

SEATTLE CHANNEL 2013 Accomplishments

Highlights of the last year include:

- SEATTLE CHANNEL was recognized by its peers in the government TV industry with 10 programming awards from the National Association of Telecommunications Officers and Advisors' (NATOA), including two first-place awards.
- SEATTLE CHANNEL was nominated for eight Emmy Awards and won a regional Emmy award from the Northwest Chapter of National Academy of Television Arts & Sciences for a *Community Stories* feature about the Post-Prison Education Program.
- SEATTLE CHANNEL in partnership with CityClub, Crosscut and Tom Douglas restaurants launched *Civic Cocktail*, a monthly show dedicated to civic conversation featuring a live audience asking questions of a panel of experts and journalists. The show is taped at Tom Douglas' Palace Ballroom. In 2013, Brian Callanan and Joni Balter moderated the lively televised discussions.
- SEATTLE CHANNEL partnered with CityClub and Town Hall to produce two episodes of *Seattle Speaks*. The live interactive forum hosted by Brian Callanan brought together supporters and opponents to debate and discuss neighborhood growth in April and raising the minimum wage in October. The October episode was shot at a new location, The New Holly Gathering Hall in South Seattle.
- SEATTLE CHANNEL produced a special *Digging Toward the Future: The Story of the Alaskan Way Tunnel*. Hosted by Brian Callanan, the special took an in-depth look at replacing the Alaskan Way Viaduct with a deep-bore tunnel including the mega-project's impacts on business, tourism, transportation and the city's waterfront.
- SEATTLE CHANNEL hosted a public preview screening of the *Community Stories* documentary *One Generation's Time: The Legacy of Silme Domingo and Gene Viernes* at the Wing Luke Museum of the Asian Pacific American Experience in May. The documentary tells the story of the two Filipino American cannery worker activists who were murdered in Seattle in 1981.
- In conjunction with King County TV and the Seattle Ethics and Elections Commission, SEATTLE CHANNEL produced Video Voter's Guides for the primary and general elections. The guides are divided into two parts, city and county races.

- SEATTLE CHANNEL's website received more than 2.8 million page views with more than 930,000 visits, many of which resulted in streaming or downloading videos.
- SEATTLE CHANNEL streamed from remote locations 58 events for the Mayor's Office, City Council and community partners such as Town Hall. The most popular remote live streams were the King-Snohomish Regional Spelling Bee, a press conference on a Metro bus shooting and a press conference with Mayor-elect Ed Murray announcing staff appointments.
- In partnership with the city's web team, SEATTLE CHANNEL launched a mobile app. which allows viewers to connect to life in the city anywhere and anytime with access to live or on-demand Seattle Channel programs in the palm of their hands.
- SEATTLE CHANNEL staff completed a mid-year diversity report (January to June 2013) to track programs for racial and ethnic diversity including the number of people of color on camera and whether a program's content focuses on issues reflecting the needs and concerns of communities of color and underserved populations.
- SEATTLE CHANNEL staff completed a survey of comparable government TV stations with a focus on changing technology, viewing habits and increasing civic engagement.
- SEATTLE CHANNEL continued its commitment to the most thorough coverage of Seattle's local government of any television outlet.

SEATTLE CHANNEL PRODUCTIONS

SEATTLE CHANNEL completed more than 1,000 productions in 2013. Programs ranged from mayor's press conferences to artist profiles, from City Council budget hearings to discussions about raising the minimum wage, from a story about a post-prison education program to covering a proposed sports arena.

Highlights include:

- 107 events with the mayor including 9 episodes of *Ask the Mayor*, 98 media availabilities, press brown bags, town halls and neighborhood visits. Many of these events were streamed live and footage was made available immediately after the event for quick distribution to the mayor's social media outlets.
- 462 City Council programs including 12 *City Inside/Out: Council Edition* shows, all Council committee meetings, all Council press conferences and public

hearings. Council programming is presented live on cable channel 21 (HD 321 Comcast and 721 Wave), live streamed at seattlechannel.org and available via the web anytime as video-on-demand.

- 257 new episodes in SEATTLE CHANNEL's weekly and monthly series line-up including:
 - 29 episodes of *City Inside/Out* with host Brian Callanan. *City Inside/Out* is a weekly public affairs show featuring thoughtful, in-depth reports and discussions about important local issues. This year, the programs included a discussion of a proposed sports arena, gun buyback programs, ride-sharing services, education funding and micro-housing. Guests included Gov. Jay Inslee, state Superintendent of Public Instruction Randy Dorn and ACLU Deputy Director Jennifer Shaw.
 - 26 episodes of *CityStream*, a weekly magazine show that finds out what fuels Seattle's limitless vibrancy and keeps abreast of how the city is growing and changing in the 21st century. This year featured topics such as canoe shaping, mobile boutiques, clean up divers, a crisis line, little free libraries, police academy training and city ghost tours.
 - 23 episodes of *Seattle Voices* hosted by Eric Liu who engages in one-on-one conversations with some of the most interesting, provocative and inspiring people in Seattle. This year's guests included tech writer Monica Guzman, King County Prosecutor Dan Satterberg, Chamber of Commerce President Maud Daudon and choreographer Donald Byrd.
 - 22 *American Podiums*, a series where nationally known authors, thinkers and leaders give talks and readings in Seattle, including Michelle Rhee, education reform advocate; California Lieutenant Gov. Gavin Newsom; "Seattle Mama Doc" Wendy Sue Swanson; Temple Grandin, author, professor and autistic advocate; Angela Davis, political activist; and Jay Richards, Discovery Institute senior fellow.
 - 30 episodes of *Art Zone* with Nancy Guppy, a program with fresh highlights from local arts, entertainment and cultural happenings. This year's episodes and guests included Seattle-based musicians Duff McKagen, Xolie Morra, John Roderick and Bill Frisell, filmmaker Megan Griffiths, screenwriter Bob Nelson, Sub Pop's silver jubilee, fashion designer Michael Cepress, writer Charles Johnson, dancer Jade Solomon Curtis and a rare reunion of the punk-pioneering rock band The Fastbacks.
 - 12 episodes of *Book Lust* where America's favorite librarian and best-selling author Nancy Pearl sits down each month with top writers from around the country for conversations about books and the process and art

of writing. This year, some of the authors Nancy interviewed were historical romance novelist Julia Quinn, novelist Isabel Allende and U.S. Poet Laureate Billy Collins.

- 7 episodes of the popular new show *Civic Cocktail* featured happy-hour discussions with panelists, journalists and a live audience on a range of topics including marijuana, healthcare reform, education, arts, transportation and a proposed sports arena.
- 58 *Town Squares* covered important community discussions and lectures with partners such as CityClub, Town Hall Seattle, University of Washington School of Public Health, Washington Coalition for Open Government, Seattle Chamber of Commerce and Downtown Seattle Association. These discussions and lectures featured speakers such as scientist Lee Hood, Institute for Systems Biology co-founder; food writer Nancy Leson; Gov. Jay Inslee; Expedia and Zillow co-founder Rich Barton; journalist Tonya Mosley and community organizer Ron Chew.
- 7 *Community Stories* shared stories of unique individuals and organizations making a difference in Seattle's diverse neighborhoods. Show subjects included a coffee shop bringing a shot of hope to a South Seattle neighborhood, a series featuring the voices of Cuban-American immigrants and a documentary about a pair of Filipino American labor activists murdered in Seattle.
- 11 *Front Row* programs highlighted the best in local performance including music, theater and literary arts. Shows in 2013 featured a celebration of the contemporary American Circus, Langston Hughes Performing Arts Institute's summer teen musical, and Town Hall Artist in Residence (rapper) Geo's collaborative photography project *Rappers w/ Cameras*.
- 21 episodes of *Seattle News Now*, a weekly summary of headlines that gives viewers a brief wrap up of the most significant news related to Seattle city government.
- 11 episodes of *An Evening With* showcased discussions, interviews, panels and presentations with a variety of guests from all areas of the arts. Shows in 2013 featured a MOHAI exhibition, *Celluloid Seattle: A City at the Movies*; and conversations with best-selling author Maria Semple and University of Washington professor, black scholar and author Charles Johnson.

SEATTLECHANNEL.ORG

SEATTLE CHANNEL's website continued to evolve in 2013, offering new features and services for users. Web highlights for 2013:

- Traffic at SEATTLE CHANNEL's remained fairly steady in 2013. The number of page views increased by 10 percent, yet the number of website visitors dipped by 10 percent from 2012. The number of video plays saw a slight decrease of 4.8 percent. However, YouTube views more than tripled. This was due in large part to a couple of artist videos that went viral on YouTube with more than 100,000 hits. Here are the 2013 web statistics:
 - 2013 Website Page Views: 2,845,738
 - 2013 Website Visitors: 938,571
 - 2013 Video Plays: 245,659
 - 2013 Live Webcast Views: 2,731
 - 2013 YouTube Video Plays: 257,066
- Remote Live Webcasting
In 2013, SEATTLECHANNEL.org continued to offer remote live webcasting for its viewers. This allows viewers to watch, in real time, city government and community events that are happening at locations other than City Hall. In 2013, SEATTLE CHANNEL streamed 58 remote webcast events for the Mayor's Office, City Council and community partners like Town Hall Seattle. The most popular remote live streams included the regional spelling bee at Town Hall, a press conference on a Metro bus shooting and a public forum on Washington Initiative 502 on marijuana reform.
- Video on Demand
SEATTLECHANNEL.org boasts a major archive of programming on its website. The archive includes city government meetings as well as original arts and public-affairs programming. Videos are available to watch on any web browser via Flash and via a HTML5 video play iOS devices like iPhones and iPads. In 2013, nearly 1,250 new videos were added to the on-demand archive. The archive now has more than 8,800 titles available to the public.

SEATTLE CHANNEL COMMUNICATIONS

- **SOCIAL MEDIA** In an effort to reach more viewers through social media, the channel maintains Twitter (5,500 followers in December 2013, more than 100 percent growth from the end of 2012), Facebook (1,600 likes in December 2013, a 40 percent increase from the end of 2012) and YouTube subscribers (461 subscribers, a 58 percent increase over 2012).
- **EMAIL MARKETING:** The e-mail list remained relatively flat in 2013 with some slow erosion over the last four years. Efforts are underway to increase the number of weekly viewer guide subscribers in 2014.
- **ADVERTISING/MARKETING/OUTREACH:**
 - Continued Daily Shorts feature to highlight segments from Seattle Channel programs. The short segments are promoted daily on social media and the blog.
 - Completed a draft marketing plan to increase brand awareness of Seattle Channel. Participated in a positioning exercise, which resulted in several strategic marketing recommendations from consultant Pyramid Communications. Work on a brand image campaign will begin in 2014.
 - Hosted a public preview screening of a *Community Story, One Generation's Time: The Legacy of Silme Domingo and Gene Viernes*. The May event was attended by about 130 people at the Wing Luke Museum of the Asian Pacific American Experience.
 - Cable TV--SEATTLE CHANNEL Placed \$50,000 of advertising on Comcast through the city's cable franchise agreement with the cable provider. In 2013, we continued a successful online advertising element as part of the Comcast package, which featured an in-banner video with the SEATTLE CHANNEL promo spot. The ad delivered more than one million impressions of the promo video via the Comcast website.
 - In fall 2013, SEATTLE CHANNEL purchased underwriting spots on public radio stations KUOW, KPLU and KEXP and placed a half-page ad promoting *Art Zone with Nancy Guppy* in The Stranger's quarterly Art & Performance Guide.
- In 2013, we continued our distribution agreements with other municipal channels. SEATTLE CHANNEL programs, including *Book Lust*, *Art Zone* and *American Podium*, are shown on Bellevue TV, Kirkland TV, King County TV, Renton TV, and others as far away as Bellingham.

SEATTLE CHANNEL TECHNOLOGY UPGRADES

SEATTLE CHANNEL improved its infrastructure in 2013 to better serve cable viewers and web users. Highlights include:

- While much of SEATTLE CHANNEL programming is “up-converted” to an HD format for the Comcast (321) and Wave (721) HD channels, the station produces some programs in HD. In 2013, digital upgrades continued with replacement of equipment that is HD capable. The station acquired several HD cameras for field production and can edit in HD. Work is in progress to convert our studio cameras and equipment to HD in early 2014.

SEATTLE CHANNEL AWARDS

In 2013, SEATTLE CHANNEL was nominated for eight Emmy awards by the Northwest Chapter of National Academy of Television Arts & Sciences. The station received a Northwest Regional Emmy award for a feature story about a local program that sends former prisoners to college. SEATTLE CHANNEL also received 10 programming awards from the National Association of Telecommunications Officers and Advisors (NATOA). NATOA awards recognize excellence in cable, electronic programming, broadcast, and multimedia by local government agencies.

Emmy Award

Feature story

Post-Prison Education Program, *Community Stories* series

NATOA Awards

Public Affairs

Second Place: *Council Conversations* with Nick Licata

Interview/Talk Show

First Place: *City Inside/Out: Marijuana Legalization*

Election Coverage

First Place: *Seattle Speaks*

Arts and Entertainment

Honorable Mention: *CityStream: Festive Fun*

Public Safety

Second Place: *CityStream: Saving Dawson Street*

Public Education

First Place: *Community Stories*: Post-Prison Education
Second Place: *CityStream*: Scrap Blasters

Public Information Series

Second Place: *In Good Company*

Videography

Second Place: *In Good Company*: Pacific Fishermen Shipyard and Electric

Excellence in Government Programming

Second Place: Seattle Channel