, now with a more including layout for the viewer, it transforms without leaving on a side the educational and fun touch for the whole family.

Since it's beginnings, snail world decided to be in the city's TV as a different offer from the local TV productions, that included simple and clear explanations of what surrounds and lives in our planet or why things happen. Even more when it became part of the Guadalajara's University

programs, that was built with topics and sections related to science, technology, arts, values and recreational.

For Snail World it has always been essential to know we are creating future college people from the kids, trying to make them more reflexive and critical about an actual TV offer.

Kaleidoscope bases its tv proposals respecting radio and TV federal law which includes in it's 59th article that the programming directed to infants must:

-Provide the harmonic

childhood development.

-Stimulate creativity, family integration and human solidarity.

-Procur the national values comprehension and the knowledge of international community.

-Promote the scientific, artistic and social knowledge in childre.

-Provide fun and contribute to the formative process of childhood.

Snail world is a single subject TV programm directed to children and family audience that with different sections tries to shape and orientate the kids in a fun way, communicating pieces

..entrelazadas..., while knowlegde is promoted, curiosity and diferente values such as respect, toleranceandcivics, curious data and trascendental information about the topic in matter, completing them in different sections.

A single subject program. On each program there is a different topic, in which is central and all the capsules go around it.

Promotes science and respect. A fundamental section of Snail World is the respect for the planet, starting grom home and pets.



# TVMÉDICA

**Medical TV:  
It has never  
been easier  
to understand  
the doctor.**

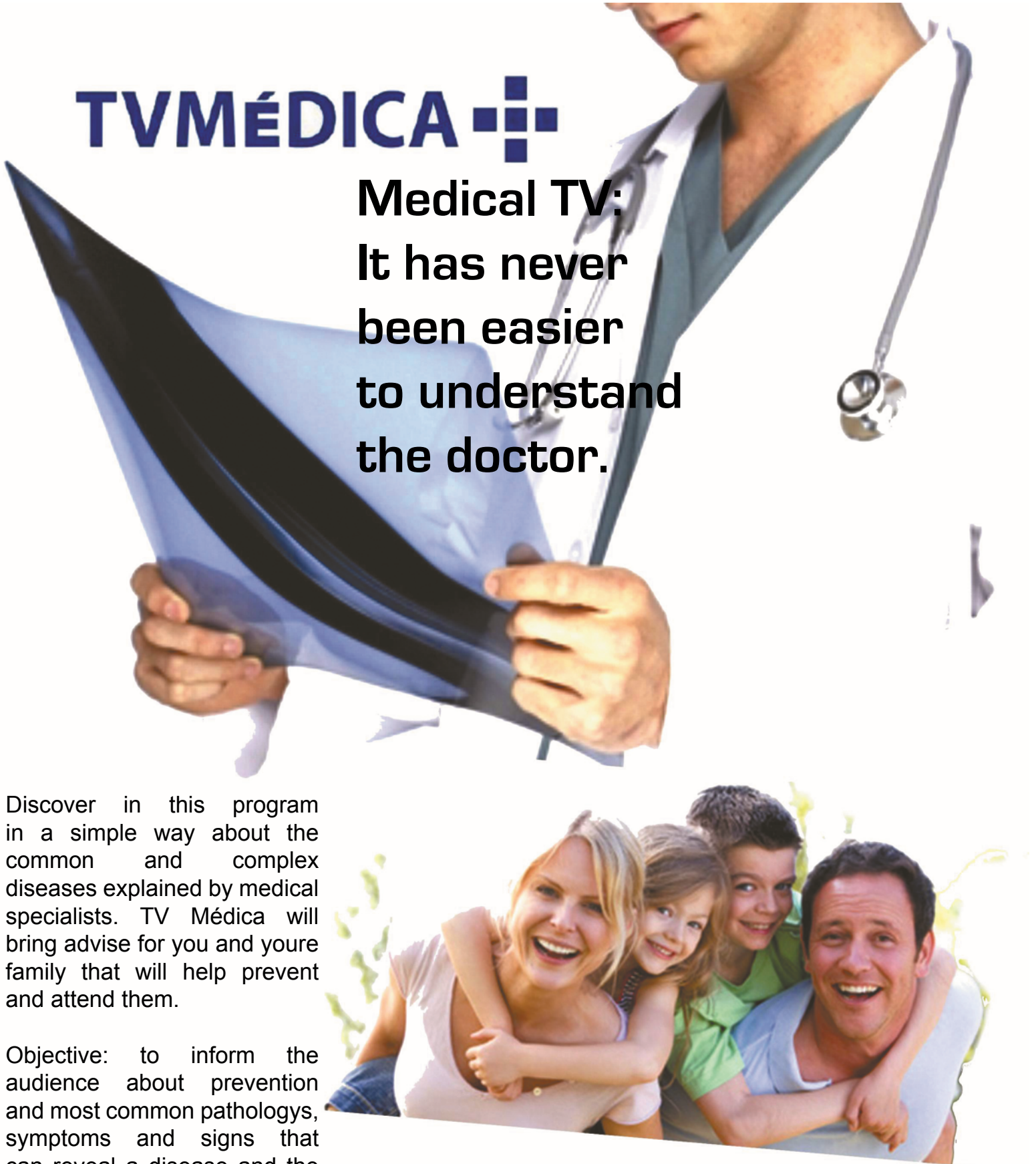
Discover in this program in a simple way about the common and complex diseases explained by medical specialists. TV Médica will bring advise for you and your family that will help prevent and attend them.

Objective: to inform the audience about prevention and most common pathologies, symptoms and signs that can reveal a disease and the therapeutic options that actual medicine offers you in diverse ailments. Format: medical magazine in which a clinical trial is stated and people will be informed about detection, prevention and therapy of different sicknesses.

This program will look at forty specialized family health matters at the Civil Hospitals:

viral hepatitis, peripheral vascular diseases, airway diseases in adults, geriatric patients, child diabetes, self care programs, STD's, breast cancer, teenage pregnancy, suicide, sleep disorders, child abuse, asthma, kids allergies, burns, and many, many other family topics.

**Every Saturday from 18:00 to 18:30. Sundays with two programs from 10:30 to 11:30**







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March 2011

# Our city is full of unknown stories... Guardian Angels!!

“Guardian Angels is a non governmental organization (NGO) that peruits activating the citizens in actions focused in its neighbourhood, through public spaces restoration, such as schools, malls and gardens, conservation of these, and coordinated surveillance with the community authorities in order to lower the criminal rates.

Dare to go through the streets nex to the canadian vampire, who will show you in this singular production, different characters that go from hitting rock bottom to beeing urban heroes.

The founding project was created in 1979 in New York City in the Bronx. Citizen Curtis Sliwa organized a group of neighbors who were sick of the crime and insecurity they were living in their community.

Taking from there “Guardian Angels” was born and started to develop programs intended to reinstate public spaces and to organize citizen help groups that would inhibit the crime.

Thirty years from its foundation, “guardian Angels” is present in more than 13 countries, 138 cities, and counts with more than 55 thousand volunteers, as a successfull citizen participation, achieving to lower the crime in conflt cities like New York and Chicago.

In Mexico’s city, Ian Ho Hodgkinson has manager the chapters since 2006, having presence in 18 neighborhoods of high social poverty.



Everyday stories that happen in the dark and look forward to the next day’s light.



Friday 21:30 to 22:00. Reruns on Saturday at 19:00.



## Sex, then I exist.

Sensuality, pleasure and healthy sexuality: the three basic elements of Sex, then I exist.



Monday, Wednesday and Friday from 23:00 to 00:00.

Verónica Alcaraz will be the host and with you and recognized sexologists will discover what your body has to offer.

Break the myths about sex and enjoy this show, that in a fun way invites you to get to know and practice a healthy sexuality and rediscover your body.

On the TV sessions we will discuss topics like infidelity, values, handling feelings, reproductive health, family planning, birthcontrol, gender problems, identity, roles, sexual attraction, erotismo, sexual response, orgasm, erectil disfunction and excitation problems, etc. It will be focused in directing the training of sexual attitudes.

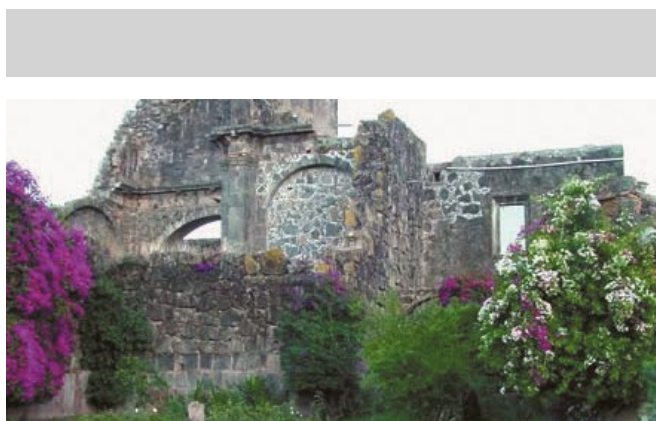
you to an overflowing pleasure night, where pleasure and sensuality have no limits.

The program will have an innovative format: an interview section, dialogs with the sexologists, opinion poll and a pleasure section. The first season will have 20 episodes.

Verónica Alcaraz invites

## Magic Land.

Everyday life that becomes history.



Every Monday 21 to 22 hours.  
Reruns Saturday 20:00 and Sunday 14:30.

Discover legendary places and magic locations inherited by our ancestors. Get into the different traditions that remain alive in our state.

Everyday life becomes history in "Tierra de Magia". A multiwinning series that will be in everybody's signal.

This program background:

Iberoamerican Sample of educational TV, organized by Public Education System (SEP) through the general Direction of Educational TV, the open TV series produced by Guadalajara's University "Tierra de Magia" for its emission "por esta Tierra" (For this land) took the second place in the Cultural Difusion Category.

Cruz's work, "Por esta tierra" its a summary of the first series season that León Plascencia Ñol's texts, shows the go by of a day in different townships of our state, showing traditions, cultura and those peculiarities that make each town unique.

The oppointment to participate in the Edicational Television Iberoamerican Sample in 2008, ended with more than a hundred prodictions which included different regions such as Colombia, Costa Rica, El Salvador, Spain, Mexico and Venezuela subscribes in categories like "vides Instructivo", cultural difusion, Scientific disclosure, among others.

With Gustavo Domínguez, Pablo Valadez y Marisa



## Exquisite Corpse.

The sureality show that brings to life the audiovisual cadáver.



011

Saturday 12:30, rerun Sunday 20:00.

Five directors in a big old house will make a short film.

No one knows the story, no one knows what the other one's will produce.

Everybody has the same objective: make an exquisite short film.

Don't be affraid and join this story's surrealism.

The Exquisit Cadaver technique has been adapted to drawings and

collages, and today to TV, maybe inspired in children's illustrations in which the pages were divided into three parts (the upper third would show a persons head or animal, the middle third the torso and the bottom thirs the legs).

The children had the ability to mix and match the figures by flipping the pages.

It can also be sent by mail a drawing or collage to the

players -by progressive stages- this is known as "Exquisit Mail Cadaver" (apparently, it doesn't matter if the game travels through mail or not).

Some have played the game with a drawing game with an agreement of what could be the result of the ilustration, something that could be considered a contradiction of the game's surrealistic nature.

The game has been

adapted to be used for computers graphics, to construct surreal objects, and even an adaptation for architectural proposals.

From GDL to LA

POR TI,  
UNA TELEVISIÓN  
DIFERENTE

cuarentaycuatro  
UDG | TV

La señal de todos

La señal de todos

PsiqueTeVe

TVMEDICA

(esferas)

mundo Caracol

red 15

POR TI,  
UNA TELEVISIÓN  
DIFERENTE



**POR TI,  
UNA TELEVISIÓN  
DIFERENTE**

**TV MÉDICA**   
 **( esferas )**

 **red  
15**

**mundo  
Caracol**  


**PsiqueTeve**





**GDL-LA**  
Universidad de Guadalajara



March 2011

31.2

# The best of the lecture Julio Cortázar: Every Thursday 9:30 am.

The writers Carlos Fuentes y Gabriel García Márquez, agreed, at the end of December 1993, provide the scholarships that the Mexican Government gives these as retired creators to fund the “Latinamerican Speech Julio Cortázar”.

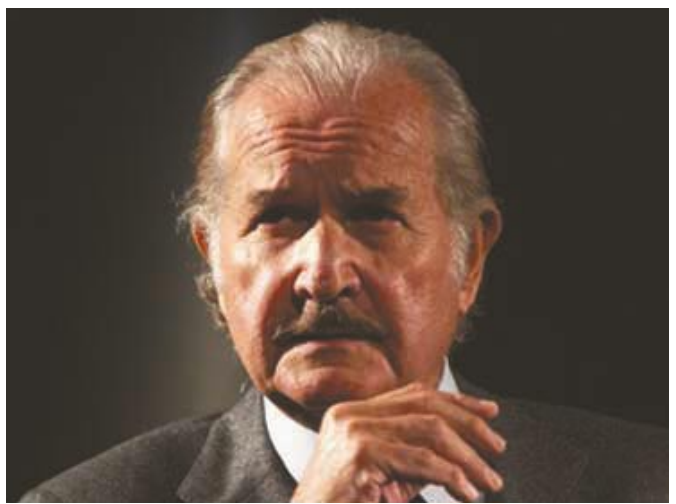
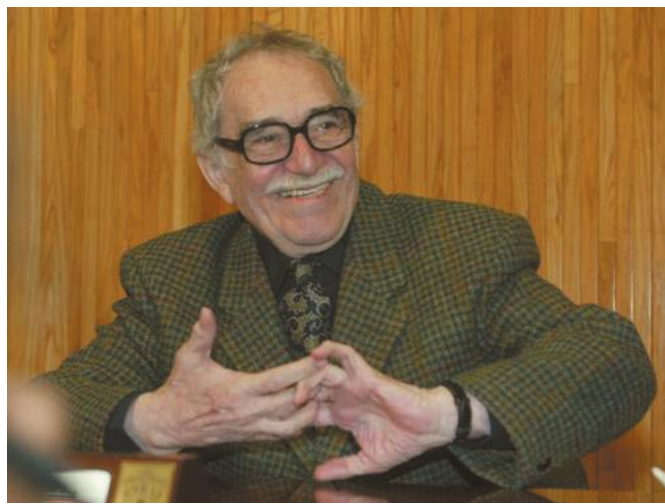
Guadalajara’s University, second educational institute, was given the honors to be hostess for this project.

The “Latinamerican Speech Julio Cortázar” was opened October 12th, 1994 at the auditorium Enrique Díaz de León at Guadalajara’s University, in a solemn act with the presence of Carlos Fuentes, Gabriel García Márquez y la Señora Aurora Bernárdez viuda de Cortázar.

The cathedraic formal activities began February 10th, 1995 with the opening lesson in charge of the colombian statesman and General Secretary of the American States Organization (OEA), César Gaviria, titled “Inner contradictions of a new world order... a Cortazar’s vision” that had place at the Enrique Díaz de León auditorium in presence of the Honor and Technical Comite members. The local, national and international press coverage, the audience attendance ratified the fact of establishing the opening of this faculty, and to have invited Dr. Gaviria.



Channel 44 of Open TV take the best of the lecture at the screen every Thursday from 9:30 to 10:00.



Writers Gabriel García Márquez y Carlos Fuentes.

## Echoes.

200 young people, 100 topics, one big city.



Friday 17:30, Rerun Monday and Wednesday.

The youths opinion taken by other youths, at the centenary and bicentenary celebration. Many festivities, claptrap and exacerbated nationalism.

youths thik? Opinion program that reveals our environment, capacities, experiences and culture.

Young people's concerns and this characters thoughts reveal visions and distance that have to

be taken on account.

Today's society has technology, community's integration to information access and so much information, claims direction maps and orientation platforms.

Open TV in channel 44 reveals this experience on screen.

First of all, What to

## Our Music.

Mexico and Cuba move to our music's rithm.

From Habana to the world this series presents different song writers that have been emblematic in our country because in musics language, we all know how to express equally.

Live this production's musical creations that takes us between rithm and nostalgia to enjoy the region's caribbean flavor.

Mexico and Cuba united in open TV channel 44 Tuesday 21:30 to 22:00. Rerun Sunday at 23:00.



**Cuba and Mexico are sisters in music & singing.**

Check your TV guide on Facebook, Twitter and the channel's page.

How do I watch channel 44 in mi TV? It is necessary to have air anthena or rabbits anthena.



**If you dont have cable:**

1.- Verify the status of your air anthena and make sure that all the conexions are correct all the way to your TV.

2.- On your TV's menu look for the option of channel adjusting or searching channels.

**If you have cable service:**

1.- look on your TV's menu the cable or anthena option (IRC), make sure you out it in anthena mode.

2.- It is recommended to buy an antena difusor and connect this to your cable. This divice will allow you to have both cable and open TV connected. You will only have to select what kind of signal you wish to watch.

**If you have digital service (HD)**

1.- look for the option for selecting between analog and digital channels and make sure you have it in analog.

2.- Some TVs, even when you have connected the anthena or the hired cable services you must have

your TV in anthena mode. It will be necessary lo choose the self-programming, scan, or search for the channeld automatically.

After choosing this option your TV will search for the channels that have a good reception level and will automatically save them, so when you change the channels with your remote they will be available.

This process may take a couple minutes, dependind on the TV model. When this process is finished you will be able to enjoy Channel 44.

**Canal 44**

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La señal de todos

31.2

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"La señal de todos"

TVMÉDICA

red 15

(esferas)

PsiqueTeve

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UNA TELEVISIÓN  
DIFERENTE