



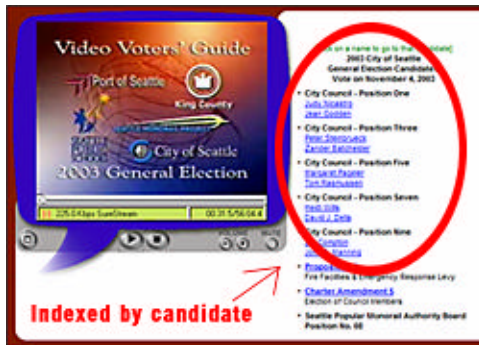
The Seattle Channel 2003

2003 was a year on the move for the Seattle Channel. In July the station moved to new quarters in Seattle's new City Hall. The facility was built for television, with office space for staff, editing rooms, a studio with a lighting grid and computer based light board, studio control room, central equipment rack room and a remote control center for Council Chambers and Mayor's Conference Room camera and audio equipment. The complex electronics, wiring, fiber and connectivity for the operation required an extensive planning process for the move and install of our equipment. The planning was done over 2 years and resulted in a very smooth move from the old Municipal Building. Some new routing and lighting equipment was purchased, but the basic station equipment was disconnected, packed, moved and reconnected in the new space. The Seattle Channel was only off for a single day and there was no interruption in the cable casting of City Council meetings.

During 2003 the Seattle Channel's function as a "Democracy Portal" for Seattle citizens resulted in coverage of over 200 City Council and committee meetings, and over 50 Mayor's press Conferences. The station covered every single City Council budget meeting and hearing over the months of the city budget process. Mayor Greg Nickels State of the City address was broadcast and streamed live on the internet as was the Council response. The video-on-demand feature of the Seattle Channel website now features all of these "window of government" events for the past six months and keeps them available for citizen use.

In April the Seattle Channel played an important role in the national emergency preparedness **TOPOFF** exercise. The channel was the key media player for city and federal officials, as they played out a response to a mock

terrorist attack in Seattle. The city's Emergency Operations Center was activated and the Seattle Channel had an important role in allowing the Mayor to communicate directly to the city via cable TV and the internet. We continue to do monthly testing of the television equipment and link at the Emergency Operations Center.



The Seattle Channel worked with Seattle's Office of Ethics and Elections and King County Civic Television to create two **Video Voters Guides**, one each for the Primary and General Elections. Every candidate for a Seattle or King County office was given two minutes for a statement about why they should be

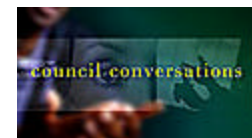
elected. These were broadcast dozens of times on the Seattle Channel and made available for viewing on our website seattlechannel.org.



Ask the Mayor is our monthly live call-in program with Mayor Greg Nickels. The eleven programs in 2003 gave dozens of citizens the chance to communicate directly via phone or e-mail with the Mayor about issues that concern

them. The Seattle Channel accompanied the Mayor on his monthly **Neighborhood Walks** visiting Downtown, Haller Lake, Lake City and Highpoint among others, and created a series of short programs about the winners of the **Mayor's Small Business Awards**. We also covered the **Mayor's Arts Awards** at the Opening Kickoff of Bumbershoot.

Near the end of 2003, we began a new bi-monthly program called **Council Conversations**. The program is a series of informal interviews with councilmembers intended to get to know their concerns and interests with special focus on their committee work. In addition to regular Council meetings the channel covered the **Council Annual Retreat**, and the **Council Budget Retreat**. We also started a new effort to "enhance" Council meeting coverage with additional facts, maps, graphics, and other information to help add context to the subjects being discussed. We covered **Council Forums** focusing on city issues like teen dating violence, prescription drugs, Pioneer Square redevelopment, senior housing, homophobia, domestic violence, urban creeks and police accountability.

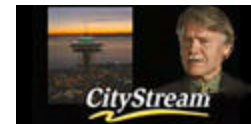


Seattle Channel original programs covered dozens of city issues and events.



City Inside/Out hosted by C.R. Douglas did 40 programs over the year. Some of the topics covered included Sound Transit, the City Light superintendent controversy, the Rick's Rezone, the Monorail, police accountability, South Lake Union, and Northgate redevelopment. Insider guests on the program included staff from the Mayor's office, nearly all the City Councilmembers, and heads of many city departments. Outsider guests included many reporters from local news media, community activists, and a range of political pundits. City Inside/Out also staged special hour-long election debates with the two candidates on every open City Council seat. We received several comments from viewers that this was the best local election programming people had seen.

In 2003 we launched **CityStream** a new program hosted by Mike James. Mike went out into Seattle's neighborhoods and talked with people about a broad range



of city focused topics. Issues included trees and views, district elections, off-leash dog parks, cell phone Towers, dangerous dogs, emergency preparedness, affirmative action, the Seattle economy and Broadway redevelopment. CityStream also featured interviews with dozens of Seattle and visiting authors including William Gates, Sr., Fred Moody, Art Thiel, Anthony Swofford, Nancy Pearl, and Robert Putnam. The program also presented feature stories on Seattle icons Bruce Lee, Pat O'Day, and Jacob Lawrence.

Another Seattle Channel series **Neighborhood News** is a cooperative venture with the city's Department of Neighborhoods and hosted by Natasha Jones. The program is a good news show about the energetic, creative, diverse activities going on in Seattle's 97 different neighborhoods. Neighborhoods featured in 2003 included Lake City, the University District and Columbia City. Our **Spotlight** series presented features on Fire Department training, South Lake Union, the Viaduct, and the Seawall. Kelly Guenther also produced **On the Ballot** segments on the Fire Levy, the Latte Tax and I-776.

The Seattle Channel staff produced a wide variety of features about our city, people and events. Programs featured the **Olmsted Parks Centennial**; the celebration of 30 years of community gardening in **Seattle's P Patches**; the city supported **Vera Project** for youth and music; **Homer Harris** and the

new Central Area park named in his honor; a segment on photo **Portraits of Rainier Valley** residents; and a program on the activities at the new **Carkeek Park Environmental Center**.

The Seattle Channel covered a variety of community forums and meetings. We were there for the opening of **McCaw Hall**, the **Waterfront Design Forum**, Richard Florida's presentation on "**The Rise of the Creative Class**," the **Sustainable Connections** exhibit at City Space, a forum on **How Central Is the Central District?** and an **Identity Theft Forum** at Seattle Community College. We worked with numerous other organizations and institutions including Town Hall, City Club, KCTS, Action Better City, the Red Cross, Seattle Community College Television and TVW. We worked with the Seattle Public Library in presenting their **Living Literature** series featuring events with Mark Twain, Langston Hughes, Louisa May Alcott and a Thomas Jefferson-Alexander Hamilton debate.



We began another new Seattle Channel series in 2003; **Seattle Voices** with Eric Lui is a monthly series of interviews. Eric talks with a wide variety of community, political and cultural leaders and others who are not as well-known, but doing great work in our local communities.

We covered numerous events at the Seattle Center including the **Martin Luther King Jr. Celebration**, the **Cherry Blossom Festival**, and of course Bumbershoot. In what has become an annual tradition the Seattle Channel provided **Bumbershoot Uncut** coverage of activities at Seattle's Arts Festival.

Nancy Guppy continued her popular **City A go go** series. The monthly program focuses on Seattle's arts and cultural communities giving viewers great tips on where to go and what to do. The program highlighted the activities of dozens of Seattle's cultural institutions and some special "finds" off the beaten path that only Nancy could come up with!



A Seattle Channel documentary on the new City Hall garnered a lot of attention around the city. The program titled "**Looking for City Hall**" and produced by Jeff Gentes told the story of the history of Seattle's City Halls. It also explained how the Municipal Building happened and the various

problems that plagued it. Many former city officials contributed fond and not-so-fond memories for the program.

The Seattle Native American community presented a song to the city to honor the city's support of Native Americans, especially at Discovery Park. The Seattle Channel created a beautiful program **The Mayor's Honor Song**, combining the music and images of Native Americans and our environment. The Seattle Channel spent **A Day with Mayor Greg Nickels** and turned it into a "slice of life" documentary. Our cameras followed the Mayor to vote, at an appearance on a radio talk show, at a staff meeting, a community health event at Rainier Beach Community Center and on a walk with community leaders of the Fremont neighborhood.

The Seattle Channel also covered events like **Hispanic Seafair, Pedestrian Summer, and Bike to Work Day**. Programs produced by the Seattle Police Department and broadcast on the Seattle Channel included **Beyond the Badge, Cops and Culture** and a program on sexual assault in four languages.

In 2003 the Seattle Channel was honored with several awards. The National Association of Telecommunications Officers and Advisors gave the station 1st place for Government TV Website (seattlechannel.org), 1st place for Community Awareness (Neighborhood News), and 1st place for Ethnic Experience (The Mayor's Honor Song). The Center for Digital Government named seattlechannel.org the best government website in the nation.

Our website **www.seattlechannel.org** is averaging over 4000 users per day (up from 800 users per day at the end of 2002) with an average visit of over

Visit Summary - February 2004	
Visits	140,140
Average per Day	4,832
Average Visit Length	00:06:00
Median Visit Length	00:01:14
International Visits	6.01%
Visits of Unknown Origin	20.72%
Visits from Your Country: United States (US)	73.26%

8 minutes. Approximately 10% of those visitors are watching our streaming video either live or via video-on-demand. The website has become a daily destination for thousands of Seattleites checking out the daily "Local Headlines" with links to all the top stories

making news in Seattle. The site also gets heavy traffic on our "In Depth Issues" pages, featured program links and our daily Seattle Channel schedule.

A major 2003 website accomplishment was the indexing of Council meeting videos. This allows a visitor to watch the portion of a meeting they're most interested in, without having to view the entire meeting. We have received numerous comments and e mails from people telling us what a great service this is. The website allows our content to be seen by people who have computers but don't have cable TV. It also allows for a surprisingly wider distribution. We've received comments from England, Japan, and Norway among others!

At the end of the year the Seattle Channel installed a TiltRac server based playback system to replace the video cassette system we had been using. The immediate effect has been a more predictable, flexible and dependable schedule, with fewer breakdowns and less need for staff to come in for late night and weekend corrections and repair. It also allows us to post a much more accurate and detailed program schedule on our website.

During 2003 the Seattle Channel hosted visiting delegations from Uzbekistan, Tanzania, Japan and Armenia in cooperation with the World Affairs Council. The visitors were always very interested in Seattle's functioning Democracy Portal and what they described as "the very creative use of a TV channel and a website."

The Seattle Channel belongs to the citizens of Seattle and exists to inform and involve citizens in government, civic and community affairs. 2003 was a growing year for the Seattle Channel and its efforts to bring compelling content into the homes of Seattle residents so they can participate in decisions that affect their lives and take advantage of the services and resources of our city.