



2018

ANNUAL REPORT



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Seattle Channel 2018 Accomplishments

OVERVIEW

In 2018, Seattle Channel **developed a set of strategic recommendations** designed to help the station expand its reach and impact while developing a sustainability framework to address a budget shortfall due to declining cable franchise fees. The strategic recommendations address priority areas for programming and content, opportunities for partnerships, strategies for marketing and engagement, and methods to measure and evaluate the channel's impact.

Seattle Channel [added real-time captioning](#) to its live cable TV broadcasts of Seattle City Council meetings, including committee and special meetings.

Seattle Channel received [a dozen Northwest Regional Emmy Award nominations](#) and received [four Emmy Awards](#) for public-affairs, arts, and environmental programming, and an interview special.

2018 saw breakthrough engagement on Seattle Channel's social media platforms. The growth was achieved by increasing efforts to build an Instagram audience and steer viewers toward YouTube. Video views nearly doubled in the span of two years with more than 1.2 million views in 2018, compared to 668,000 views in 2016.

2018 HIGHLIGHTS

- Seattle Channel staff partnered with Nyhus Communications to **develop a set of strategic recommendations** to position the station to grow and adapt with changing technology and media consumption habits, to better “channel” Seattle, to evaluate and re-imagine its programming, to cultivate partnerships, and to expand its reach on social media and grow its online audience. To form the foundation for the findings in the report, channel staff collaborated with the consultant to form a seven-member advisory committee, conduct interviews with a dozen community influencers, audit the channel's social



media and competitive landscape, poll 500 Seattle residents, host discussions with Seattle Channel employees and conduct an employee poll.

- In December, Seattle Channel added [closed captioning of live cable TV broadcasts](#) of Seattle City Council meetings, including committee and special meetings. Captioned meetings are archived for playback on the air, website, and YouTube channel. Closed captioning makes the content of Council meetings accessible to more people, particularly to viewers who are deaf or hard-of-hearing. Captions can also improve comprehension for some, especially second-language viewers.
- In August, Seattle Information Technology issued a Request for Proposals for closed-captioning services of live City Council meetings on Seattle Channel. Proposals were evaluated in September. Top-scoring firms were invited for interviews and testing in October. VITAC, a large national captioning company, was selected through a competitive process to transcribe meetings remotely in real time.
- In September, [Shannon Gee was appointed general manager of Seattle Channel](#). Gee had served as interim general manager since February 2017. An award-winning television producer and documentary filmmaker, Gee first joined the channel in 2008, first as a video specialist and then as a senior producer. She worked as a contract producer from 2005 to 2008, spearheading the launch of *Community Stories*, the station's award-winning documentary series.
- Three sides of host Nancy Guppy are revealed in [a trio of funny and engaging new promo videos](#) inviting viewers to watch Art Zone, Nancy's bi-weekly round-up of the most interesting arts and artists in the city.
- Seattle Channel live streamed the annual [King-Snohomish County Regional Spelling Bee](#) on March 25 from Seattle University's Campion Ballroom. The bee, presented by Town Hall Seattle, brings together students from schools across King and Snohomish Counties. The winner advances to the annual Scripps National Spelling Bee in Washington, D.C.
- *Art Zone with Nancy Guppy* [hit the red carpet at the 44th annual Seattle International Film Festival](#) with special coverage of the opening night festivities, including conversations with Northwest filmmakers.
- Seattle Channel [received four Northwest Regional Emmy Awards](#). *The City Inside/Out* team won in the public affairs category for an episode exploring



the controversy around safe injection sites where addicts can use illegal drugs under supervision. A *CityStream* segment won in the environmental feature category for a story about Nube 9, a local company that makes athletic wear from recycled plastic bottles. *Art Zone with Nancy Guppy* won in the arts/entertainment special category for a show dedicated to the vinyl music format – from its history to life-changing record stories. *Art Zone* also won in the interview/discussion special category for an in-depth interview with Pearl Jam guitarist Mike McCready.

- Seattle Channel was recognized by its peers in the government TV industry with a whopping [20 programming awards, including 10 first-place wins, from the National Association of Telecommunications Officers and Advisors](#) (NATOA).

SEATTLE CHANNEL PRODUCTIONS

Seattle Channel completed **more than 670 productions** in 2018.

HIGHLIGHTS INCLUDE

- 61 events with [Mayor Jenny Durkan](#) including 50 media availabilities, a Mayor's Arts Awards ceremony and Pride Awards ceremony, a State of the City address, a budget address, a town hall on students stopping gun violence, and remarks at the first meeting of the Police Chief Search Committee.
- 337 [Seattle City Council](#) programs including 12 *City Inside/Out: Council Edition* shows, one episode of *Council Conversations*, 324 Council meetings, public hearings, town halls and lunch-and-learn conversations. Council meetings are broadcast live, live streamed online, and available via the web anytime as video-on-demand.
- More than 150 new episodes in Seattle Channels' weekly and monthly series line-up including:
 - 21 episodes of [Art Zone with Nancy Guppy](#), a program with fresh highlights from local arts, entertainment, and cultural happenings. A special episode marked National Record Store Day in April with a tour of four local record stores, which hosted performances by local bands. Throughout the year, the show's segments featured a road trip to rural southern Washington to meet the band Giants in the Trees, featuring Krist Novoselic of Nirvana fame; funk/soul/jazz trio Delvon Lamarr Organ Trio; rising R&B artist



Parisalexia; and classic folk rockers The Moondoggies. Other spotlighted artists and organizations included renowned Northwest painter Michael Spafford; Vibrant Palette Arts Center, a visual arts day program for adults with developmental disabilities; Vishavjit Singh and his alter ego, Sikh Captain America; actress and comedian Lauren Weedman; custom guitar amp designer Mike Soldano; Seattle International Film Festival Artistic Director Beth Barrett; and accidental baker and pie maker Lauren Ko.

- 8 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 Seattle writers Martha Brockenbrough and Margot Kahn, veteran travel writer Thomas Swick, Mexican-American author Luis Urrea, and best-selling authors Kristin Hannah and Debra Dean.
- 26 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 local issues. This year, program topics included rent control; gun bills intended to increase safety; police use of deadly force reform; a domestic workers bill of rights; the pushback over a new juvenile justice center; election reform; the future of a historic music venue; an expanded regional approach to homelessness; and a change to the “public charge rule,” which would affect immigrants who receive public benefits. Guests included Marilyn Strickland, CEO Seattle Metropolitan Chamber of Commerce; Andre Taylor, founder of police reform and accountability nonprofit Not This Time!; Emily Dills, founder, Seattle Nanny Network; Dave Workman, senior editor, TheGunMag.com; Steve Strachan, director, Washington Association of Sheriffs and Police Chiefs; Roger Valdez, director, Seattle for Growth; Dr. Sheila Edwards Lange, president, Seattle Central College; Peter Rogoff, Sound Transit CEO; and Pete Lamb, senior business agent, Teamsters Local 174.
- 24 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 a story about three Seattleites who have worked the same job for half a century or more, a look at the storied past of Chinatown’s oldest restaurant, a program that helps ease anxiety for young air travelers on the autism spectrum, a profile of an artist and Metro bus driver who makes the most of one of the City’s most challenging routes, a philanthropic eatery that donates meals to fight



hunger and homelessness, and a wheelchair rugby team. Other segments included a profile of a photographer whose portrait project tells stories of Japanese-American WWII veterans, a community-based program that provides support to people who have experienced traumatic brain injury, a refugee artisan initiative, a look inside the City of Seattle’s portable artwork collection, and profiles of local Special Olympians.

- 8 episodes of [*Civic Cocktail*](#) hosted by Joni Balter featured conversations with community leaders, elected officials, educators, and journalists, as well as a celebrated chef and a beloved gardener. The conversations spanned a range of topics, including a look at policing with the region’s top cops, saving resident orcas from extinction, a controversial tax on businesses to fund affordable housing, The Trump administration’s management of public lands, and other news from The Hill, along with lighter subjects ranging from Pacific Northwest gardening tips to a culinary superstar dishing on his influences. Guests included Former U.S. Interior Secretary Sally Jewell; Gary Locke, former governor, U.S. Commerce Secretary and U.S. Ambassador to China; U.S. Sen. Patty Murray (D-WA); Seattle Mayor Jenny Durkan; Interim Seattle Police Chief Carmen Best; James Beard award-winning chef Eduardo Jordan; and gardening expert Ciscoe Morris.
- 3 episodes of [*Community Stories*](#) shared stories of unique individuals and organizations making a difference in Seattle’s diverse neighborhoods and beyond. Featured documentaries included a young entrepreneur who converted a Rainier Valley convenience store into an Ethiopian coffee shop steeped in community; a profile tracing the journey of Washington Lieutenant Gov. Cyrus Habib – an Ivy League-educated attorney who has been blind since childhood – to public service; and a look inside the All-City Marching Band, a summer program which brings together student musicians from high schools throughout the region.
- 4 episodes of [*Citizen University TV*](#) and 4 episodes of Civic Saturday offered an up-close look at lessons in civic power and engagement. The season’s theme focused on the question “What is Civics?” and highlighted the ways to practice civics in our community, with Civic Saturdays serving as the civic analogue to a faith gathering. Citizen University included “lessons” on running for office, citizen lobbying, community organizing and activating neighbor power. Host Eric Liu talked with guests including Brianna Thomas, Seattle City Council legislative aid; Katie Wilson, general secretary of the Transit Riders Union; Clara Cantor, of Seattle Neighborhood Greenways, a



safe-streets advocacy group; and Sarah Morningstar, deputy director of the Seattle Department of Neighborhoods.

- 27 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 episodes of [American Podium](#) and [An Evening With](#). U.S. Supreme Court Justice Sonia Sotomayor discussed her new children’s books on *American Podium*, and *An Evening With* featured conversations with cartoonist Ellen Forney and author and journalist Jim Lynch.
- 9 [Front Row](#) programs highlighted the best in local performance including music, theater and literary arts. Featured programs included Seattle gypsy jazz band Ranger and The Re-Arrangers; a special staging of Washington State Poet Laureate Claudia Castro Luna’s epic *Killing Mariás*, read by writers Donna Miscolta and Catalina Cantú; the world premiere of *Imaginary Opus*, a multimedia musical about a boy who sees the world in a different way; and *Ampersand LIVE*, an evening of storytelling about people and place, featuring a live stage show about nature, cities, community and critters.
- 16 [Town Square](#) programs covered important community discussions and lectures with partners such as Seattle CityClub, Town Hall Seattle, Historic Seattle, Seattle Metropolitan Chamber of Commerce, Downtown Seattle Association, Black Education Strategy Roundtable, Folio Seattle, KUOW, and The Seattle Times. Topics of the discussions and lectures included Native history in Seattle, poverty and prosperity in King County, empowering Black students, Seattle’s history in photos, and a cultural exploration of Seattle in the form of a visually rich cultural atlas. Featured speakers and panelists included Colleen Echohawk, executive director of Chief Seattle Club; Caleb Heimlich, chair, Washington State Republican Party; historian Paul Dorpat; photographer Jean Sherrard; educational consultant Erin Jones; Francois Locoh-Donou, president, CEO and director of F5; and book editor Mary Ann Gwinn.
- 80 public affairs forums, community panels, and discussions.



- 44 special productions, including [Age Friendly Seattle: Living Longer, Living Well](#); live coverage of the [King-Snohomish Regional Spelling Bee](#); the primary and general election Video Voters' Guides; four episodes of [Clickdown 21](#); five Waterfront Local Improvement District public hearings; and 20 City board and commission meetings.

SEATTLE CHANNEL TECHNOLOGY UPGRADES

In late 2018, in preparation for supporting **closed captioning**, Seattle Channel upgraded infrastructure in order to provide both live and pre-recorded captioning services.

The station also upgraded **audio equipment for remote productions**, acquired backup equipment for **remote live streaming**, and acquired hardware and software to **automate file processing** and conversion for the website. Shared **file storage for video**, including media asset management capabilities, was also upgraded.

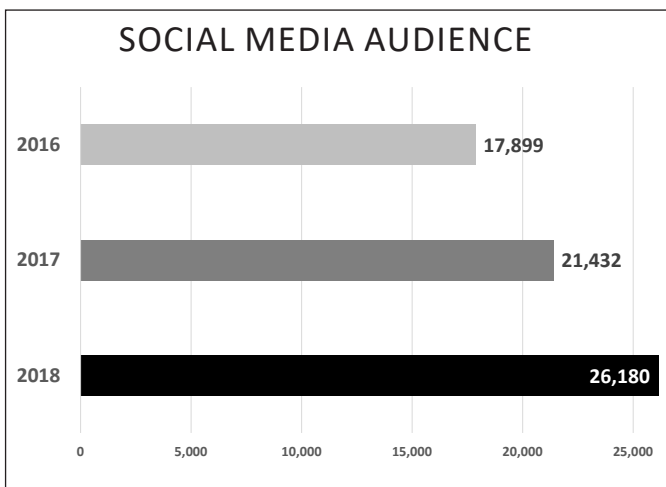
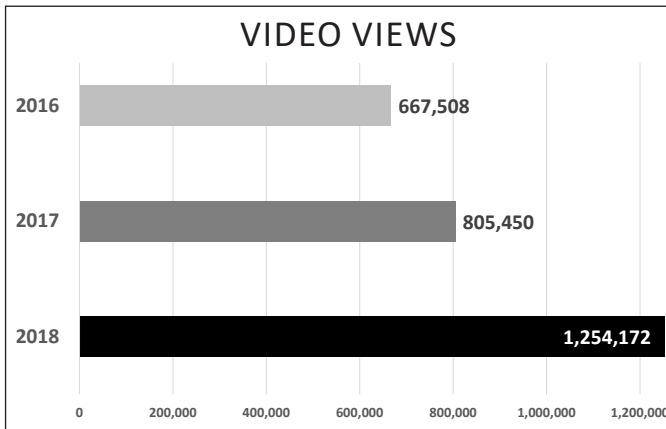
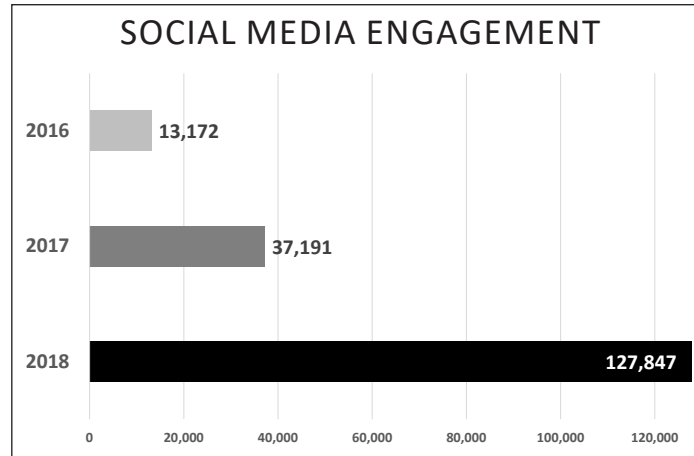
SEATTLE CHANNEL COMMUNICATIONS & OUTREACH

- The **weekly viewer guide** e-mail list grew by 961 subscribers in 2018, representing 30% growth over 2017.
- The channel **updated its suite of marketing materials** to reflect the tagline "Channeling Seattle" across a range of collateral, including video and radio spots, digital and print ads, as well as a transit campaign and street-level advertising posters. Also, a new *Art Zone* postcard and poster design featured host Nancy Guppy posing with local musicians and the tagline, "Experience the Awesome Power of Art." Posters were distributed to local business (coffee shops, record stores and restaurants) across the city. Postcards were placed in City libraries, community centers and customer service centers.
- As part of the cable franchise agreement with Comcast, a \$50,000 in-kind **cable TV advertising campaign** featured a 30-second spot running for more than a month in Fall 2018 across dozens of cable TV networks.



WEBSITE AND SOCIAL MEDIA

2018 saw **breakthrough engagement on Seattle Channel's social media platforms**, which include YouTube, Instagram, Facebook, Twitter and e-newsletter. Total video views on the website and social media nearly doubled



in the span of two years with more than 1.2 million views in 2018. The growth is due to increased efforts to build an Instagram audience and steer viewers toward YouTube.

In addition, **the channel's social media audience grew 22%** over 2017 with a total of 26,189 followers in 2018, up from 21,482 in 2017. Social media engagement also soared 140% to nearly 128,000 interactions in 2018, up from just over 37,000 interactions in 2017. Overall, Seattle Channel's social media boomed in 2018, exceeding yearly goals to increase awareness through engagement and following.



SEATTLE CHANNEL AWARDS

In 2018, Seattle Channel was **nominated for a dozen Northwest Regional Emmy Awards** by the Northwest Chapter of the National Academy of Television Arts & Sciences (NATAS). The nominations highlighted the quality of several Seattle Channel series, including arts program [*Art Zone with Nancy Guppy*](#); public-affairs program [*City Inside/Out*](#); magazine show [*CityStream*](#); and [*Citizen University TV*](#), a program offering lessons in civic power. The station **received four Emmy Awards** for public-affairs, arts, and environmental programming, and an interview special. Additionally, the station won **20 government programming awards, including 10 first-place wins**, from the National Association of Telecommunications Officers and Advisors (NATOA).

EMMY AWARDS

Public Affairs Program/Special: [*City Inside/Out: Safe Injections Sites*](#)

Environmental Feature: [*CityStream: Nube 9 Eco Sportswear*](#)

Arts/Entertainment Special: [*Art Zone with Nancy Guppy: For The Love of Vinyl*](#)

Interview/Discussion Special: [*Art Zone with Nancy Guppy special with Mike McCready*](#)

FIRST-PLACE NATOA AWARDS

Public Affairs: [*City Inside/Out: Gun Bills*](#)

Interview/Talk Show: [*Art Zone with Nancy Guppy: Big Sonia*](#)

Special Audience: [*CityStream: Ready to Work*](#)

Public Health: [*CityStream: KO Parkinson's*](#)

Visual Arts: [*Art Zone with Nancy Guppy calendar*](#)

Community Awareness: [*CityStream: Mobile Dental Care*](#)

Innovative Use of Video: [*Art Zone with Nancy Guppy: Barrett Jones monologue*](#)

Magazine Format Series: [*CityStream*](#)

Municipal Channel Promotion: [*Clickdown 21*](#)

Editing: Seattle Channel staff

