



用新眼界 講心故事

MEDIA KIT

優視頻道資訊目錄

SEE THE WORLD SEEK THE HEARTS

WWW.UCHANNELTV.US | 鎖定優視，掌握優勢

關於我們 | ABOUT US

優視頻道基金會 (U CHANNEL FOUNDATION)，又名優視頻道(UChannel TV)，2013年成立於美國北加州聖塔克拉拉市(Santa Clara, CA)。是在美國 IRS 501(c)(3) 立案的非牟利、公益服務機構。

全美#1華人公益、全方位生活頻道，灣區唯一全時段免費提供中文節目，進入家庭，走入生活，宣揚正面、積極、善良文化，改善家庭、親子、職場關係及人生價值觀服務社區的電視台。

U CHANNEL FOUNDATION, also known as UChannel TV, was founded in Santa Clara, CA in 2013. It is an IRS registered 501(c)(3) non-profit organization.

UChannel TV is the No.1 Chinese public-serving family channel in the U.S, and the only TV channel that provides free Chinese TV programs 24/7 in the Bay Area.

優視宗旨 | OUR PURPOSE

**成為美國華人最關注、欣賞、支持的公益媒體平台！
TO BE THE MOST APPRECIATED PUBLIC-SERVING MEDIA PLATFORM
AMONG CHINESE AMERICANS.**

優視頻道以服務公共利益為宗旨，提供優質資訊為主要功能，秉持高標準的媒體專業，追求優質公共價值為目標。以提供豐富多元的節目為管道，嚴謹的態度和全方位視野，打造美國華人媒體資訊平台，放眼國際與世界接軌。

Based on the principle of serving public and providing quality information, UChannel upholds high-level media professionalism and aims to fulfill supreme public values. With diversified programs, professional attitude, and well-rounded vision, UChannel is building a platform for the Chinese American community that integrates with the international perspectives.



優視使命 | OUR MISSION

- **文化使命：**
重新創造美好的生活文化
 - **傳媒使命：**
提升正面的心靈影響
 - **福音使命：**
活潑的信仰，得勝的見證
- **Cultural Mission:**
To reconstruct a superior life style
 - **Media Mission:**
To uplift with positive spiritual influence
 - **Gospel Mission:**
Lively faith, triumphant testimonies

優視平台 | OUR PLATFORMS

- 聆聽表達的社區管道
 - 真誠關懷的慈善公益平台
 - 優質創意的生活頻道
- A community medium that listens
 - A charity platform that cares
 - A lifestyle channel with creativity

優視節目 | OUR CONTENT

以優質節目，創造文化，影響世代！
TO FORGE A CULTURE THAT INFLUENCES THE GENERATION
WITH QUALITY PROGRAMS.

節目內容

包括優視自製節目及網羅自中港台，舊金山灣區的優良節目

節目涵蓋

公益、慈善；新聞、財經、評論
科技；教育、家庭、親子、保健
娛樂、綜藝、美食、旅遊及其他

Program Content

Including UChannel's self-produced programs, we provide quality programs from China, Hong Kong, Taiwan and the Bay Area.

Program Coverage

Public welfare, charity; news, finance, commentary, technology; education, family, parenting, health care; entertainment, variety, cooking, travel and others.



- **創辦人/理事 Founder/Member of Board of Directors**
劉彤 Tong Liu
- **理事 Member of Board of Directors**
顧中萍 Pauline Tu
- **總經理/理事會執行主席 General Manager/Chairman of Board of Director**
劉效宏 Gerry Liu

-
- **總經理辦公室:** 總經理室秘書 GM Office Assistant
Office of General Management: 財務部 Finance
 - **管理部:** 人事管理 HR Management
Administration: 行政/總務 Administration/General Affairs
 - **管播部:** 播映管理/片庫管理 Broadcast/Library Management
Broadcasting/Purchased Content: 影片審核/合約簽訂 Video Verify/Contract Settling
 - **業務發展部:** 活動連結 Partnership
Business Development: 會員連結 Membership
贊助連結 Sponsorship
 - **創意部:** 創意製作 Creative Project
Creative: 跨部門合作/培訓 Cross-Team Collaboration & Training
 - **設計/技術/支援部:** 美工設計 Graphic Design
Design/IT/Support: 播映設施/網路技術 Broadcasting Infrastructure/General IT
跨部門項目支援 Cross Team Project Support
 - **新聞部:** 每日新聞 Daily News
News: 特別報導 Special Report
活動採訪 Event Coverage
 - **工程部:** 攝影棚管理 Studio Management
Production: 器材管理 Equipment Management
外部活動支援 Outside Event Support
 - **節目部:** 節目製作 Program Production
Self-Produced Program: 後製工程 Post-Production Editing
 - **媒體發展部:** 網路行銷 Digital Marketing
Media Development: 網路社群 Social Media Management
媒體通路 Website & Mobile



掃描優視 精彩無限



7天24小時全天候播出

{ 舊金山灣區 [Ch#16.9]
SAN FRANCISCO BAY AREA }

及精彩網路直播

- 無線電視頻道：美國舊金山灣區 Ch#16.9
- 官網直播：www.UChannelTV.us
- 手機應用程式：Apple/Android 請搜尋優視頻道  
- 臉書粉專：www.facebook.com/UChannelTV
- YouTube頻道：www.youtube.com/@UChannelTV 



#YouTube頻道



#優視直播

收看方式 | WAYS TO WATCH

全美 #1 華人公益、全方位生活頻道
NO.1 CHINESE PUBLIC-SERVING FAMILY CHANNEL IN THE U.S

全天候7天24小時精彩節目大放送
Diversified Quality Programs Broadcasting 24/7



數位電視天線

- 大聖荷西及舊金山區域
- 購買裝置電視天線
- 搜尋 [設定16.9頻道]

Digital TV Channel

- San Jose and San Francisco Area
- Purchase and setup TV devices
- Search for channel Ch#16.9



網路線上收看

- 使用手機、平板、電腦
- 上網UChannelTV.us
- 點擊 [優視直播]

Online Streaming

- Smartphone, Tablet, Computer
- Visit UChannelTV.us
- Click on "UChannelTV LIVE"



應用程式下載

- 使用手機、iPad前往App Store
- 下載優視頻道app
- 點擊 [優視直播]

App Download

- Go to App Store with smartphone or iPad
- Download UChannel app
- Click on "Live Broadcast"

優視節目 | SELF-PRODUCED PROGRAMS

新聞資訊 · NEWS AND INFORMATION



《焦點新聞 FOCUS NEWS》

每週五天，報導全球熱門焦點新聞
掌握灣區華人關心話題與時事脈動



Every weekday we select top world-wide news on topics that interest the Chinese community.



《焦點財經 FOCUS FINANCE》

每週三、五，你給我三分鐘，我給你
全球最新財經情勢，財經訊息不漏接

Thorough analysis of current market trend on
Wednesdays and Fridays.



《灣區資訊》 《BAY AREA ACTIVITY HIGHLIGHTS》

現場採訪即時報導，提供灣區最新
政、經、藝、文與社團活動資訊



With live interview and timely reporting, the program
provides the most up-to-date information on politics,
economics, arts and cultural activities in Bay Area.



《社區看板》 《EVENTS BULLETIN BOARD》

每週刊登灣區藝文休閒，教育文化，
社區服務等活動資訊，促進華人社區
之交流平台

Weekly info about Bay Area's various events in
different fields. This program aims to become the
catalyst of the communications and connections
within the Chinese Community.



《熱門話題 HOT TOPIC》

家事、國事、天下事，事事關心
大事、小事、社區事，事事掌握
最熱門的話題，最即時的新知
最切身的資訊，就在熱門話題



Family to world, every matter is cared; major or small,
every event is covered. We include the hottest topic,
the most immediate knowledge, and the personal
information you care the most.



《老章陪你看新聞》
《HEADLINE NEWS ANALYSIS》



每週精選太平洋兩岸華人關心的新聞主題，帶您縱觀事件全局，掌握議題重點。為您解讀媒體報導與各界熱議事件的背後意義，以客觀公正的視角，切入事件的本質，從而理出脈絡，建立自己的思想觀點

Every week, the commentator provides thorough analysis on one news event that raises up the most attention among Chinese communities world-wide.



《開放麥 OPEN MIC》

美國製作最為精良的華人政治脫口秀節目，以華人移民的視角審視評論美國主流政治動態，及其背後的倫理價值、思想觀念、利益博弈，剖析美國民主政治類型的體系和規則。



As one of the most well-produced Chinese talk shows on political topics in America, Open Mic takes its stance in the perspectives of Chinese immigrants in the U.S., providing vision, analysis, and comments on the mainstream political trends in America.



《財經趨勢 FINANCIAL TREND》



全球經濟瞬息萬變，股票市場如坐雲霄飛車，貿易戰烽火連天，到底對每天的生活有什麼影響，了解5G、AI對我們的財富規劃又有什麼幫助？優視財經趨勢團隊精心製作與你切身相關的財經節目，讓你輕輕鬆鬆看懂市場，掌握先機

Financial professionals with decades of experience provide critical analysis to help audiences having a firm grip of the constantly changing stock market and economic trends.



《矽谷龍門陣 TALK SILICON VALLEY》

邀請在矽谷生活、職場、社區服務都有相當閱歷和經驗的嘉賓，用老友聚會聊天的形式，為觀眾剖析時代最前端、最火爆的科技人文話題，融入各自人生智慧和洞見，將每個話題擴展到社會和人性的層面



The hosts are accomplished professionals and recognized business or community leaders in Silicon Valley. Their talk show shares wisdom and insight accumulated over decades, covering stimulating topics including tech megatrends and their social impact, career development, US China trade war and conflicts.

優視節目 | SELF-PRODUCED PROGRAMS

生活藝文 · LIFE AND ARTS



《焦點人物 PEOPLE IN FOCUS》

不定期專訪政經、藝文、公益等各領域名人，從不同的視角探索名人的內心世界，且看名人卸下心防與你分享他們的故事



We invite honored celebrity guests to share their personal stories and experiences along with inspirational life philosophies.



《原創紀錄片》 《ORIGINAL DOCUMENTARY》

藉著鏡頭，以華人的視角，主動的觀察發覺生活周邊社區的人文、公益與生命故事。影片的拍攝與放映，讓華人認識我們的社區，關心支持公益性事務，在個人生命成長中都得益處，成為這個社區主流的人群

In a perspective of the Chinese community, we observe and seek for life-changing stories around us through the lens. We hope to draw audiences close to our community to support social welfare, and to benefit on personal growth from the inspiring stories.



《哇！財發現 RICH FORMULA》

薪水不夠花？小孩上大學？財務要自由？你該怎麼辦？工作忙碌無暇顧及資產管理？理財起步走，一起來發現。解決你的理財問題，成就你的人生夢想，每週深入淺出分享理財觀點、省錢秘笈，在生活中輕鬆理財。



Not enough salary to spend? Kids going to college? To be FIRE? Too busy to manage your assets and investment? What to do to achieve your financial goal? Let's get started with researching and doing your financial management together.



《誰來作客 GUEST WHO》

有朋來訪不亦樂乎！今天來訪客人是誰呢？一個以「客」為尊、為主的訪談節目，邀請嘉賓來作客，以輕鬆閒聊的方式話家常。內容包括家庭教育和生活，藝術音樂及旅遊等。依據來賓的角色與專長，分享傳遞個人經驗和看法

What a joy it is to have friends come from afar! This talk show puts guests from all different backgrounds under the spotlight, giving them a platform to share their personal stories and insights on family, education, living attitudes, and other areas of life, bringing inspiration and encouragement to the audience.





《今天遇見你 IN YOUR PRESENCE》



面對排山倒海的壓力，該如何排解、重新面對困難與挑戰？「今天遇見你」邀請曾經在人生道路上面臨各種不同阻礙的來賓，與主持人展開對話，分享打動人心、改變生命、充滿恩典與祝福的故事。

"In Your Presence" invites guests who have faced various obstacles in their lives to start a dialogue with the hostess and share stories that touch people's hearts, change lives, and are full of grace and blessings.



《LOVE FROM ME TO YOU》



藉由心靈導師們的智慧言語，提供給大家一個避風的角落。在這裡，你可以卸下重擔、尋求答案，給你一個喘息的機會與沈靜思考的空間。

Through the wise words of spiritual teachers, we provide everyone with a corner to take shelter from the challenges of life. You can unload your burdens and seek answers here.

優視頻道U系列 · U SERIES



《優美食 U FINE FOOD》



食全食美新食藝，廚藝美食專家親自示範私家拿手料裡；現學現做，吃出健康美味新主張。節目包括：甄文達YanCanCook，Miggi's Kitchen，及各種中西健康食品烹調。享受美味佳餚，提升生活品味

Cooking with Chef, discover behind the scene of Yan Can Cook, enhance the taste of life with fine wine and delicacies with Miggi's Kitch, we provide various Chinese and Western health foods cooking programs that will satisfy your discerning taste buds.



《優百科 UFO PEDIA》

行家一出手，就知有沒有。專家上節目，分享各行各業專業知識，曝光從業人員不願公開之內幕消息，提供消費者如何選擇商品及服務的一手資訊

We invite experts from various fields to share their experiences, knowledge, and even those behind-the-scenes stories, providing consumers with first-hand information about how to choose commodities and services.



《優健康 U HEALTH》

優質華人健康管理節目，分為「專家面對面」和「樂活保健室」兩單元，邀請醫護組織和專科醫師，談論華人醫療保健和正確健康管理概念

This healthcare program integrates the wisdom from both eastern and western healthcare principles, combining Chinese and Western medicine treatments.



《優廚房 U KITCHEN》 - 星馬泰系列 Southeast Asia Series

主廚Cindy以星馬泰特色辛香料理食材，烹調各種家常美食料理和點心，簡單示範易學易懂，輕鬆上手變主廚。60多種星馬泰食譜，YouTube超過三十萬點閱網紅料理

Chef Cindy shows you how to cook all kinds of popular Southeast Asian dishes and desserts at home. Over 60 recipes, all instructions are easy to follow even if you are new to the kitchen.

優視信息 | OUR MESSAGE

優視頻道是一個傳遞「基督教價值觀」全方位的生活頻道，進入社區群眾，帶來影響力。當我們往前看應當怎麼做呢？

- **要有偉大的夢想**

不要限制自己，要為神來重新夢想。不要因為事小或是困難，就不開始撒種。今天所播下的種子，有一天在神的手中，將成為遠超過我們所求所想的大事情。

- **要有迫切的禱告**

不要因為優視不是所謂的基督教電視台，所做的也不都是基督教的節目，而忽略了禱告的重要，也不要輕看神所託付的使命。優視同工要起來禱告。第一，要抓住神的應許，用神的能力贏得這世代；第二，要尋求神的旨意，跟隨神的策略，才能得著持續事奉的動力，看見事奉的果效。

- **要有長遠的思考**

要能影響世代和永續的經營，需要有長遠的思考。優視要重新看見屬靈的角色，為神要有偉大的夢想，要禱告得著工作的果效，並且要想得長遠。優視頻道才能在神的手中成為影響世代的器皿。

- 劉彤 牧師勸勉

- 優視頻道年度感恩餐會-

UChannel is a comprehensive lifestyle channel that delivers Christian values. We aim to bring effective influence to the community, to transform our influence into inheritance that carries on throughout future generations, what are some actions that we hope to take in the future?

- **Dream Big**

Remove the self limitations and dream big to glorify the Lord. Do not cease to scatter the seeds even if encountering difficulties. Believe that in God's hands, all the seeds we sow today will grow into fruitful trees that carry marvelous wonders.

- **Pray Hard**

Even if UChannel does not entirely focus on productions of Christian programs, do not neglect the importance and power of prayers. We do not look down upon our missions that God has put on our shoulders. All fellow co-workers should be diligent in prayer. Firstly, we should hold onto God's promise firmly to win this generation back with His power. Secondly, we should chase after God's will and follow his guidance. In these ways shall we keep up the motivation to serve continuously and witness God's work among us.

- **Think Far**

An earthshaking impact and long-term operation require far-reaching thinking. UChannel needs to reflect on our roles in the work of the Holy Spirit and keep in heart our great dreams given by God. Lift up our work in prayers and think for our long-term future. These are essential for UChannel to become an impactful vessel that is filled with God's spirit.

Pastor Tong Liu

- UChannel Annual Appreciation Dinner



贊助支持 | SPONSORSHIP

互惠贊助 IN-KIND EXCHANGE

媒體宣傳

電視，網絡媒體平台宣傳；記者會、活動現場採訪報導

影音支援

影音器材設備；現場導播，攝影師，音效師，操作人員

現場直播

媒體宣傳，影音支援、現場Live連線

Media Promotion

Television, Social Media ; Press Conference, Live Interview

AVL Support

Audio, Visual and Lighting System; Director and Operators

Live Broadcast

Media Promotion, AVL Support, Facebook/Youtube Livestream

委製贊助 PROGRAM UNDERWRITER

委託製作

接受公司行號、組織機構委託製作品牌與形象廣告影片

委託播放

接受公司機構及個人影片，在優視電視，網絡媒體平台播放

Commissioned Filming

Commissioned media production for company and organization

Commissioned Broadcast

Streaming company's, organization's and individual's production

形象贊助 CORPORATE SPONSORSHIP

接受公司、機構或個人贊助優視頻道節目，刊登形象廣告

We accept company, institution or individual sponsored advertisement

捐款贊助 DONATION

• Credit Card

Pay to: "U Channel Foundation"
(敬請註明您的Mailing Address以便寄發年度捐款贊助收據)

• 支票捐款 Check

抬頭 Title: "U Channel Foundation"
地址 Address: U Channel Foundation, 1177 Laurelwood Road, Santa Clara, CA 95054

• 網路捐款 Online

Visit www.UChannelTV.us



PayPal



Zelle



venmo

* 優視頻道基金會，是美國501(c)(3)登記在案之非牟利組織。所有捐款金額，均將發給年度捐款贊助收據。

* U Channel Foundation is a state IRS registered 501(c)(3) non-profit organization. We will issue year-end donation receipt accordingly.



優視頻道

UChannel TV

【掌握優視頻道、共創優世文化】



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#優視官網



掃描優視 精彩無限

