



# 2017 ANNUAL REPORT



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# Seattle Channel 2017 Accomplishments

## OVERVIEW

In 2017, Seattle Channel laid the groundwork for a **strategic planning process** designed to establish a framework for the channel to navigate the myriad advances in technology, changes in TV viewership and the decline in cable subscribers. The confluence of these challenges presented an opportunity for the channel to evaluate its partnership, programming and marketing decisions and work toward developing a sustainable plan to ensure it effectively accomplishes its mission in a changing landscape.

Seattle Channel received [eight Northwest Regional Emmy-Award nominations](#) and [one Emmy Award](#). It was named **among the “best municipal television stations in the nation”** when it received the prestigious Excellence in Government Programming award from the National Association of Telecommunications Offices and Advisors (NATOA).

Staff engaged participants in the Seattle Youth Employment program in a series of **media trainings to support the youth** in the creation of a video chronicling a neighborhood approach to reduce youth crime.

## 2017 HIGHLIGHTS

- Seattle Channel staff partnered with Nyhus Communications to begin work on a **set of strategic recommendations** centered around priority areas for programming and content, opportunities for partnerships, strategies for marketing and engagement and methods to measure and evaluate the channel’s impact. In late 2017, staff and the Nyhus team embarked on the discovery and research phase, conducted employee meetings and a staff survey, identified and interviewed thought leaders and formed an advisory committee.
- In summer 2017, Seattle Channel collaborated with a South Seattle coalition working to reduce youth violence. Participants in the Seattle Youth Employment Program got behind the camera to document a special initiative in the Rainier Beach neighborhood. They chronicled the work of **Rainier Beach: A Beautiful**



- Safe Place for Youth**, a community-led approach to reduce crime that affects young people in the South Seattle neighborhood. The video project, funded in part by a U.S. Department of Justice grant, resulted in a short [Community Stories documentary](#).
- 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). The recognition marked Seattle Channel’s eighth NATOA win in 11 years for programming excellence. Seattle Channel competed against other government-access TV stations in large U.S. cities. Additionally, the city-operated TV station won nine government programming awards, including five first-place wins for programming.
  - NATOA held its annual national conference in Seattle in September 2017. Production Manager **Ed Escalona received a 2017 Ovation Award** for his production contributions to NATOA’s annual meeting. NATOA is a national association representing the needs and interests of local governments in the areas of communications, broadband and technology. Also recognized at the national conference was **Tony Perez, director of Seattle’s Office of Cable Communications**. Perez, immediate past president and longtime member of NATOA’s Board of Directors, **received NATOA’s 2017 Member of the Year** award for his contributions to the field.
  - Seattle Channel received a **Northwest Regional Emmy Award** for the editing of an animated short film about a local World War II veteran. The winning *Community Stories* feature, [An American Hero: Frank Nishimura](#), tells the story of Frank Nishimura, a Japanese-American World War II veteran. The station also received [eight Emmy nominations](#) in program categories including overall station excellence, arts/entertainment, historic/cultural, interview/discussion, public/current/community affairs and documentary.
  - [Living Longer, Living Well](#), a one-hour special, presented a guide to navigating the challenges of aging in the Seattle region. Three vignettes looked at what it means for seniors to live alone, with a caregiver, and in an assisted-care facility. A panel of local aging and senior-issues experts joined host Brian Callanan to discuss trends in healthcare, local resources and the complex matters to consider when caring for a senior parent or family member.
  - Seattle Channel – in partnership with Seattle CityClub – continued a fifth successful season of [Civic Cocktail](#) featuring engaging conversations with



newsmakers and thought leaders taped before a live audience. The program drew sell-out crowds and welcomed a roster of high-profile guests.

- In honor of the 10th anniversary of **National Record Store Day**, *Art Zone with Nancy Guppy* [spun a tribute](#) to the “never-say-die” medium of vinyl – from its history, to pressing, scratching, collecting, listening and the sharing of life-changing record stories.
- *Art Zone with Nancy Guppy* hit the [red carpet at the 43<sup>rd</sup> annual Seattle International Film Festival](#) with special coverage of the opening night festivities, including conversations with Northwest filmmakers and the married screenwriters for the opening night movie *The Big Sick*.
- In partnership with King County TV and the Seattle Ethics and Elections Commission, Seattle Channel produced **Video Voters’ Guides** for the primary and general elections. The primary election guide featured 57 short video statements from candidates running for city and county seats, including Seattle mayor, City Council, school board, port commission and county executive.
- After 16 years at Seattle Channel, including five years as General Manager, **John Giamberso retired**. He was part of a team that led the transformation of Seattle Channel from a mostly government-meeting channel to a dynamic source of local information, featuring award-winning programming covering Seattle’s civics, culture and community.
- Mayor Ed Murray delivered his **State of the City address from the Idris Mosque** in Northgate in February 2017. Seattle Channel broadcast and streamed the address live.

## SEATTLE CHANNEL PRODUCTIONS

Seattle Channel completed more than 780 productions in 2017.

### HIGHLIGHTS INCLUDE

- **93 events with the mayor** including five episodes of *Ask the Mayor*, seven *Find-It-Fix-It* community walks, 76 media availabilities, one *Mayor’s Arts Awards* ceremony, three public service announcements or messages, and one State of the City Address. (Note: In 2017, Seattle had four mayors. Mayor Ed Murray resigned in September 2017. Seattle City Council President Bruce Harrell was briefly appointed interim mayor. Harrell declined to serve, and



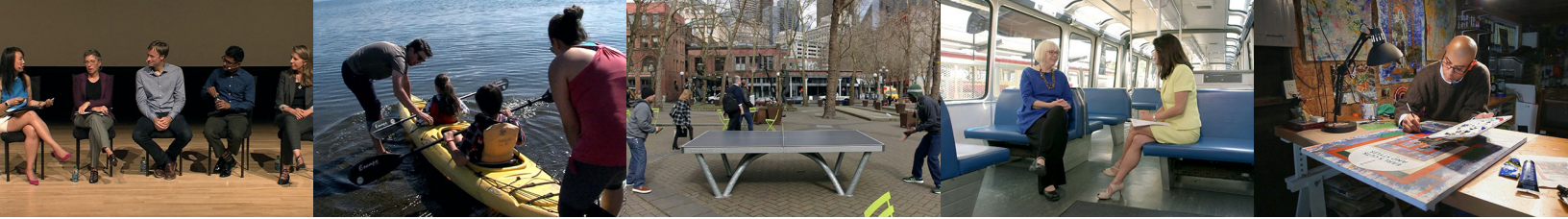
*City Councilmember Tim Burgess was appointed by the Seattle City Council to serve the remainder of the mayoral term. Jenny Durkan was elected mayor in November 2017 and took office later that month.)*

- **383 City Council programs** including 12 *City Inside/Out: Council Edition* shows, four episodes of *Council Conversations*, 362 Council meetings, forums and public hearings, and five Council press conferences. Council meetings are broadcast live, live streamed online and available via the web anytime as video-on-demand.
- Nearly 200 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 push to unionize rideshare drivers, Washington state’s lawsuit against President Trump’s travel ban, safe injection sites, a proposed soda tax, a head tax to be leveraged on large employers, neighborhood upzones, police reform and a Seattle mayoral debate. Guests included Washington State Attorney General Bob Ferguson; Teresita Batayola, president & CEO, International Community Health Services; André Taylor, police reform advocate; Max Schroedl, CFO, Jones Soda; state Superintendent Chris Reykdal, Paul Guppy, vice president of research, Washington Policy Center; Rita Green, education chair, NAACP; and Jorge Barón, executive director, Northwest Immigrant Rights Project.
  - 22 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. This year, features included a Boy Scout troop designed for scouts with special needs; a profile of a family who fled Syria for Seattle; a look at the City’s Navigation Team, a team of outreach workers and police officers that connects unsheltered people to housing and resources; and an annual Braille literacy competition designed to motivate blind students. Other segments included a boxing class that helps those with Parkinson’s fight back; a mochitsuki, a Japanese New Year’s gathering to pound sweet rice into mochi (a soft rice cake); Guitars for Vets, a program which helps veterans cope with stress through music; and a rigorous training program for rapid-entry rescue swimmers.
  - 21 episodes of ***Art Zone with Nancy Guppy***, a program with fresh highlights from local arts, entertainment and cultural happenings. A special episode



featured Pearl Jam guitarist Mike McCready in conversation with Nancy in her living room. Throughout the year, the show's segments featured the reggae vibe of Clinton Fearon and Boogie Brown Band, Talking Heads legend David Byrne, clockmaker Nico Cox, dancer Jade Solomon Curtis and poet E.J. Koh. Other spotlighted artists included teen drag queen RainBowGore Cake; singer/songwriter Mary Lambert; Pakistan-born sculptor Humaira Abid; and musician, comedian and performance artist Lisa Koch.

- 8 episodes of [\*Book Lust\*](#) where America's favorite librarian and best-selling author Nancy Pearl sits down with top writers from around the country for conversations about books and the process and art of writing. This year, featured authors included Pulitzer Prize winning authors Sean Greer and Viet Thanh Nguyen; journalist Bonnie Rochman; sports columnist turned novelist Dave Boling; Montana novelist Jamie Harrison; and Kevin Young, author, essayist and poetry editor of the New Yorker.
- 6 episodes of [\*Community Stories\*](#) shared stories of unique individuals and organizations making a difference in Seattle's diverse neighborhoods. Featured documentaries included an initiative to reduce crime that affects young people in the Rainier Beach neighborhood; a 92-year-old woman with dementia who revisits her past; the enduring legacy of an African-American family's daily life in Seattle's gentrifying Central District; and the 20th anniversary of Seattle Center's Festál series of cultural celebrations.
- 8 episodes of [\*Civic Cocktail\*](#) hosted by Joni Balter featured conversations with community leaders, elected officials, authors, athletes and journalists taped before a live audience. The conversations spanned a range of topics including Amazon's local impact, the bid for an NBA arena, urban challenges in the age of Donald Trump, the #MeToo movement and the "Dreamer" program. Guests included State Attorney General Bob Ferguson, New York Mayor Bill de Blasio, writer Lindy West, Seahawks quarterback Russell Wilson, Seattle Mayor Jenny Durkan on her first day in office, and *Boys in the Boat* author Daniel James Brown.
- 9 episodes of [\*Citizen University TV\*](#), a program launched in 2016, offered an up-close look at lessons in civic power and engagement. The season's theme focused on strategies for power and covered topics including alternatives to youth detention, the income inequality gap, a priority hire program for former inmates and a novel approach to ending homelessness. Host Eric Liu talked with a range of guests including former Seattle Mayor Norm Rice; Senait Brown of Ending the Prison Industrial Complex; Marilyn



Watkins of the Economic Opportunity Institute; Tamara Power-Drutis of Amplifier; Maru Mora Villalpando, co-founder of Northwest Detention Center Resistance; and Nicholas Bradford, founder of the National Center for Restorative Justice.

- 22 episodes of [\*Seattle News NOW\*](#), a summary of headlines that gives viewers a brief wrap up of the most significant news related to Seattle city government.
- 8 episodes of [\*American Podium\*](#) featuring guest lectures, interviews and panel discussions about public affairs and civic engagement. Programs included former White House press secretaries Jay Carney and Scott McClellan in conversation, reporter Lesley Stahl, former U.S. Rep. Jim McDermott and anti-racism writer Tim Wise.
- 7 [\*Front Row\*](#) programs highlighted the best in local performance including music, theater and literary arts. Featured programs included writer Angela Fournoy discussing her debut novel *The Turner House*, a Seattle Reads' selection; the Steve Griggs Ensemble performing *Seeing John T. Williams* on the seventh anniversary of the 2010 fatal police shooting of Williams, an indigenous carver; and a Seattle Radio Theatre performance of *Dracula*.
- 35 [\*Town Square\*](#) programs covered important community discussions and lectures with partners such as Seattle CityClub, Town Hall Seattle, Crosscut, University of Washington, Seattle University, Transportation Choices Coalition, The Seattle Times, Seattle Metropolitan Chamber of Commerce and Downtown Seattle Association. Topics of the discussions and lectures included net neutrality, public education, climate change, homelessness, transportation, and disability inclusion. Featured speakers and panelists included U.S. Rep. Pramila Jayapal; U.S. Sen. Maria Cantwell; Nathan Gibbs-Bowling, 2016 Washington Teacher of the Year; Angel Gardner, Seattle's youth poet laureate; Bobbe Bridge, former Washington state Supreme Court justice; and a panel of former Seattle mayors.
- 6 episodes of [\*An Evening With\*](#) featured several *Framing Pictures* discussions with local film critics in the Scarecrow Video screening room for discussions about the movies, including their top 10 picks for 2016, the 2017 Oscar race and David Lynch's *Twin Peaks* reboot.
- 43 other community panels and discussions.
- 82 **special productions**, including five episodes of ***Clickdown***; 41 City board and commission meetings; 9 **election forums and debates**, including





the primary- and general-election Video Voters' Guides; 11 government workshops or events, live coverage of the King-Snohomish Regional Spelling Bee; and *Living Longer, Living Well*, a special on aging.

## SEATTLECHANNEL.ORG

Traffic to Seattle Channel's website continued to decrease in 2017, with approximately 1.5 million page views, compared to nearly 2 million in 2016. We attribute the decline in web page views, in large part, to an increase in video views on social media where we are uploading more content. On Facebook and Twitter, viewers are able to directly view content without visiting the Seattle Channel website. Facebook video plays increased 27% in 2017, and YouTube video plays saw a 37% increase.

- 2017 Website page views: 1,455,557
- 2017 Website sessions: 783,863
- 2017 Website video plays: 145,911
- 2017 Live Webcast views: 128,192
- 2017 YouTube video plays: 406,825
- 2017 Facebook video plays: 183,074

## SEATTLE CHANNEL COMMUNICATIONS

- Seattle Channel is active on **social media** platforms including Twitter (12,442 followers in December 2017, 9.8% growth from the end of 2016), Facebook (5,309 likes in December 2017, an 11.2% increase from the end of 2016) and YouTube (3,354 subscribers in December 2017, a 43.4% increase from the end of 2016). Our Instagram account, soft launched in September 2016, had 327 followers at the end 2017 – a 77% increase.
- The web/communications team received a third-place **award for its website** and an honorable mention for its **use of social media** from the National Association of Telecommunications Officers and Advisors.



- The **weekly viewer guide e-mail list** grew by nearly 450 subscribers in 2017, about 16% growth from 2016. The open rate and click-through rate remain steady.

## ADVERTISING/MARKETING/OUTREACH

- Seattle Channel executed a **digital marketing campaign** in spring 2017 (May 22 to June 20). The campaign's goal was to drive awareness and featured a mix on of video and static ads. The campaign delivered a total of 793,459 impressions, for 793 clicks, 4,590 website visits and 65,13 video completions (of the 15-second ad). Compared to the previous month, web sessions grew by nearly 39%; users were up 14% ; and pageviews increased by 36%.
- **Print marketing** included ads in The Stranger and Seattle Metropolitan Magazine.
- **Cable TV**—Seattle Channel placed \$50,000 of advertising on Comcast through the city's cable franchise agreement with the cable provider.
- In fall 2017, Seattle Channel purchased underwriting spots on **public radio** stations KUOW and KEXP.
- In fall 2017, Seattle Channel purchased **transit ads** on Seattle Metro buses and Sound Transit Link light rail.

## SEATTLE CHANNEL TECHNOLOGY UPGRADES

In 2017, Seattle Channel completed a **major upgrade of its live streaming capabilities**. The upgraded system is able to bond multiple cellular accounts together for a reliable feed from remote locations.

The station also **retrofitted its studio with modern light replacements**, updating a nearly 15-year-old 64-channel lighting system. The studio's previous incandescent fixtures presented challenges with cooling and color balancing of the on-set plasma monitors.



## SEATTLE CHANNEL AWARDS

In 2017, Seattle Channel was nominated for **eight Emmy Awards** by the **Northwest Chapter of the National Academy of Television Arts and Sciences** in program categories including overall station excellence, arts/entertainment, historic/cultural, interview/discussion, public/current/community affairs and documentary. The station received a **Northwest Regional Emmy Award** for the editing of an animated short film about local Japanese-American World War II veteran Frank Nishimura.

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### EMMY AWARD

#### **Editing Category**

[Community Stories: An American Hero – Frank Nishimura](#)

### NATOA AWARDS (NATIONAL ASSOCIATION OF TELECOMMUNICATIONS OFFICERS AND ADVISORS)

#### **Overall Excellence in Government Programming**

### FIRST-PLACE NATOA AWARDS

**Seniors:** [Living Longer, Living Well](#) special

**Special Audience:** [CityStream – Troop 419](#)

**Public Health:** [CityStream – Recovery and Discovery](#)

**Magazine Format Series:** [CityStream](#)

**Video Journalism:** Seattle Channel production staff

