

Introduction

The final version of the revision of the Executive Summary of the Seattle Commission on Electronic Communication Recommendations of December, 2001 has been approved by vote of the CTTAB committee. The objective of this work is to revise and update the original Executive Summary of the Commission's recommendations. The complete report is available on the Seattle Channel's website: <http://www.seattle.gov/scec/>

The process of revising and updating the Executive Summary included the following:

- presentation and solicitation of ideas and comments from the CTTAB committee at its August, 2013 meeting
- review of draft versions of the document via emails and meetings by Seattle Channel committee members and other CTTAB members
- revision of the document by the Seattle Channel staff based on feedback from the above processes
- approval from the upper management of the Department of Information Technology

This document will inform and guide the annual updates of the Channel's five year plans.

Revised Seattle Channel Executive Summary 10-16-13

Content and Production

- Build a multi-media resource that provides compelling content designed to encourage civic participation and conversation and inform and enlighten the residents about Seattle's diverse people, neighborhoods, government services and cultural landscape.
- Provide transparent access to city government and offer residents avenues to interact with their government and each other across media platforms, including live-audience participation formats. Provide expert interpretation of the activities of city government and how they affect residents.
- Continue to develop new content with a hyperlocal focus and consider expanding programming to include coverage of the technology sector.
- Retain and build viewership by aligning program content, scheduling and promotions with the needs and preferences of identified target audiences. Promote participation of audiences in the development of program content.
- Expand civic participation by engaging diverse voices and viewpoints and exploring avenues to enhance programming to meet the needs of minorities and other underserved populations.

Branding and Marketing

- In an ever-changing marketplace, identify Seattle Channel's niche and importance in local coverage of civics, culture and community.
- Establish a clear and differentiated identity around the channel's position in the crowded media marketplace. Identify target audiences and tailor marketing and outreach efforts to reach these audiences.
- Develop and implement a comprehensive marketing plan to retain and draw new users and viewers.

Technology

- Establish how Seattle Channel can adapt to new and evolving trends in the cable TV industry and better harness digital technologies and social media for civic engagement.
- Redesign Seattle Channel's website to better showcase station productions through improved navigation, interactivity and search functions with a focus on optimizing online content to fit mobile platforms.

Partnerships

- Expand strategic partnerships with civic organizations, community and nonprofit agencies, new technology businesses, city departments and educational institutions to leverage operational, content and promotional resources.
- Develop partnerships with media, including community blogs, to further position Seattle Channel as a reliable source for information and quality content about city events and city government.

Finance

- Maintain and increase the current level of support from city funds and cable franchise fees. Council resolutions dedicate funding support for the Seattle Channel to provide innovative and interactive technology through which residents can learn about their city and meaningfully interact with city government.
- Leverage partnerships by providing in-kind production services with partners contributing cash costs.
- Identify and pursue new sources of revenue such as seeking sponsorships and pursuing grants.

Governance & Evaluation

- Seek advice, review and input from the Citizens Telecommunications and Technology Advisory Board (CTTAB) on topics including station programming, outreach and publicity.
- Track and improve programming by setting measurable goals and conducting regular evaluations related to on-air and online viewership and audience engagement.