



SEATTLE CHANNEL 2006 Annual Report

The SEATTLE CHANNEL made great strides forward during 2006 providing an ever-widening spectrum of local TV and web programming to the people of Seattle.

Several new initiatives were launched in 2006, including the *Art Zone*, a weekly 12-hour block of new local arts programming including several new shows; and *Council Week in Review*, a weekly digest of council activities. Old favorites, including *City A Go Go* and *City Inside/Out*, continued for another great year, while traffic at www.seattlechannel.org increased dramatically and viewership was up on cable via Comcast and Millennium.

PUBLIC AND COMMUNITY AFFAIRS PROGRAMMING

SEATTLE CHANNEL continued its ongoing interview series featuring Seattle elected officials on *Ask The Mayor* and *Council Conversations*. The weekly public affairs program *City Inside/ Out* with producer/host C.R. Douglas offered 38 episodes covering dozens of city issues, including the viaduct, storm response, elections, the Seattle School District, city electric rates, and Seattle city debt.

The SEATTLE CHANNEL created public affairs special programming on a variety of issues and topics including the 2006 fall elections and the ongoing debate about replacement of the Alaskan Way Viaduct.

The popular *Neighborhood News* program with producer/host **Lowell Deo** continued profiling Seattle's vital neighborhoods. Featured communities included Alki, Rainier/Brighton, South Lake Union, Northgate, Ballard and Duwamish. **Eric Liu's *Seattle Voices*** continued his series of interviews with Seattle people making a difference in their city. Guests included Clarence Acox of the Garfield High School jazz program, Magdaleno Rose-Avila of the Northwest Immigrants' Rights Project, Marianne Scholl of *Seattle Woman* magazine, Audrey Haberman of the Pride Foundation, James Tune of Arts Fund, Hubert Locke, and Tim Harris of *Real Change* newspaper.



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The **Diverse City** section of the SEATTLE CHANNEL website video on demand library contains 104 program choices including several programs from the Central District Forum for Arts and Ideas, special events at Seattle Center, Martin Luther King, Jr. commemorative events, and much, much more.

SEATTLE CHANNEL 2006 election coverage featured community candidate forums, our **Video Voters Guide** and **City Inside/Out** election debates that the Seattle Times called "the best of the season."



Other SEATTLE CHANNEL community programming included **CityStream**, the monthly magazine show with host Marcie Sillman. Topics featured included Seattle's gourmet chocolate industry, a visit to Seattle of the Culture Music Club of Zanzibar, ending homelessness, the Woodland Park Zoo, author Sherman Alexie and much more.

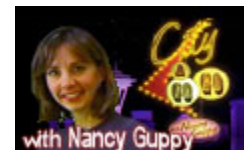
Eccentric Seattle with J. Kingston Pierce continued looking at Seattle's rich and colorful history with a feature about the city's own Cold War-era "red scare."



ARTS AND CULTURE PROGRAMMING

Arts and culture programming in 2006 included coverage of the Seattle International Film Festival. Nancy Guppy hosted Opening Night Gala coverage as well as features on local filmmakers, and forums on filmmaking and distribution. Nancy Pearl continued her very popular **Book Lust** series introducing viewers to great new books and the people who write them. The SEATTLE CHANNEL inaugurated live coverage of Bumbershoot, including a six-hour block on opening day. In November, the SEATTLE CHANNEL presented a special preview of the Olympic Sculpture Park. December featured special holiday broadcasts of *The Magic Flute* (performed by Northwest Puppet Center) and a special featuring a reunion of local kids' TV show hosts JP Patches and Stan Boreson and vintage episodes from their programs.

Nancy Guppy and Valerie Vozza continued their amazing work on **City A Go Go**. The program expanded to twice-monthly, featuring the local artists, musicians and performers who make the local arts and cultural scene one of the most vibrant in the nation.



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2006 also saw the “soft launch” of the *Art Zone*, a 12-hour block of weekly programming focused on local arts and culture. The *Art Zone* was created as part of a 10-year funding commitment from Comcast. In October 2006, local arts and cultural programming began airing Thursday, Friday and Saturday from 8 pm to 12 midnight. The SEATTLE CHANNEL hired a senior producer and began developing a batch of new shows for premiere in 2007.

GOVERNMENT PROGRAMMING

SEATTLE CHANNEL staff continue to provide essential and innovative “window on government” coverage of public processes. Every Full Council, Council Briefing, Council Committee meeting, and public hearing is carried live on cable channel 21 and streamed on the web. These meetings are also replayed on television and then moved to an online video archive where they’re available for viewing anytime for a year.



In 2006, the SEATTLE CHANNEL expanded “enhanced meeting” efforts for City Council Committee meetings. Some meetings featured graphics, photos and maps to help citizens understand discussion of complex issues.

SEATTLECHANNEL.ORG

Web usage is growing everywhere. While pundits and media soothsayers are forecasting the convergence of web and TV *someday*, the SEATTLE CHANNEL is already there, with nearly all programs cablecast on channel 21 also available as video-on-demand at seattlechannel.org. The SEATTLE CHANNEL website made exponential leaps forward this year in terms of technological advancements yielding customer benefits:

- Online Video on Demand and TV schedule is now searchable by keyword.
- The SEATTLE CHANNEL is now sending its program schedule to Comcast for digital cable listings.
- Improved video accessibility by piloted video podcasts of arts related programming – *City A Go Go*, *KEXP Live at the Triple Door*.
- Worked with the Seattle Public Library and the city’s Community Technology Centers to install Real Player giving citizens access to all SEATTLE CHANNEL online content including: council meetings, mayor’s press conference, original series and features.
- Created a *Seattle Times* co-branded browser highlighting arts and cultural videos on the *Times’* website.
- Built pages for the Mayor and City Council websites that are dynamically populated with SEATTLE CHANNEL Video Content.
- Added more policy topics and in-depth coverage to the website, including expanded coverage of *Issues In-Depth*.
- Added *News Briefs* covering the latest decisions, actions and activities of Seattle city government.

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INFRASTRUCTURE

Several upgrades were made to SEATTLE CHANNEL infrastructure in 2006 including

- Successful research and purchase of additional video cameras and other “Electronic News Gathering” (or “ENG”) equipment.
- Successful research and upgrade of one linear and four non-linear edit suites including software.
- Successful implementation of new video servers for web hosting.
- Successful implementation of a new multi-camera remote system.
- Successful staff “West wing” construction and staff relocation.
- Video streaming infrastructure upgrades including:
 - the replacement of existing video encoders
 - the replacement of the media streaming server handling the Channel and Council Live streams
 - upgrading the Channel’s video archive server with 3.5 TB of space to expand streaming archive offerings and the addition of files for podcasting.

PROGRAMMING AND AWARDS BY THE NUMBERS

The SEATTLE CHANNEL completed more than 950 productions ranging from Mayor’s press conferences to a feature on Kabuki, from council budget commercials to a look at our solid waste system, from coverage of the viaduct to coverage of opera-singing puppets. Here are some of the numbers:

PROGRAMS

- 86 Mayor-related productions including *Neighbor Appreciation Day*, *White Center Walking Tour*, *Broadway Clean and Green*, *Mayor’s Youth Town Hall*, *Home for the Holidays Animal Shelter* public service announcement and 70+ press conferences!
- 425 Council related productions including 7 Council Conversations, 5 Budget Town Halls, 7 Council Budget Briefs and hundreds of Council Committee meetings.
- Over 200 new episodes in the SEATTLE CHANNEL series line-up, including monthly episodes of *American Avant Garde*, *Ask the Mayor*, *BookLust*, *CityStream*, *Neighborhood News* and *Council Conversations* as well as 38 *City Inside/Out* episodes, 9 *On The Ballots*, 13 *SEATTLE CHANNEL News Reports*; 15 *Community Stories* and 39 *Seattle Voices*.

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- 50 features on topics as diverse as the Olympic Sculpture Park, Seattle Mental Health, honoring the career of retiring Seattle Center director Virginia Anderson and personal emergency preparedness.
 - Coverage of more than 70 important community discussions and lectures with partners such as Allied Arts, CityClub, Elliott Bay Books, Downtown Republican Club, Town Hall Seattle, Central Area Forum for Arts and Ideas, *Puget Sound Business Journal* and Foolproof.
 - Coverage of community events, festivals and performances grew with over 55 programs as varied as Bumbershoot and the Klez Kats, the August Wilson Memorial and the "Traffic Jam" Poetry Smash-Up!

AWARDS

SEATTLE CHANNEL programs were honored with several important awards in 2006, including:

- Northwest Regional Emmy for *Community Stories*
- Northwest Regional Emmy for *City A Go Go*
- *First Place* National Association of Telecommunications Officers and Advisors (NATOA) Documentary Profile Award for *Eccentric Seattle: The Inquisition, Seattle's Own Red Scare*
- *First Place* NATOA Performing Arts Award for Seattle Repertory Theatre's *Cathay: Three Tales of China*
- Second Place NATOA Award for Excellence in Government Programming

SEATTLE CHANNEL accomplishments in 2006 are a direct result of the teamwork and enthusiasm of the staff of 17 employees. They are dedicated to making the SEATTLE CHANNEL the best possible resource for information about living in Seattle for the people of the city.

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