

Seattle Channel 2004 Annual Report

Steady Growth for the Seattle Channel

Cable Channel 21

www.seattlechannel.org

Steady as she goes! That statement sums up the year 2004 for the Seattle Channel. Coming off a previous year of tremendous growth and change, the Channel was challenged with figuring how to sustain its success and build on it.

This past year the station has implemented a series of new systems and technologies that have helped it become more efficient and effective. These included the installation and integration of new Tiltrac technologies for more reliable on-air programming and playback, as well as the adaptation of a new resource management tool – Scheduall – to ensure smoother internal operations.

Seattle Channel's ongoing series continued in 2004.

City Inside/Out hosted by C.R. Douglas continued as our weekly news, information and opinion show. In a half-hour each week you can find out what's going on at City Hall from the people making the news.



CityStream focuses on life in Seattle and the people and issues people want to know about. Host Mike James took us through dozens of issues facing Seattle communities and neighborhoods.

City a Go-Go host Nancy Guppy took us to dozens of events and venues informing us all about the dynamic arts and culture available and encouraging us all to get out an experience the awesome power of art all around us.



There were new horizons in the area of content as well. The year 2004 saw the introduction of new series such as **Eccentric Seattle**, **City at Work** and **Student Voices** and a host of feature productions dealing with topic as diverse as the waterfront and homelessness, performing arts and science, and of course ongoing coverage of the Mayor and City Council. The station does its monthly call in program



Ask the Mayor with Mayor Greg Nickels, as well as covering his press conferences and visits to Seattle neighborhoods. We also covered the Mayor's Arts Awards and the Mayor's Business Awards. In addition to covering all City Council meetings, both Full Council

and committees, we also are producing **Council Conversations**, candid conversations with individual Councilmembers.

The series **Seattle Voices** began in late 2003, but really took off in 2004. Host Eric Liu engaged in one-on-one conversations with some of the most interesting, provocative and inspiring people in Seattle. Eric talks with the people in our community that are making Seattle's public life more vibrant.



Neighborhood News is the program that brings you the stories of Seattle's unique neighborhoods. In 2004 host Natasha Jones took us to Queen Anne, Admiral, Wallingford, Ballard and Delridge among others.

In 2004 we launched the **Eccentric Seattle** series hosted by J. Kingston Pierce author of the book by the same name. He celebrates the Emerald City with the colorful and off-beat anecdotes as not only the town where the Happy Face was born, but the events that led to Seattle becoming the departure point for the Alaska Gold Rush. It's entertaining look at our rich history.



City at Work is a new 2004 program that highlights important City programs and services that benefit the citizens of Seattle. In this series we get behind-the scenes looks at City tax dollars at work and meet some of the individuals who make these programs and services successful. The first program in the series looked at the important work going on at the Seattle Animal Shelter. Information and education about city services is an ongoing part of Seattle Channel's programming. Two examples are: a short instructional piece on the city's new parking pay stations guiding citizens about how to use this new technology; and a piece on the city's cable TV refranchising process making it clear how this process directly affects cable customers, their access to new channels, new technologies and for some discounts on their cable bills,



Book Lust with Nancy Pearl was launched in 2004. Nancy Pearl is the creator of the internationally recognized program, "If All of Seattle Read the Same Book", and model for the "Librarian Action Figure." Nancy introduces us to a great new book each month and a fascinating interview with the author.





A new series focusing on people making independent film across the region debuted on the Seattle Channel in 2004. The program **American Avant Garde** is hosted by filmmaker Karl Krogstad and highlights the work of filmmakers who are taking creative risks and producing innovative and provocative work.

The primary goal of the **Student Voices** Project is to encourage the active civic and political engagement of students. This Annenberg Public Policy Center supported project paired students with City officials to talk about issues that concern Seattle's youth. Program in 2004 featured Mayor Greg Nickels, Council President Jan Drago, Police Chief Gil Kerlikowske and Seattle School Superintendent Raj Manhas.

The Seattle Channel produced **A Library for All**, a half-hour documentary on the opening of the new downtown Central Library. The program featured behind the scenes planning with librarian Debra Jacobs, staff and architects; never before seen footage of project architect Rem Koolhaas, interviews with the library board; and a tour of the new building. The program was a winner of a national Telly award.

We did several programs following the development of plans for recreating Seattle's central waterfront...public hearings, debates, forums and interviews with people on all sides of this complex public issue. The Monorail was another topic with much public process and Seattle Channel had many programs and features looking at all its various milestones. We had numerous public hearings, many Seattle Spotlight features and coverage of the Monorail Board meetings as well. During election season we offered a Gubernatorial debate, an Attorney General debate, a Superintendent of Public Instruction debate and City Inside/Out debates on I-83, I-884, and I-872. We also covered numerous events and discussions regarding the Alaskan Way Viaduct.

It has also been a year of exploring new partnerships with synergistic Seattle organizations. This past year the Channel has expanded our programming in association with Town Hall, the World Affairs Council, City Club, Foolproof American Voices, the Downtown Republican Club, Seattle Center, the Seattle Public Library, Seattle Office of Civil Rights, Allied Arts, the Cascade Land Conservancy. We presented board meetings of Seattle Library, the Board of Health, Sound Transit, the Seattle Monorail and the Port of Seattle.

We worked with the **Seattle International Film Festival** and covered their Opening Night, the Northwest Filmmaker Forums and the Fly Films. We did our annual **Bumbershoot Uncut** event that once

again was very popular programming on the channel. We acquired a new series **Living Treasures** from the Northwest Designer Craftsmen organization. The series celebrates the work of many of the artists and craftsmen working in the Pacific Northwest in the past 50 years. We also did special arts programming honoring NW painter Alden Mason and the Benaroya Glass Collection at the Seattle Art Museum.

We covered the July 4 Naturalization Ceremony at Seattle Center. And we created a documentary celebrating Homer Harris on the occasion of a new Seattle Park being named in his honor.

And people took notice of all this programming. In 2004 the Seattle Channel saw its viewer ship grow in concert with its programming. In the recent 2004 City of Seattle Technology Survey, the percentage of cable subscribers who say they have watched the Seattle Channel increased 12% points over prior levels.

Our website, Seattlechannel.org also saw its content and audience grow. In the past year the channel's site has expanded its In-Depth coverage to include subjects like homelessness, the Center City Strategy and Sound Transit's Light Rail Line. Our website is receiving approximately 5,000 visits a day. Additionally live program streams receive on average over 9,000 visits monthly and the video on demand archive enjoys over 5,000 program downloads per month.

Our peers like what we're doing as well. In 2004 the Seattle Channel programs were honored by the Hometown Video Awards, NATOA, and the NW chapter of the Emmys.

The 2004 achievements of the Seattle Channel are due to the amazing teamwork of the staff, people who strive to make meaningful, fulfilling information available to the people of Seattle 24 hours a day, 365 days a year.

