



2016 ANNUAL REPORT



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Seattle Channel 2016 Accomplishments

OVERVIEW

In 2016, Seattle Channel was nominated for **17 regional Emmy awards** and was named the “**best municipal TV station in the nation**” when it received the prestigious Excellence in Government Programming award. In partnership with Citizen University, we **launched *Citizen University TV***, an up-close look at lessons in civic power with host Eric Liu. The station was recognized for its live town-hall events tackling the topics of education funding and the intersection of race and justice. Public affairs host Brian Callanan received the **Municipal League’s 2016 Government News Reporting of the Year award**. We continued a multi-platform media campaign to boost awareness of the channel and its quality programming.

2016 HIGHLIGHTS

- 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). This is Seattle Channel’s seventh NATOA win in 10 years for programming excellence. Seattle Channel competed against other government-access TV stations in large U.S. cities. The station was recognized with the top government-programming award in 2007, 2008, 2010, 2012, 2014 and 2015.
- Seattle Channel was **nominated for 17 Emmy Awards** and won two regional Emmy Awards – one for a *CityStream* segment about the Georgetown Steam Plant and another for a *Community Stories* segment about Shiro Kashino, a local World War II veteran – from the Northwest Chapter of the National Academy of Television Arts & Sciences.
- In March 2016, Seattle Channel, in partnership with Citizen University, produced the first episode of ***Citizen University TV*** with host Eric Liu sharing



stories, skills, and strategies of citizen action. Each episode explores a different dimension of civic power using case studies drawn from Seattle.

- Seattle Channel and KCTS 9, in partnership with Seattle CityClub and Town Hall Seattle, hosted ***Race, Justice and Democracy: Where Do We Stand?*** on March 22 at Town Hall. The forum, streamed live online, focused on the relationship between a person’s race and his or her experience of justice and democracy in the United States. The panel included Nikkita Oliver, lawyer, activist and educator; Steven González, Washington Supreme Court justice; and Marcus Green, executive director of the South Seattle Emerald.
- As state lawmakers grappled with education-funding problems, host Brian Callanan led a live community forum, ***Seattle Speaks: Making the Grade***, on April 19 at Town Hall Seattle. In partnership with Seattle CityClub and Town Hall, Seattle Channel presented the panel discussion to address how the city could close the opportunity gap, improve learning outcomes for all kids and explore funding models for public education.
- Seattle Channel continued a fourth successful season of ***Civic Cocktail***, offering a lively look at important issues facing the Puget Sound region and connecting community leaders with residents in engaging conversation. Host Joni Balter moderated the monthly conversations at Palace Ballroom, covering topics ranging from race and policing to presidential politics to Seattle’s homelessness crisis and more.
- ***Clickdown 21*** launched with a fast-paced monthly look at 21 of the most popular web hits on seattlechannel.org. The short program compiles highlights from Seattle Channel’s most clicked-on content, including arts features, community coverage and public-affairs programming.
- The Museum of History & Industry hosted three preview screenings of a ***Community Stories*** documentary about local hip-hop crew **Massive Monkees**. Admission to the museum and the March 3 screenings was free. The 30-minute documentary chronicled the break-dancing troupe’s rise from competitions at local community centers to world-championship stages and its commitment along the way to sharing the positive art forms of hip-hop culture.
- Three Asian Americans – a doctor, a war hero and an artist – were the subjects of three Seattle Channel documentaries that were featured at **local film festivals** – the Everett Film Festival and the Seattle Asian American Film Festival – in



February 2016. The profiles are part of Seattle Channel's Emmy-Award winning *Community Stories* series.

- Host Brian Callanan produced a series on the Seattle Park District, a permanent taxing authority approved by voters in 2014. In the series titled ***The Seattle Park District – Investing in People and Parks***, Callanan examined how the Park District works and which facilities and programs will benefit and why.
- Host Nancy Guppy brought a live version of ***Art Zone with Nancy Guppy to King Street Station*** for three evenings in August to celebrate the Seattle Art Fair and tandem exhibition *Out of Sight*. Guppy interviewed local artists from all genres in front of a live audience. Each night featured an entirely different lineup of music, dance, comedy, visual art and prize giveaways.
- Seattle Channel's website (www.seattlechannel.org) approached 2 million page views and 1.1 million visitor sessions, many of which resulted in streaming or downloading videos.
- 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 650 productions in 2016.

HIGHLIGHTS INCLUDE:

- **85 events with the mayor** including seven Find-It-Fix-It community walks, 66 press conferences, seven public service announcements, four episodes of *Ask the Mayor* and an appearance on *Book Lust*. Some of the press conferences were streamed live and in many cases footage of press conferences was made available shortly after the event.
- **343 City Council programs** including 12 *City Inside/Out: Council Edition* shows, four episodes of *Council Conversations*, 321 Council committee meetings and public hearings and six Council press conferences. Council meetings are broadcast live, live streamed online and available via the web anytime as video-on-demand.



- More than 208 new episodes in Seattle Channel’s weekly and monthly series lineup including:
 - 33 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 new citywide gun tax, efforts to combat the homelessness crisis, the debate over Washington’s “transgender bathroom” Initiative 1515, police reform, short-term rental regulations and a doomed bike-share program. Guests included Fé Lopez, executive director of the Community Police Commission; Tim Harris, executive director of Real Change newspaper, Sue Rahr, executive director of the Washington State Criminal Justice Training Commission; State Rep. Joe Fitzgibbon (D-34th) and Shefali Ranganathan, executive director of Transportation Choices Coalition.
 - 19 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 an interview with late Seattle civil rights leader Alan Sugiyama; a Seattle Police Department initiative to prevent overdose deaths; a look at the Jobs Connect program designed to connect homeless people with employment; a feature on Seattle’s many hidden public stairways; a profile of local children’s music sensation Caspar Babypants; a visit to Seattle’s Holocaust Center for Humanity; and Bow Wows and Books, a literacy program where kids read to therapy dogs.
 - 22 episodes of ***Art Zone with Nancy Guppy***, a program with fresh highlights from local arts, entertainment and cultural happenings. This year’s episodes featured guests such as vocal powerhouse Grace Love; Seattle Symphony Music Director Ludovic Morlot; actor Timothy Piggee; all-female four-piece band Thunderpussy; comedian Joel McHale; pianist Overton Berry; and artist/gallerist/curator Tariqa Waters.
 - 6 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 award-winning Canadian writer Guy Gavriel Kay; New York Times film critic A.O. Scott; Pulitzer-Prize winning author Elizabeth Strout; and Maria Semple, author of bestselling comic novel “Where’d You Go, Bernadette.”



- 16 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.
- 3 ***Community Stories*** shared stories of unique individuals and organizations making a difference in Seattle’s diverse neighborhoods. Featured documentaries included famed Seattle dance crew Massive Monkees, Washington’s oldest noodle and fortune-cookie factory the Tsue Chong Company and an animated short film featuring Seattle World War II veteran Frank Nishimura.
- 8 episodes of ***Civic Cocktail*** hosted by Joni Balter featured conversations with community leaders, lawmakers and journalists and an audience on a range of topics including racial bias and police reform, the homelessness crisis, and the impending 2016 presidential election. Guests included Mayor Ed Murray; Seattle City Councilmember Kshama Sawant; former Washington State Attorney General Rob McKenna; police reform advocate Andre Taylor; and Sue Rahr, executive director of the Washington State Criminal Justice Training Commission and former King County sheriff.
- 5 episodes of ***Citizen University TV***, a program launched in 2016, offered an up-close look at lessons in civic power and engagement. Topics included the Fight for \$15 movement, youth activism, the role of art in civic change and the “democracy vouchers” initiative approved by Seattle voters. Host Eric Liu talked with a range of guest including labor union leader David Rolfe, president of Seattle-based Local 775 SEIU; journalist Erica C. Barnett and Estela Ortega, executive director of El Centro de la Raza.
- 5 episodes of ***American Podium*** featuring guest lectures, interviews and panel discussions about public affairs and civic engagement. Programs included 2016 presidential candidate Bernie Sanders; former U.S. Congressman Jim McDermott; Chuck Todd, host of NBC’s Meet the Press; sociologist and author Sarah Jaffe; and American history scholar Clay Jenkinson.
- 6 ***Front Row*** programs highlighted the best in local performance including music, theater and literary arts. Featured programs included “Power: From the Mouths of the Occupied,” local African Americans telling stories about traumatic encounters with law enforcement; U.S. Poet Laureate Juan Felipe Herrera delivering keynote remarks at an annual event benefiting



UW Libraries and Seattle Radio Theatre's old-time radio production of "The Mystery of Sleepy Hollow."

- 17 **Town Square** programs covered important community discussions and lectures with partners such as Seattle CityClub, Town Hall Seattle, Crosscut, University of Washington, Transportation Choices Coalition, The Seattle Times, Seattle Metropolitan Chamber of Commerce and Downtown Seattle Association. Topics of the discussions and lectures included digital privacy, public education, Washington's foster care system, climate change and the stories of local immigrants and refugees. Featured speakers included Washington State Attorney General Bob Ferguson, former State Sen. Pramila Jayapal (now U.S. Rep), artist C. Davida Ingram, and President & CEO of Seattle Metropolitan Chamber of Commerce Maud Daudon.
- 14 episodes of **An Evening With** showcased discussions, interviews, panels and presentations with a variety of guests from all areas of the arts. Shows featured a celebration of black women playwrights at the Black Women Wisdom Summit; Poets Against Hate; a conversation with Jonathan Poneman, co-founder of Sub Pop records; and several Framing Pictures discussions featuring local critics discussing film.
- 22 **special productions**, including eight episodes of *Clickdown 21*; Seattle and King County Video Voters' Guides and live coverage of the King-Snohomish Regional Spelling Bee.



SEATTLECHANNEL.ORG

Traffic to Seattle Channel's website decreased in 2016, with nearly 2 million page views, compared to 2.4 million in 2015. We attribute the decline in web page views, in part, to an increase in video content uploads to Facebook and Twitter, where viewers are able to directly view content without visiting the website.

- 2016 Website page views: 1,959,502
- 2016 Website sessions: 1,113,107
- 2016 Video plays: 159,175
- 2016 Live Webcast views: 128,018
- 2016 YouTube video plays: 254,795
- 2016 Facebook video plays: 132,757

SEATTLE CHANNEL COMMUNICATIONS

- **SOCIAL MEDIA:** Seattle Channel is active on Twitter (11,213 followers in December 2016, 17% growth from the end of 2015), Facebook (4,712 likes in December 2016, a 24% increase from the end of 2015) and YouTube (1,899 subscribers in December 2016, a 46% increase from the end of 2015). We soft launched an Instagram account in September. It had has 75 followers at the end of 2016.
- The web/communications team received a first-place award for its use of social media from the National Association of Telecommunications Officers and Advisors.
- **EMAIL MARKETING:** The viewer guide e-mail list grew by 220 subscribers in 2016, about 9% growth from 2015. The open rate and click-through rate are slowly trending up.



ADVERTISING/MARKETING/OUTREACH

- Cable TV—Seattle Channel placed \$50,000 of advertising on Comcast through the city’s cable franchise agreement with the cable provider.
- In fall 2016, Seattle Channel purchased underwriting spots on public radio stations KUOW and KEXP to coincide with a Facebook ad campaign.
- In August and September, Seattle Channel purchased transit ads on Seattle Metro buses and Sound Transit Link light rail.
- We added promotional products, including notebooks, pens, coffee mugs and hats (beanies and baseball caps) with the Seattle Channel logo.

SEATTLE CHANNEL TECHNOLOGY UPGRADES

The Seattle Channel upgraded equipment in our main production studio. Aging infrastructure was replaced to increase reliability. Live web streaming was upgraded for improved picture quality and reliability. Lighting equipment for remote productions has mostly been converted to LEDs. Equipment was purchased for originating live broadcasts from additional remote locations. Graphics equipment for Council meeting coverage was replaced for an improvement in operating efficiency and a cleaner look on the channel.



SEATTLE CHANNEL AWARDS

In 2016, Seattle Channel was **nominated for 17 Emmy Awards** by the Northwest Chapter of National Academy of Television Arts & Sciences in program categories including overall station excellence, arts/entertainment, public affairs, interview/talk show, documentary and profile of a city/country department. The station received **two Emmy Awards**, one for a *CityStream* segment about the Georgetown Steam Plant and another for *Community Stories* feature *An American Hero: Shiro Kashino*, an animated short film about Shiro Kashino, a local World War II veteran. Seattle Channel also won first place for **Excellence in Government Programming** from the National Association of Telecommunications Officers and Advisors (NATOA).

EMMY AWARDS

Historic/Cultural Segment Category

CityStream: Georgetown Steam Plant

Historic/Cultural program category

Community Stories: An American Hero – Shiro Kashino

NATOA AWARDS (NATIONAL ASSOCIATION OF TELECOMMUNICATIONS OFFICERS AND ADVISORS)

Excellence in Government Programming

First Place: *Seattle Channel*

FIRST-PLACE NATOA AWARDS

Public Affairs: *City Inside/Out: Homeless Response*

Interview/Talk Show: *Civic Cocktail*

Arts and Entertainment: *Art Zone with Nancy Guppy*

Profile of a City/County Department: *CityStream: Solar in Seattle*

Documentary: *Community Stories: Massive Monkees: The Beacon*

Use of social media: Seattle Channel communications/web team

