

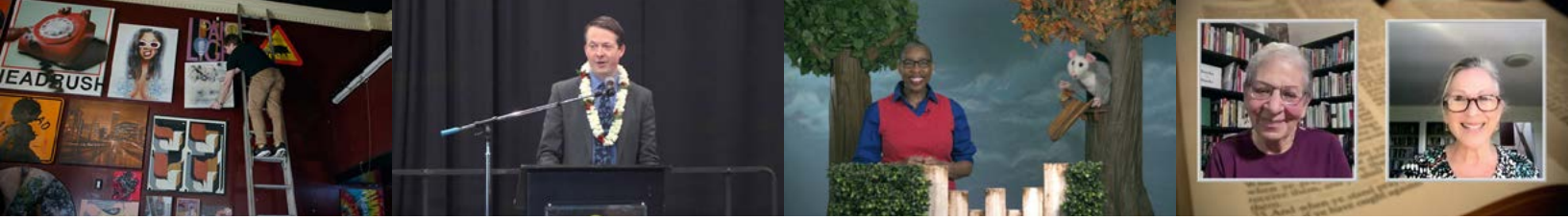


2023

ANNUAL REPORT



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2023 ACCOMPLISHMENTS

OVERVIEW & HIGHLIGHTS

Seattle Channel is the City of Seattle’s award-winning municipal television station that aims to engage, inform, and inspire the community with a mix of news, analysis, stories, and perspectives. Programming at the government access cable channel includes series and special features highlighting Seattle’s diverse civic and cultural landscape.

From new city-led programs to newly appointed department directors, a lot happened at City Hall in 2023, and Seattle Channel was there to document it. In addition to filming hundreds of press conferences, city council meetings, and events, the Channel zeroed in on important developments. A few examples of the Channel programs that aimed to illustrate how the City of Seattle is continually rebuilding, reconnecting, and reinventing include:

- Two short videos followed the completion of the tunnel-boring machine MudHoney’s multi-year project digging a 2.7-mile-long passage that will divert sewage and stormwater from the Lake Washington Ship Canal.
- A video focused on the Seattle Restored program, which supports local businesses while filling vacant storefronts. The program is part of the Downtown Activation Plan (DAP), the city’s mission to help workers, visitors, and residents feel welcome in downtown Seattle.
- Nearly 4,000 volunteers came out to join in 160 volunteer events around the city for the 2023 One Day of Service. The Channel filmed the kick-off and some highlights.
- Seattle Public Library participated in the Books Unbanned initiative, which made the library’s entire digital collection available to young people aged 13-26 throughout the United States. The Seattle Channel created a short video about the program and a TikTok featuring some of the library’s favorite banned books.
- The Seattle/King County Clinic returned after a three-year pandemic hiatus. CityStream introduced viewers to Project Director Julia Colson, who explained the available services, how to take advantage of them, and how people can volunteer. In addition, two video shorts featured different aspects of the four-day clinic. In one short video, viewers meet the volunteer translators who record a welcome message in several languages. The second video gives an overview of the multi-day clinic at Seattle Center that provides free dental, medical, and eye care to anyone in need.
- A short video covered the United Indians of All Tribes Foundation (UIATF) blessing ceremony at the future Northwest Native Canoe Center in Lake Union Park.
- City Inside/Out gathered leaders from Seattle’s police, fire, and CARE departments to discuss public safety in Seattle.
- Seattle Fire Department talked to CityStream about the safe use and disposal of lithium-ion batteries.
- City Inside/Out brought together experts to discuss Seattle’s new tree ordinance plan.



- A CityStream segment explained the City of Seattle’s efforts to rebuild Seattle’s tree canopy, which has been shrinking recently. Decades-old trees provide myriad benefits, including cleaner air, cleaner water, lower asthma rates, climate change resilience, and more.
- Seattle Center Director Robert Nellams retired after 16 years leading the Seattle Center and 40 total years working for the City of Seattle. The Channel created a profile of Nellams.
- A video covered the celebration of the 50th anniversary of the Seattle Youth Employment Program (SYEP), a comprehensive initiative that places interns aged 16 to 24 in various departments within the city.
- Seven short videos about new department heads in a series called “Meet the Director.” The Channel introduced Seattle Police (SPD) Chief Adrian Diaz, Department of Housing Director Kimberly Loving, Office of Economic Development Director Markham McIntyre, Office of Planning & Community Development (OPCD) Director Rico Quirindongo, Seattle Human Services (HSD) Director Tanya Kim, Office for Civil Rights (SOCR) Director Derrick Wheeler-Smith, and Seattle Parks & Recreation (SPR) Superintendent AP Diaz. The Channel also filmed the swearing-in of Seattle Center’s Marshall Foster, Department of Neighborhood’s Jenifer Chao, as well as SPD Chief Adrian Diaz, SOCR Director Derrick Wheeler-Smith, HSD Director Tanya Kim, SPR Superintendent AP Diaz, and OPCD Director Rico Quirindongo.

Seattle Channel covers more than just the City of Seattle government happenings. It actively seeks out community partners to produce and broadcast high-quality programs. In addition to maintaining ongoing partnerships with King County TV; Look, Listen and Learn; and Seattle University, the Channel explored new and expanded collaboration opportunities in 2023.

- The Channel’s relationship with the Black Heritage Society of Washington was strengthened when the organization contributed story ideas. This resulted in profiles of 20th-century Central District photographer Al Smith and librarian Guela Gayton Johnson. Additionally, the organization facilitated connections to influential women in Seattle’s Black community for a portrait series and blog post.
- The Holocaust Center for the Humanities connected with the Channel to spotlight Holocaust survivor Eva Tannenbaum Cummins. The Japanese Cultural and Community Center of Washington helped with an inspiring story about Seattle teacher Aki Kurose.
- The Sea Mar Museum of Chicano/a/Latino/a Culture worked with the Channel to create a social media story about one of their exhibits.
- The Channel also maintains relationships with Seattle Public Library, Town Hall Seattle, Langston Hughes Performing Arts Institute, Folio: The Seattle Athenaeum, Seattle Metropolitan Chamber of Commerce, MOHAI, the University of Washington, and others to help elevate their events.

The Channel embarked on an exciting new distribution partnership in 2023, featuring a curated collection of Seattle Channel videos on Alaska Airlines’ Inflight Entertainment system. This exposure reaches more than 44 million passengers annually. The Channel submitted 16 evergreen Seattle-related videos in fall 2023 and an additional ten for an early 2024 update.

Seattle Channel is aired on cable television channel 21 on Comcast (321 HD) and Wave (721 HD) for cable subscribers in Seattle. It is also accessible online via the [Seattle Channel’s website](#) and [YouTube](#), and is



active on social media at [Twitter](#), [Facebook](#), [Instagram](#), and [TikTok](#). The Channel recorded a more than 13% increase in its online following in 2023, with a gain of more than 6,000 followers on YouTube and more than 3,350 on TikTok leading the way. The Channel collects video viewership data on all of the social media platforms and YouTube accounts for approximately 53% of the Channel’s overall video viewership.

Seattle Channel received 13 Regional Northwest Emmy Awards nominations and won five Emmy Awards. The Channel also earned 31 Government Programming Awards, including five Awards of Excellence, 17 Awards of Distinction, and nine Awards of Honor. The team also received a Government Social Media Golden Post Award for best use of short-form video.

PRODUCTIONS

Seattle Channel broadcast nearly 700 productions in 2023. Highlights include:

- 47 productions with [Mayor Bruce Harrell](#) and the mayor’s office, including 32 press conferences and announcements and seven swearing-in ceremonies. In addition, the Channel broadcast four events, including a live stream of the mayor’s annual State of the City and budget addresses. The Channel also aired four Public Service Announcements related to the mayor’s new Youth Mental Health Initiative focused on prevention and early intervention.
- 242 [Seattle City Council](#) events, including 233 council meetings and public hearings, two Seattle Within Reach forums discussing elements of the comprehensive planning process, and seven press conferences. Council meetings are broadcast live and streamed online with closed captions and archived on the website for on-demand access anytime.
- 57 City of Seattle videos, meetings, forums, and press conferences, including City-sponsored MLK Unity Day and Indigenous Peoples’ Day events. The Channel also produced seven “[Meet the Director](#)” introductions of new City of Seattle department heads. Seattle Municipal Archives provided seven short videos from their series “Favorite Archival Object,” where an archivist highlights an interesting item from the archives. Seattle Channel archived the following meetings online: five Economic and Revenue Forecast Council meetings, 10 Ethics and Elections Commission meetings, 11 Seattle Board of Parks and Recreation Commissioners meetings, and 11 Seattle Public Library Board of Trustees meetings.
- 119 election videos, including 118 general election Video Voters’ Guide entries, all with closed captions, plus one community election forum. The Channel’s public affairs show, *City Inside/Out*, also aired debates with the Seattle City Council candidates and hosted a post-election journalist roundtable.
- 11 full episodes and 40 segments of “[Art Zone with Nancy Guppy](#),” a program highlighting local arts, entertainment, and cultural happenings. 2023 featured a mix of profiles of artists, gallerists, and musicians, including musician Shaina Shepherd, painter Sarah Norsworthy, photographer Selena Kearney, storyteller Eva Abram, guitar maker Roy McAlister, visual artist Wynia Lang, and glass artist Cappy Thompson. Art Zone also visited festivals and events like SIFF, Seattle Tattoo Expo, and THING. The show marked milestones like the retirements of gallerist Linda Hodges and the 5th Avenue Theatre’s Bernie Griffin, and the 25th anniversary of Roq LaRue. Art Zone’s “Process” series took viewers inside the studios of painter Brian Sanchez, visual artist Wynia Lang, and feather carver Chris Maynard.



Musical performances by Awesome, Appaloosa, Alessandra Rose, and Benicio Bryant, interviews with Lauren Weedman and Eric Pitsenbarger, and a tribute to the late Jena Cane rounded out the program's offerings. These examples are just the tip of the iceberg.

- 7 episodes of "[Book Lust with Nancy Pearl](#)," where America's favorite librarian and bestselling author, Nancy Pearl, invites top writers from around the country to talk about books and the art of writing. In 2023, Nancy interviewed Elizabeth McCracken, Michael Schulman, Nina Siegal, Dan Berger, Julianna Baggott, Julie Schumacher, and Cristina García. Book Lust is filmed at Folio: The Seattle Athenaeum in downtown Seattle.
- 24 episodes of "[City Inside/Out](#)" with host Brian Callanan, a weekly public affairs show focusing on thoughtful, in-depth reports and discussions about local issues. The show followed newsworthy topics throughout the year, from asylum seekers to recycling reform to tree canopy protection. Ahead of the fall election, "City Inside/Out" invited candidates in the seven Seattle City Council races to debate in the studio and hosted a post-election journalist roundtable.
- 12 episodes of "[City Inside/Out: Council Edition](#)," where host Brian Callanan invites one or more councilmembers to talk about what's happening at City Hall. Eight of the nine Seattle City Council members appeared as guests on this monthly public affairs program in 2023. Near the end of the year, the program hosted outgoing Council President Debora Juarez and outgoing councilmembers Andrew J. Lewis, Lisa Herbold, and Teresa Mosqueda.
- 13 episodes and 37 segments of "[CityStream](#)," Seattle Channel's magazine show looking at what fuels Seattle's vibrancy and how the city is growing and changing. The program featured rich historical stories about the 35th anniversary of Scarecrow Video and a look at Al Smith's 65-year photography career. Several stories focused on the environment, including a show hosted from the Burke Museum's "We Are Puget Sound" exhibit, with a feature on the restoration of Olympia oyster and Pinto abalone, and segments on the Duwamish River's cleanup progress, a voluntary program to reduce boat noise to help Orcas, Seattle's tree canopy protection efforts, a look at urban coyotes, bigleaf maple syrup makers, and a look at Puget Sound's kelp forests. Other stories included profiles of the Pacific Northwest Ballet's first Black principal dancer, Seattle Center Director Robert Nellams, upon his retirement, and a Miss USA finalist turned author helping kids by sharing her multicultural upbringing experience.
- 2 "[Community Stories](#)" programs, a show featuring short documentary stories about Seattle's diverse communities. "Path with Art" introduced an organization that uses art to help people who've experienced trauma. "We Hereby Refuse" is an animated film based on an excerpt from the award-winning graphic novel "We Hereby Refuse: Japanese American Resistance to Wartime Incarceration," the story of the Akutsu Family.
- 1 "[Front Row](#)," a category highlighting local performances like the Jackson Street Music Program's "Jazz in the City's Jazz = Culture Festival," an evening of jazz and poetry.
- 9 episodes of "[Look, Listen and Learn \(LL+L\)](#)." This early childhood education program inspires and advances early learning in young children of color on themes including memories, loss, food as fuel, math, and learning about other cultures. Each episode features reading, art projects, cooking, and other activities.
- 3 episodes of "[Seattle University Conversations](#)." In its second year, Seattle University Conversations is a quarterly series presented by Seattle University's Institute of Public Service and Seattle Channel.



The program brings local, regional, and national leaders to the stage for in-depth discussions on critical current issues. Guests this year include conversations with U.S. Representative Marie Gluesenkamp Perez, Governor Jay Inslee, and a discussion about mental health with Congressman Adam Smith and Dr. Umair Shah.

- 1 episode of [“Thank You, MS PAM.”](#) This arts program, starring artist Tariqa Waters, celebrates artists and creatives with quirky comedy sketches, interviews, cooking, artmaking, and showcases local businesses.
- 3 [“Town Square”](#) programs. These events cover important community conversations, lectures, debates, and forums recorded around the city, including the Seattle Times Pictures of the Year, Seattle Metro Chamber’s annual meeting, as well as a discussion with author and illustrator Josh Tuinga about his graphic novel, “We Are Not Strangers,” based on the true story of his family’s experiences during World War II.
- 31 [Specials and Shorts](#) Seattle Channel produced a 26-minute documentary on [“The Fight Against Fentanyl.”](#) looking at the region’s opioid epidemic. The Channel also produced 30 “digital shorts,” shorter videos (usually less than three minutes) designed for use on social media and in between programs on television broadcasts. These include a couple installments in an ongoing series about animals and nature in the city, looking at moss and crows; a feature on Ludi’s Restaurant, the beloved Filipino diner that reopened after a several year closure; a behind-the-scenes look at the volunteer interpreters at the Seattle/King County Regional Clinic; two shorts looking at the MudHoney tunnel boring machine that dug a one-mile tunnel beneath the city to divert sewage and stormwater away from the Lake Washington Ship Canal; a celebration of the 50th anniversary of the Seattle Youth Employment Program; and a feature about a new bookstore in the Chinatown-International District.
- 28 community forums, meetings, and panels videos including four from the City of Seattle’s International Women’s Day Event, the City of Seattle Tribal Nations Summit, two from the City of Seattle’s 2023 Race and Social Justice Summit, and three from the White House Initiative on Asian Americans, Native Hawaiians, & Pacific Islanders Economic Summit. The Channel aired the King County 2023 Behavioral Health Legislative Forum and King County Executive Dow Constantine’s State of the County. In addition, the Channel went out into the community to film events including the following: A panel discussion titled “Three Generations of Black Architects”; a presentation on Black landmarks in Seattle at MOHAI; and a “Parenting While Queer” panel discussion at the Bill and Melinda Gates Foundation Discovery Center. Seattle Channel aired Town Hall Seattle events like Dori Tunstall discussing antiracist design and an evening with Rev. Ben McBride in discussion with Marcus Harrison Green. The Channel also filmed several talks at the Seattle Public Library, including Seattle Times reporter Lynda Mapes discussing her new book, “Orca: Shared Waters, Shared Home,” two presentations celebrating the 100th anniversary of John Okada, author of “No-No Boy,” and a discussion about ableism by Elsa Sjunneson award-winning author of “Being Seen.” Another community event featured a discussion about inflation and the economy presented by the Seattle Metropolitan Chamber of Commerce. Converge Media provided a video of their “Day of Remembrance for Gun Violence Victims” for use on the Channel.
- 8 special features and documentaries produced outside the Seattle Channel, including King County TV’s “The Salmon People’s Struggle to Survive,” “King County Drug Court Helped Roxy Get Back on Track,” “Pacific Northwest Archeologist Unearths Treasures in Trash,” “Building Wetlands to Sustain Salmon,” and “Restoring the Cedar River: Better for People, Better for Salmon.” In addition, the Channel aired a



video produced by Groundswell and the Muckleshoot Indian Tribe on the 2023 Canoe Journey titled “Paddle to Muckleshoot: Honoring our Warriors Past & Present” and “Northwest Television Trailblazers in Diversity,” produced by the National Academy of Television Arts & Sciences Northwest Chapter.

TECHNOLOGY

Seattle Channel engineering achieved several milestone replacements in 2023. In the studio, the Channel installed an upgraded lighting control console, audio console, and camera controller with the latest models, replacing outdated technology as old as 2003. The station also added touchscreen control panels to allow operators to remotely control studio equipment from the studio’s adjacent control room.

In the server room, aging composite video equipment was replaced with modern full HD versions, while also increasing redundancy and stability with more advanced features.

After months of research, privacy and data security compliance discussions, and policy writing, the Seattle Channel acquired two drones in 2023. FAA-licensed staff videographers operate the drones while filming beautiful aerial footage for community storytelling and civic engagement. The Channel currently has two FAA Part 107 certified staff members. Training is ongoing, with plans to expand the team in 2024.

COMMUNICATIONS & OUTREACH

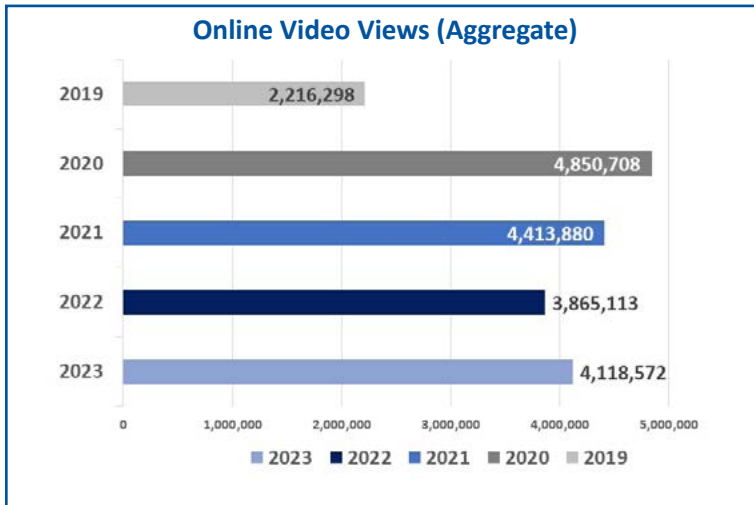
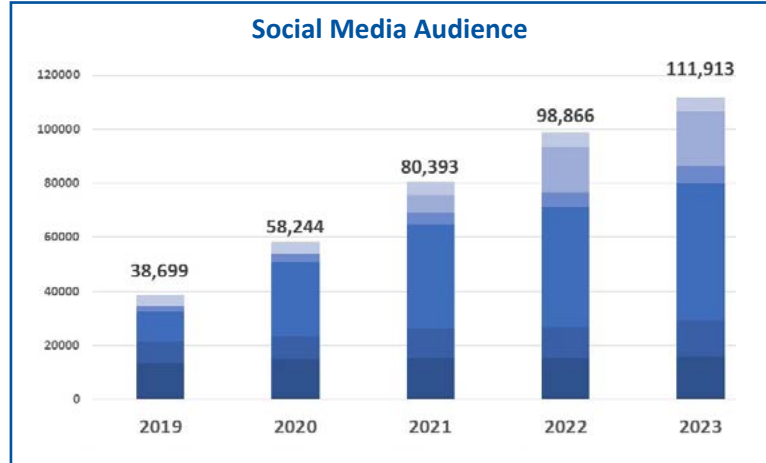
The Seattle Channel’s annual advertising mix included digital and print ads placed through a range of community media outlets. The Channel advertised the Video Voters’ Guide in *The Stranger*, *Seattle Gay News*, *International Examiner*, and *North American Post*, as well as the *King County Voter Guide*. In addition, the station placed general ads in *The Stranger*’s quarterly arts guide “A&P,” which returned after a long hiatus, and *Seattle Gay News*’ Pride issue.

In the fall of 2023, the Seattle Channel embarked on a new partnership with Alaska Airlines. The nation’s fifth-largest passenger airline now includes 16 Seattle Channel documentaries and features in its Inflight Entertainment system, exposing the Channel to more than 44 million passengers annually. In early 2024, the airline will introduce an additional 10 Seattle Channel videos, showcasing local history and spotlighting the unique faces and places that define Seattle.



WEBSITE & SOCIAL MEDIA

In 2023, the Seattle Channel experienced a combined annual follower growth of 13% across various social media platforms, including Facebook, Instagram, TikTok, Twitter, and YouTube. This resulted in an increase of over 13,000 new audience members. Notably, YouTube played a significant role in this growth with a 13.5% increase. It now constitutes more than half of the station's online video plays and boasts 50% of the Channel's followers, totaling more than 50,000.

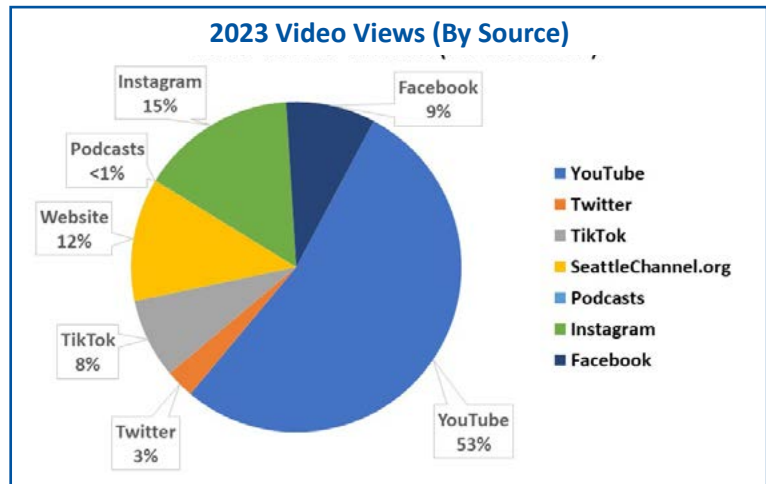


Facebook, Instagram, and TikTok also demonstrated strong double-digit subscriber growth, with increases of 17.3%, 19.2%, and 19.7%, respectively. Despite the overall rise in followers, there was a notable 27% decrease in engagement. However, this decline was offset by a substantial 14% year-over-year growth in video viewership.

Over the past year, Seattle Channel staff double downed on closed caption efforts, ensuring accessibility for 639 videos. Additionally, videos and photos on social media were made accessible through alt text and closed or open captions.

On the Take 21 blog, channel staff crafted seven entries, featuring a portrait and Q&A series with influential figures in Seattle's Black community, an Earth Day post highlighting the Channel's National Geographic-esque content, and a captivating exploration of fashion at the Capitol Hill Block Party.

In addition to the [Seattle Channel website](#), outreach methods include a [weekly newsletter](#), [YouTube](#), the [Take 21 blog](#), and regular social media postings to [Twitter](#), [Facebook](#), [Instagram](#), and [TikTok](#).





AWARDS & HONORS

The station received [13 Regional Northwest Emmy Awards nominations](#) and [five Emmy Awards](#). The winning programs include a profile on mixed media artist; a feature on a beloved Vietnamese supermarket; a segment looking back at the mystery of two missing local aviators; and a documentary on a local athlete and activist. A staffer was also awarded top honors in the video essayist category.

Seattle Channel won [31 Government Programming Awards](#), including five Awards of Excellence, 17 Awards of Distinction, and nine Awards of Honor at the National Association of Telecommunications Officers and Advisors (NATOA) annual conference and awards ceremony in Denver, Colorado.

The Channel was awarded a Golden Post Award for Best Use of Short Form Video by Government Social Media at the organization’s annual conference in Reno, Nevada. The award was for a short video created specifically for social media based on a Community Stories program titled “Running with the Paint: Rosalie Fish.” The award program honors outstanding use of social media by government agencies in the United States.

GOVERNMENT SOCIAL MEDIA

Best use of Short Form Video: [Community Stories: Running with the Paint: Rosalie Fish](#)

EMMY AWARDS

Business/Consumer – Short & Long Form: [Viet-Wah, a culinary hub for Seattle’s Vietnamese community](#)

Arts/Entertainment – Short Form: [Art Zone: The vibrant vision of mixed media artist Moses Sun](#)

Diversity Equity Inclusion – Long Form: [Community Stories: Running with the Paint: Rosalie Fish](#)

Human Interest – Short Form: [CityStream: In Search of the Missing Sand Point Aviators](#)

Video Essayist: Pete Cassam

NATOA GOVERNMENT PROGRAMMING AWARDS

Awards of Excellence:

Education/Schools: [“CityStream: The NW Wine Academy at South Seattle College”](#)

Ethnic Experience: [“CityStream: Daybreak Star: Programs, Powwows & New Connections”](#)

Animal Services: [“Seattle Animal Shelter Outreach Program”](#)

Environmental Issues: [“Restoring the Kelp Forest”](#)

Public Health: [“City Stream: 988 mental Health Hotline”](#)

Awards of Distinction:

Edited Community Event Coverage: [“Welcome Back Bash Celebrates County and City Employees”](#)

Sports Programming: [“CityStream: Resurrecting Seattle’s Baseball Glory”](#)



Children/Young Adults: [“CityStream: New Mariners Training Center Encouraging Diversity”](#)

Election Coverage: [“City Inside/Out: Crisis Care Levy”](#)

Special Audiences: [“Path with Art”](#)

Diversity/Equity/Inclusion: [“Community Stories: Climbers of Color”](#)

Animal Services: [“Kitty Hall”](#)

Arts and Entertainment: [“Art Zone with Nancy Guppy”](#)

Profile of a Resident, Business or Organization: [“Railspur”](#)

Documentary – Event Coverage: [“D’vonne Pickett Jr.’s Legacy of Love & Positivity”](#)

Documentary: [“Community Stories; Running with Paint: Rosalie Fish”](#)

Best Use of Video on Social Media: [“Seattle Channel: Running with the Paint”](#)

News Series: [“City Inside/Out”](#)

Magazine Format Series: [“CityStream”](#)

Videography

Storytelling

Overall Excellence (Operating Budget Over \$1,000,000)

Awards of Honor:

Ethnic Experience: [“Arte Noir”](#)

Parks & Recreation: [“CityStream: Cheasty Greenspace Project”](#)

Profile of a City/County Dept. or Employee: [“Meet the Director: Hamdi Mohamed”](#)

Promotion of a City/County: [“Thank You City of Seattle & King County Employees!”](#)

Documentary: [“CityStream: The Squire Shop Rides Again!”](#)

Public Education: [“City Inside/Out: Protecting Seattle’s Shrinking Tree Canopy”](#)

Visual Effects: [“Community Stories: Those Who Helped Us”](#)

Use of Social Media Platforms & Website: Seattle Channel on [Twitter](#), [Facebook](#), [Instagram](#), [YouTube](#), and [TikTok](#)

Editing

