

SEATTLE CHANNEL 2012 Accomplishments

Highlights of the last year include:

- 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). Additionally, the station received 34 government programming awards and honorable mentions for a variety of news, arts and community coverage, including 10 first-place awards.
- SEATTLE CHANNEL was nominated for a record 21 Emmy Awards and won three awards from the Northwest Chapter of National Academy of Television Arts & Sciences.
- SEATTLE CHANNEL began broadcasting on HD channels Comcast 321 and Wave 721 and began shooting in HD.
- SEATTLE CHANNEL’s website received more than 2.5 million page views with more than 1 million visits, many of which resulted in streaming or downloading videos.
- SEATTLE CHANNEL launched a new Daily Shorts feature, which showcases short show segments – such as *CityStream*, *Art Zone* and *City Inside/Out* packages – on the web, blog and social media. The daily feature allows the station to highlight original content featuring informative and entertaining stories about all things Seattle.
- SEATTLE CHANNEL partnered with CityClub and Town Hall to host *Seattle Speaks* in October. The live, interactive, forum hosted by Brian Callanan brought together supporters and opponents to debate and discuss Referendum 74 – a measure to approve or reject a bill that would legalize same-sex marriage in Washington.
- SEATTLE CHANNEL streamed from remote locations 83 events for the Mayor’s Office, City Council and community partners such as CityClub. The most popular remote live streams were a Seattle Police Department press conference following the May Day riots and a festive, marathon marriage session at City Hall, where 138 same-sex couples were legally wed on Dec. 9, 2012, the first day of legal same-sex marriage in Washington state. Our “couple cam” captured comments from more than 30 newlywed couples.

- SEATTLE CHANNEL launched two new short series: *In Good Company* and *Then/Again*. *In Good Company* is produced in partnership with the Office of Economic Development and showcases businesses that embody Seattle's pioneering spirit, including Dick's Drive-In, Easy Street Records and F5 Networks. *Then/Again*, produced in partnership with HistoryLink, offers interesting snippets from Seattle's history.
- SEATTLE CHANNEL brought back *Council Conversations* featuring in-depth interviews with Seattle City Council members. Host Josephine Cheng talks with councilmembers about their path to politics, passions and priorities.
- A Seattle Channel Committee of the Citizens' Telecommunications and Technology Advisory Board (CTTAB) formed and provided input on two guiding documents for Seattle Channel: 1.) A draft marketing plan to increase brand awareness and viewership and 2.) And an update to a set of recommendations developed in 2001 by a volunteer commission to offer a short- and long-term vision and direction for the Seattle Channel.
- SEATTLE CHANNEL continued its commitment to the most thorough coverage of Seattle's local government of any television outlet.

SEATTLE CHANNEL PRODUCTIONS

SEATTLE CHANNEL completed more than 930 productions in 2012. Programs ranged from mayor's press conferences to artist profiles, from City Council budget hearings to discussions about legalizing marijuana, from a story about a group of Seattle women who embarked on a goodwill visit to Uganda to covering gay marriage ceremonies at City Hall.

Highlights include:

- 171 events with the mayor including 10 episodes of *Ask the Mayor*, 131 media availabilities and press brown bags, and 24 town halls and neighborhood visits. Many of these events were streamed live and footage was made available immediately after the event for quick distribution to the mayor's social media outlets.
- 370 City Council programs including 12 *City Inside/Out: Council Edition* shows, all Council committee meetings, all Council press conferences and public hearings, and special events including the Council retreat. Council programming is presented live on cable channel 21, live streamed at seattlechannel.org and available via the web anytime as video-on-demand.
- 365 new episodes in SEATTLE CHANNEL's weekly and monthly series line-up including:

- 29 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, the programs included a discussion of a proposed sports arena, police reform, legalizing marijuana, paid sick leave and the race for governor. Guests included gubernatorial candidate Jay Inslee, Washington State Democratic Party Chair Dwight Pelz, Seattle Public Schools Superintendent Jose Banda and Alison Holcomb, campaign director for Initiative 502 to legalize marijuana.
- 28 episodes of *CityStream*, a weekly magazine show that finds out what fuels Seattle's limitless vibrancy and keeps abreast of how the city is growing and changing in the 21st century. This year featured topics such as the city's Supported Employment Program, coverage of the Next 50 celebration marking the 50th anniversary of the Seattle World's Fair and the maritime industry.
- 25 episodes of *Seattle Voices* hosted by Eric Liu who engages in one-on-one conversations with some of the most interesting, provocative and inspiring people in Seattle. This year's guests included Joni Earl, Sound Transit CEO; Tim Keck, founder and publisher of *The Stranger*; Bob Donegan, Ivar's president; and Trish Dzik, executive director of the Technology Access Foundation.
- 27 *American Podiums*, a series where nationally known authors, thinkers and leaders give talks and readings in Seattle, including President Jimmy Carter; TV host and commentator Rachel Maddow; Gen. Colin Powell; former U.S. Sen. Slade Gorton; and Van Jones, environmental advocate and civil rights activist.
- 29 episodes of *Art Zone* with Nancy Guppy, a program with fresh highlights from local arts, entertainment and cultural happenings. This year's episodes and guests included a history of The Comet Tavern, choreographer Mark Morris, photographer Phil Borges, musician LeRoy Bell, screenwriter Bob Nelson, director Valerie Curtis-Newton and graphic novelist Ellen Forney.
- 12 episodes of *Book Lust* where America's favorite librarian and best-selling author Nancy Pearl sits down each month with top writers from around the country for conversations about books and the process and art of writing. This year, some of the authors Nancy interviewed were Tamora Pierce, John Irving and Daniel Silva.
- 64 *Town Squares* covered important community discussions and lectures with partners such as CityClub, Town Hall Seattle, Seattle Art Museum,

Washington State PTA, The GoGreen Conference, ACLU of Washington and *Puget Sound Business Journal*. These discussions and lectures featured speakers such as commercial real estate developer Kemper Freeman Jr., food writer Nancy Leson, former Seattle Police Chief Norm Stamper, former director of Woodland Park Zoo David Hancocks and journalist Knute Berger.

- 4 *Community Stories* shared stories of unique individuals and organizations making a difference in Seattle's diverse neighborhoods. Show subjects included a group of Seattle women who embarked on a goodwill visit to Uganda and an artist collective in Ballard.
- 10 *Front Row* programs highlighted the best in local performance including music, dance, theater and literary arts. Shows in 2012 featured Joshua Roman performing the Bach Cello Suites; Jennifer Johns, inaugural artist in residence at the Langston Hughes Performing Arts Institute; and artist Stokely Towles presenting his one-man performance *Stormwater: Life in the Gutter*.
- 33 episodes of *Seattle News Now*, a weekly summary of headlines that gives viewers a brief wrap up of the most significant news related to Seattle City government.

SEATTLECHANNEL.ORG

SEATTLE CHANNEL's website continued to evolve in 2012, offering new features and services for users. Web highlights for 2012:

- Traffic at SEATTLE CHANNEL's website rose in 2012. The number of page views increased by 45 percent and the number of website visitors increased by 38 percent over 2011. The number of video plays saw a slight increase of 2.5 percent. Here are the 2012 web statistics:
 - 2012 Website Page Views: 2,555,231
 - 2012 Website Visitors: 1,024,286
 - 2012 Video Plays: 258,217
 - 2012 Live Webcast Views: 7,864
 - 2012 YouTube Video Plays: 70,825

- **Remote Live Webcasting**
In 2012, SEATTLECHANNEL.org continued to offer remote live webcasting for its viewers. This allows viewers to watch, in real time, city government and community events that are happening at locations other than City Hall. This year, at various remote locations, SEATTLE CHANNEL streamed 83 events for the Mayor's Office, City Council and community partners like Seattle CityClub and Town Hall Seattle. The most popular remote live streams were the Sodo arena proposal, a press conference on the Seattle May Day protests and the marriage of same-sex couples at City Hall.
- **Video on Demand**
SEATTLECHANNEL.org boasts a major archive of programming on its website. The archive includes city government meetings as well as original arts and public-affairs programming. Videos are available to watch on any web browser via Flash and via a HTML5 video play iOS devices like iPhones and iPads. In 2012, more than 1,450 new videos were added to the on-demand archive. The archive now has 7,746 titles available to the public.

SEATTLE CHANNEL COMMUNICATIONS

- **SOCIAL MEDIA** In an effort to reach more viewers through social media, the channel maintains Twitter (2,955 followers in December 2012), Facebook (1,142 likes in December 2012) and YouTube accounts (approx. 300 subscribers and 70,825 views in 2012).
- **EMAIL MARKETING:** Redesigned the weekly viewer guide and began using an e-mail service, Mail Chimp, to better track and manage e-mail campaigns. The e-mail list has remained relatively flat with some slow erosion over the last three years.
- **ADVERTISING/MARKETING/OUTREACH:**
 - Launched Daily Shorts feature to highlight segments from Seattle Channel programs. The short segments are promoted daily on social media and the blog.
 - Began initial work on a draft marketing plan to increase brand awareness of Seattle Channel.
 - Hosted a public screening of a *Community Story* premiere *Seattle to Uganda* in April. The event was attended by about 80 people at Seattle University.
 - Cable TV--SEATTLE CHANNEL Placed \$60,000 of advertising on Comcast and Wave through the city's cable franchise agreement with the

cable providers. In 2012, we added a successful online advertising element as part of the Comcast package, which featured an in-banner video with SEATTLE CHANNEL promo spot. The ad delivered more than 750,000 impressions of the promo video via the Comcast website.

- Collateral--SEATTLE CHANNEL worked with the Office of Cable Communications to design and distribute a rack card promoting several local PEG channels, including Seattle Channel, UWTV and Seattle Community Media. The card was inserted in Comcast bills in fall 2012.
- In 2012, we continued our distribution agreements with other municipal channels. SEATTLE CHANNEL programs, including *Book Lust*, *Art Zone* and *American Podium*, are shown on Bellevue TV, Kirkland TV, King County TV, Renton TV, and others as far away as Bellingham.

SEATTLE CHANNEL TECHNOLOGY UPGRADES

SEATTLE CHANNEL improved its infrastructure in 2012 to better serve cable viewers and web users. Highlights include:

- Launched second channels on Comcast (321) and Wave (721). These channels, which currently mirror the content on cable channel 21, are formatted for HD broadcasts and some shows, such as *CityStream*, are now being broadcast in full HD.
- Added additional equipment for HD production and for conversion to allow live programming to be simulcast on both SD and HD channels.
- Improved the quality of the channel live and Council live web streams

SEATTLE CHANNEL AWARDS

The SEATTLE CHANNEL was named “the best municipal TV station in the nation” by the National Association of Telecommunications Officers and Advisors’ (NATOA). Additionally, NATOA recognized the channel with 34 programming awards and honorable mentions, including 10 first-place awards. SEATTLE CHANNEL was nominated for a record 21 Emmy Awards and won three Emmys from the Northwest Chapter of National Academy of Television Arts & Sciences.

The three Northwest Regional Emmy-award winners were:

Interview/Discussion Program

City Inside/Out episode on teen sex trafficking

Arts/Entertainment Program

Art Zone with Nancy Guppy

Documentary/Cultural Program

Community Stories: Dr. Ruby

The 34 National Association of Telecommunications Officers and Advisors' (NATOA) Government Programming Awards were:

Community Event Coverage

Honorable Mention: John T. Williams Totem Pole Raising Ceremony

Sports Programming

First Place: O2 Program

Second Place: HP3 Challenge

Third Place: Lawn Bowling

News Series

Honorable Mention: *City Inside/Out: Compilation*

Magazine Format Series

First Place: *CityStream*

Honorable Mention: *CityStream* Compilation

Children/Young Adults

First Place: Robotics Club

Second Place: YouthCAN

Interview/Talk Show

First Place: *City Inside/Out: Seattle's Homeless*

Third Place: *Seattle Voices*

Honorable Mention: *Book Lust* with Nancy Pearl

Election Coverage

First Place: *City Inside/Out: Initiatives 1125 & 1183*

Ethnic Experience

First Place: Nisei Veterans Hall Dances

Second Place: Capoeira, Knowledge that Never Ends

Third Place: Fleur de Lis

Special Audience

Honorable Mention: Vision Lost Connections

Arts and Entertainment

First Place: Angela Sterling

Second Place: Historic Theatre District

Third Place: Glenn Case, Muralist

Honorable Mention: *Art Zone with Nancy Guppy*

Public Health

Second Place: Childhood Obesity

Second Place (tie): Teen Prostitution

Public Safety

Third Place: Bike Cops

Honorable Mention: Crime Hot Spots

Documentary Profile

Honorable Mention: *Community Stories: Dr. Ruby*

Documentary Social Issues

First Place: *Community Stories: Healing a Soldier's Heart*

Public Education

First Place: World's Fair 50th Anniversary Preview

Second Place: Green Roofs

Honorable Mention: Pioneer Square Update

Community Awareness

Second Place: Camp to Belong

Honorable Mention: Storefronts Seattle

Best of Videography

First Place: Lawn Bowling

Third Place: *CityStream*