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## Slope Media Group launches Sept. 10

First there was Slope Radio. Now, there is Slope Media Group (SMG), Cornell's first comprehensive, student-run multimedia organization, offering 24-hour television, international programming, sports coverage and magazine publishing.



SMG will launch its new services at an information session for the entire campus Monday, Sept. 10, at 5 p.m. in the Robert Purcell Community Center auditorium.

SMG is based on campus in Willard Straight Hall, with branch operations in New York City and Doha, Qatar. Its goal is to bring together the Cornell community and student groups from all parts of the world to share their experience, knowledge and information through real-time media participation. Slope Radio, an online radio station, began operations in 2006; now with more than 220 student participants and a broader mission, SMG is one of the largest student organizations at Cornell.

Slope TV and Radio will be fully operational by Sept. 10, delivering diverse programming to a global audience, using online streaming technology and on-demand services and user-generated content on its Web portal.

Primetime programs debuting this fall will feature Cornell's international programs and students overseas, such as "Around the World," a cross-continental live talk show on all things Middle Eastern, co-hosted by Vishnu Ravi '08 in the College of Arts and Sciences and Hekmat Alrouh '10 at Weill Cornell Medical College in Doha.

"Cornell in China," produced in collaboration with Cornell's China and Asia-Pacific Studies (CAPS) program, will present live reports from student correspondents and discussions with Chinese students from Beijing.

SMG also has signed a deal with Cornell Big Red, the university's intercollegiate athletics department, to give viewers unlimited free access to online broadcasts of varsity sports games, pre-game events and interviews with players and fans.

Sports broadcasts begin with the first football game of the year against Bucknell University, Sept. 15 at 7 p.m., and future highlights include the Cornell vs. Duke basketball game on Jan. 6, 2008, from Durham, N.C.

Live broadcasts run 24 hours a day on Slope TV at <http://slopetv.com/> and CUTV Channel 111, and on Slope Radio at <http://sloperadio.com/>, where more information on SMG and a complete listing of programming is available.

Programming -- news, entertainment, sports, expert interviews, special projects, live chat and talk shows -- will be cross-promoted through Slope Radio Magazine, which is fully advertiser-supported and available at <http://sloperadiomagazine.com/onlineedition>.

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### Related Information:

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