

SEATTLE CHANNEL 2014 Accomplishments

Highlights of the last year include:

- SEATTLE CHANNEL received the prestigious Excellence in Government Programming award (often referred to as “the best municipal TV station in the nation) from the National Association of Telecommunications Officers and Advisors’ (NATOA). Additionally, the station received 10 government programming awards for a variety of news, arts and community coverage, including 5 first-place awards.
- SEATTLE CHANNEL was nominated for 10 Emmy Awards and won four regional Emmy award from the Northwest Chapter of National Academy of Television Arts & Sciences for arts, interactive and community affairs programming and moderating by the station's public affairs host Brian Callanan.
- SEATTLE CHANNEL launched a new website in December. The new navigation is designed to help users find what they are looking for quickly and efficiently as well as discover other interesting content along the way. And with responsive design, the site works across a wider range of devices, from desktop computer monitors to mobile phones.
- SEATTLE CHANNEL’s website received more than 3.5 million page views and more than 1.2 million visitor sessions, many of which resulted in streaming or downloading videos.
- SEATTLE CHANNEL live streamed an inauguration ceremony for Seattle officials at City Hall in January 2014. Officials, including Mayor Ed Murray and Seattle City Councilmember Kshama Sawant, took an oath of office and provided brief remarks.
- SEATTLE CHANNEL hosted a public preview screening of the Community Stories documentary Honor Totem at SIFF Cinema Uptown in March. The documentary chronicled the story of the John T. Williams Memorial Totem Pole Project, a community effort which rose from the fatal police shooting of Williams, a First Nations woodcarver. Honor Totem, along with One Generation’s Time: The Legacy of Silme Domingo and Gene Viernes, another Community Story, were featured at the Social Justice Film Festival in October. Both documentaries had several smaller community screenings in 2014, including the Seattle Department of Transportations’ ongoing use of Honor Totem as a part of its Race and Social Justice training for employees.

- The SEATTLE CHANNEL piloted a new format for *Ask the Mayor* featuring a live audience and a topic of focus during the second half of the hour-long program. *Ask the Mayor* was broadcast live from City Hall in March and October and from the NewHolly Gathering Hall in June, where more than 130 people turned out to participate in the program, which featured Seattle's newly appointed police chief.
- SEATTLE CHANNEL partnered with Seattle CityClub and Town Hall to produce two episodes of *Seattle Speaks*. The live interactive forum hosted by Brian Callanan brought together residents and thought leaders in April to debate and discuss transforming Seattle's waterfront. In October, preschool politics was the topic with a debate centered on two competing preschool-related ballot measures.
- SEATTLE CHANNEL in partnership with CityClub, Crosscut and Tom Douglas restaurants continued a second successful season of *Civic Cocktail*, a monthly show dedicated to civic conversation featuring a live audience asking questions of a panel of experts and journalists. Hosted by Joni Balter, the show is taped at Tom Douglas' Palace Ballroom.
- SEATTLE CHANNEL produced *Our City, Our Schools*, a special series offering an up-close look at the city of Seattle's Families and Education Levy and the programs it funds, from pre-K through high school. Host Brian Callanan talked with everyone from principals to preschoolers about the levy's successes and its challenges.
- SEATTLE CHANNEL produced several specials including scenes from the Seattle Seahawks Super Bowl victory parade, live coverage of the King-Snohomish Regional Spelling Bee and a summary of efforts to conserve and enhance the Mountains to Sound Greenway, a stretch of scenic landscape which links urban and rural lands from Central Washington to Puget Sound.
- SEATTLE CHANNEL piloted a technology show, *Tech Cetera*, in May 2014. The pilot episode highlighted the city's thriving tech sector and profiled programs that teach kids to code, surveyed apps designed to make life easier and featured city's new startup liaison who is overseeing the Seattle Startup program, which supports small tech companies and reach underserved communities in the sector.
- According to the city of Seattle 2014 Technology Access and Adoption Report, more than half of the telephone respondents to a survey (51% and 66% of online respondents) have seen the SEATTLE CHANNEL. Based on the phone survey, viewership is up by four percentage points, from 47% in 2009. People of color represent about two-thirds of the weekly Seattle Channel audience.
- New cameras were installed along with HD capable equipment in the SEATTLE CHANNEL control room.

- 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 featured two-minute pro and con statements related to ballot measures as well as statements from candidates for office.
- 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 780 productions in 2014. Programs ranged from mayor's press conferences to artist profiles, from City Council budget hearings to the 2014 Inauguration Ceremony at City Hall to discussions about raising the minimum wage to a documentary on the lives and legacy of two Filipino American union organizers fighting to improve conditions for Filipino workers in Northwest canneries.

Highlights include:

- 84 events with the mayor including 3 episodes of *Ask the Mayor* and 78 media availabilities and Find-It-Fix-It walks. Some of these events were streamed live and in many cases footage was made available shortly after the event.
- 371 City Council programs including 12 *City Inside/Out: Council Edition* shows, 9 episodes of *Council Conversations*, 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.
- 212 new episodes in SEATTLE CHANNEL's weekly and monthly series line-up including:
 - 28 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, program topics included a discussion of Metro Transit's bus service; an increase to Seattle's minimum wage; marijuana reform; the affordable housing crisis; education funding; and the Dream Act, which expands college financial aid to include students who were brought to the state illegally as children. Guests included Alison Holcomb, ALCU criminal justice director; state Superintendent of Public Instruction Randy Dorn; and Rich Stolz, executive director of One America.

- 26 episodes of *CityStream*, a weekly magazine show that looks at what fuels Seattle's limitless vibrancy and keeps abreast of how the city is growing and changing in the 21st century. This year, features included a training program for King County veterans in historic preservation carpentry, craft breweries, bike-friendly fashion, a program to combat childhood obesity, an Olympic-style multi-sport event for seniors, and an effort to close the digital divide.
- 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. 2014 marked the 10th year of the interview program. Guests included Rosanna Sharpe, executive director of the Northwest African American Museum; Filmmaker Lynn Shelton; Dan Savage, columnist/author, media pundit and gay activist; Tom Mara, executive director of KEXP; Ben Huh, internet entrepreneur and the CEO of The Cheezburger Network; and Pamela Banks, CEO of the Urban League of Metropolitan Seattle.
- 8 *American Podiums*, a series where nationally known authors, thinkers and leaders give talks and readings in Seattle, including Robert Reich, former U.S. Secretary of Labor; Sonia Sotomayor, U.S. Supreme Court Justice; David Cay Johnston, Pulitzer Prize-winning author and journalist; and Stella Nyanzi, a social scientist from Uganda.
- 32 episodes of *Art Zone* with Nancy Guppy, a program with fresh highlights from local arts, entertainment and cultural happenings. This year's episodes featured guests such as artist John Grade, author Garth Stein, writer/filmmaker Julio Rameriz, actor Julie Briskman and musicians such as Kris Orlowski, Deep Sea Diver and teen family band Bleachbear.
- 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 included Presidential historian Richard Norton Smith; Laurie Halse Anderson, a writer best known for children's and young-adult novels; Pulitzer prize winning American playwright Robert Schenkkan; and Rainier Scholars literature teacher Drego Little.
- 8 episodes of *Civic Cocktail* hosted by journalist Joni Balter featured happy-hour discussions with panelists, journalists and a live audience on a range of topics including immigration, crime, transit, higher education and raising the minimum wage. Guests included Gov. Jay Inslee, University of Washington President Michael Young, Chef Tom Douglas and Seattle Police Chief Kathleen O'Toole.

- 32 *Town Squares* covered important community discussions and lectures with partners such as Seattle CityClub, Town Hall Seattle, University of Washington School of Public Health, Washington Policy Center, Seattle Metropolitan Chamber of Commerce and Downtown Seattle Association. These discussions and lectures featured speakers such as landscape architect James Corner; Microsoft CEO Satya Nadella; Joshua Prince-Ramus, co-architect of the Seattle Central Library; and Kristin Rowe-Finkbeiner, executive director/CEO of MomsRising.org.
- 5 *Community Stories* shared stories of unique individuals and organizations making a difference in Seattle's diverse neighborhoods. Show subjects included a documentary chronicling the response to the fatal police shooting of First Nations wood carver John T. Williams; a bilingual theatre group; and Kamekichi Tokita, a Japanese American painter and wartime diarist.
- 11 *Front Row* programs highlighted the best in local performance including music, theater and literary arts. Shows featured Robert Pinsky, former U.S. Poet Laureate; the CD Forum's Creation Project, a showcase for original works by promising Black contemporary performing artists; a St. Patrick's Eve Irish celebration and a performance marking Filipino-American History Month.
- 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.
- 9 episodes of *An Evening With* showcased discussions, interviews, panels and presentations with a variety of guests from all areas of the arts. Shows featured a film critics wrap of notable 2014 films; a survey of Northwest Coast native art; an author discussing his novel "Song of the Shank," about a nineteenth-century slave and improbable musical genius; and a panel discussion on the enduring legacy of Kurt Cobain and Nirvana.

SEATTLECHANNEL.ORG

SEATTLE CHANNEL's launched a new website in 2014. The new navigation is designed to help users find what they are looking for quickly as well as discover other interesting content along the way. And with responsive design, the site will work across a wider range of devices, from desktop computer monitors to mobile phones.

Web highlights for 2014:

Traffic at SEATTLE CHANNEL's website increased in 2014. The number of page views increased by 25 percent over 2013. (Note: In 2014, Google Analytics changed the terminology from "website visitors" to "website sessions" to better reflect that one person might access the website from several different devices and multiple times a day.) Live webcasts increased 136 percent. The number of video plays saw an increase of 9 percent over 2013. Here are the 2014 web statistics:

- 2014 Website Page Views: 3,561,559 (25% increase)
- 2014 Website Sessions: 1,222,206
- 2014 Video Plays: 267,732 (9% increase)
- 2014 Live Webcast Views: 2,780 (25 live streamed events)
- 2014 YouTube Video Plays: 216,436

SEATTLE CHANNEL COMMUNICATIONS

- **SOCIAL MEDIA** In an effort to reach more viewers through social media, the channel maintains Twitter (7,821 followers in December 2014, 42% percent growth from the end of 2013), Facebook (2,122 likes in December 2014, a 33% percent increase from the end of 2013) and YouTube subscribers (915 subscribers, a 98 percent increase over 2013). The increase in YouTube subscribers was due mostly to a YouTube video of Councilmember Kshama Sawant responding to the president's State of the Union speech in January 2014).
- **EMAIL MARKETING:** The e-mail list grew by nearly 900 subscribers in 2014 to 2,155 subscribers, that's a 71% increase over 2013. The increase was due, in part, to the consolidation of existing e-mail lists, but was mostly the result of adding registrants for events such as Civic Cocktail, Seattle Speaks, Ask the Mayor and community screenings to the channel's e-mail outreach list.
- **ADVERTISING/MARKETING/OUTREACH:**
 - Issued an RFP, selected and hired a communications firm to develop a multi-platform outreach campaign to anchor Seattle Channel's market position, expand the station's reach, engage existing and new audiences (including communities of color and underserved populations) and increase online and on-air engagement. The campaign spanned print, transit, online and cable TV.
 - Hosted a public preview screening of Honor Totem, a documentary about the fatal police shooting of First Nations wood carver John T. Williams.

The March event was attended by about 130 at SIFF Cinema Uptown.

SEATTLE CHANNEL TECHNOLOGY UPGRADES

SEATTLE CHANNEL completed an HD upgrade of its studio in City Hall. Highlights include:

- New cameras were installed along with HD-capable equipment in the station control room. Many programs that are shot on location, such as *CityStream* and *Council Conversations*, were already in HD. The upgrades allowed HD versions of in-studio shows such as *City Inside/Out* and *Seattle Voices* to roll out in the fall of 2014. In addition, the channel can do live remotes, such as *Seattle Speaks*, in HD.

SEATTLE CHANNEL AWARDS

In 2014, SEATTLE CHANNEL was nominated for 10 Emmy awards by the Northwest Chapter of National Academy of Television Arts & Sciences. The station received four Northwest Regional Emmy awards for arts, interactive and community affairs programming and moderating by the station's public affairs host. SEATTLE CHANNEL also received the prestigious Excellence in Government Programming award as well as 10 additional 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 Awards

Interactive Category

Seattle Speaks, a live public forum about raising the minimum wage

Community Affairs Category

Community Stories: A Heart in Hillman City

Arts Programming Category

Art Zone with Nancy Guppy: Jade Solomon

Program Host/Moderator Category

Brian Callanan

NATOA Awards

Excellence in Government Programming

First Place: Seattle Channel

First-Place NATOA Awards

Interview/Talk Show

City Inside/Out: Human Trafficking

Election Coverage

City Inside/Out: Council Race Bagshaw vs. Bellomio

Arts and Entertainment

Art Zone with Nancy Guppy: Casey Curran

Public Education

CityStream: Along the Duwamish

Public Service Announcement

Seattle Channel Mobile App