



## News release

20 October 2004

### **University presents Brummies with a first**

**THE FIRST LIVE BROADCAST** from a university to a public screen takes place when the ceremony of the installation of Aston University's new Chancellor is transmitted live via the BBC's big screen in Birmingham's Chamberlain Square, Thursday 21 October.

The broadcast marks the beginning of a new era for the University as Sir Michael Bett, CBE, takes over the role held by Sir Adrian Cadbury for 25 years as Aston's Chancellor.

The University teamed up with BT and the BBC for the initiative that further improves the way it distributes learning. For the first time the live broadcast allows the public to view the ceremony as it takes place in the University's Great Hall. This is only the third time in the University's history that such a ceremony has taken place - the last time in 1979.

The BBC's big screen manager, Geraldine McCullagh, said: 'This is a great use of the screen, bringing important events from outside the city centre right to the heart of the city.'

Judith Mackay, interim director of Aston Media, said: 'It is rewarding to know that Aston is associated with a first in this live broadcast. Working closely with BT and the BBC has opened up new opportunities to develop our broadcast capability to help deliver learning and other products for the University, the Schools and students.'

Frank Mills, BT's West Midlands Regional Director, added: 'This is an excellent demonstration of how broadcast technology can open up new opportunities, enabling the wider community to experience and learn from events as they happen. We are actively involved in a number of partnership initiatives in the region to increase adoption of broadband and related technologies by communities and businesses.'

'We were therefore delighted to work with the BBC and Aston University on this prestigious project to help more people than ever before experience the Chancellor's installation using technology in a way that has not been done previously for this important event.'

For information about this broadcast contact Judith Mackay on 0121 204 4216.