



2019 ANNUAL REPORT



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Seattle Channel 2019 Accomplishments

OVERVIEW

In 2019, Seattle Channel was nominated for [17 Regional Northwest Emmy Awards nominations](#) and received [five Emmy Awards](#). The channel was named the “[best municipal TV station in the nation](#)” when it received the prestigious Excellence in Government Programming award from the National Association of Telecommunications Officers and Advisors (NATOA).

[Art Zone with Nancy Guppy kicked off a decade](#) of covering Seattle’s lively arts scene. The station co-sponsored a panel [discussion examining the legacies of racial segregation in housing](#) in Seattle. General Manager Shannon Gee was the recipient of a [Community Voice Award](#), an honor bestowed upon exceptional leaders in the Asian Pacific American community, and [a national award](#) for her dedication to fostering culturally diverse community-driven content.

In a renewed push to increase awareness, Seattle Channel deepened its focus on digital platforms, creating content specifically for a social media audience. As a result, video views on YouTube and social media nearly doubled, earning one million more views than the previous year. The communications and digital media team received a first-place award for “Use of Social Media Platforms” from NATOA.

2019 HIGHLIGHTS

- *Art Zone with Nancy Guppy* [celebrated a decade](#) of covering Seattle’s lively arts scene. From silly segments to poignant portraits to in-depth interviews, the show has showcased more than 500 bands, featured more than a thousand artists, and visited dozens of arts and cultural organizations. The milestone made headlines with features in The Seattle Times and interviews with host Nancy Guppy on KUOW and New Day Northwest.
- Seattle Channel co-sponsored [Seattle On The Line](#), a panel discussion examining the legacies of racial segregation in housing in Seattle and the complex dynamics playing out in our neighborhoods today. Filmed at the Northwest African



American Museum (NAAM), the discussion was co-presented by NAAM, Pratt Fine Arts Center, and Wing Luke Museum.

- In partnership with King County TV and the Seattle Ethics and Elections Commission, Seattle Channel produced Video Voters' Guides for the primary and general elections. The [primary election guide](#) featured 76 short video statements from candidates for Seattle and King County elected offices and proponents and opponents of two ballot measures.
- General Manager Shannon Gee was the recipient of the [Jewell Ryan-White Award for Cultural Diversity](#) from the Alliance for Community Media. The national award recognizes outstanding efforts to create culturally diverse and/or non-mainstream community involvement in the field of community media. Gee was also honored with the [Leadership in Media Community Voice Award](#) from the International Examiner for her more than two decades of creating award-winning documentaries, many of which highlight Seattle's Asian American community.
- 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). The recognition marked Seattle Channel's ninth NATOA win in a dozen years for programming excellence. In addition to the prestigious top award, the city-operated TV station won 24 government programming awards, including 17 first-place wins.
- Seattle Channel [received five Northwest Regional Emmy Awards](#). The winning programs offered an inspiring look at the Special Olympics USA games in Seattle, a glimpse into the past with a poignant portrait of Japanese-American WWII veterans, a profile of a local man who powers the sound behind some of rock's biggest guitarists, a moving story of a Holocaust survivor and a lighthearted marketing campaign for *Art Zone with Nancy Guppy*. In all, the station received [17 Emmy nominations](#) in program categories including environment, politics, business/consumer, and in craft categories of hosting, photography and editing.
- Seattle Channel live streamed and broadcast on live TV [the annual King-Snohomish County Regional Spelling Bee](#), on March 2, from the Meydenbauer Center Theatre (Bellevue). The bee, presented by Town Hall Seattle, brings together students from schools across King and Snohomish counties. The winner advanced to the annual Scripps National Spelling Bee in Washington, D.C.



- *Art Zone with Nancy Guppy* [hit the red carpet at the 45th annual Seattle International Film Festival](#) with special coverage of the opening night festivities, including conversations with Northwest filmmakers.

SEATTLE CHANNEL PRODUCTIONS

Seattle Channel completed nearly **650 productions in 2019**.

HIGHLIGHTS INCLUDE

- 66 events with [Mayor Jenny Durkan](#) including press conferences, a Mayor's Arts Awards ceremony, a State of the City address, and budget address.
- 332 [Seattle City Council](#) programs including 12 *City Inside/Out: Council Edition* shows, 320 council meetings, public hearings, and press conferences. Council meetings are broadcast live, live streamed online, and available via the web anytime as video-on-demand.
- More than 140 new episodes in Seattle Channel's 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 – which celebrated 10 years on the air with a snappy season opener. Throughout the year, the show's segments featured poet Quenton Baker; playwright and solo performer Susan Lieu; the punk/blues beat of The Black Tones; Clyde Petersen, frontperson of the queer folk band Your Heart Breaks; best-selling local author Julia Quinn; and dancer Dani Tirrell. Other spotlighted artists and organizations included writer, performer, and activist Sara Porkalob; filmmaker Bao Tran; Fogue Studios & Gallery for artists over 50; kinetic sculptor and sound artist Trimpin; Seattle Symphony's new Music Director Thomas Dausgaard; and festive drag queens BenDeLaCreme and Jinx Monsoon.
 - 10 episodes of [Book Lust](#) where America's favorite librarian and best-selling author Nancy Pearl sat down with top writers from around the country for conversations about books and the process and art of writing. Featured guests included philanthropist and author Melinda Gates, British-American mystery writer Sujata Massey, sci-fi author Neal Stephenson, Seattle author and writing teacher Priscilla Long, and Northwest author Erica Bauermeister.



- 25 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 police recruitment; the debate over a local improvement district (LID) to help fund a remake of Seattle’s downtown waterfront; a controversial plan to build low-income housing at Seattle’s Fort Lawton; a look at the future of journalism in Seattle; the Seattle Squeeze, years of massive downtown construction straining the transportation system; a temporary state ban on the sale of flavored vapor products; debates featuring candidates for seven Seattle City Council races; and alternatives to support “prolific offenders” who cycle through the criminal justice system. Guests included King County Prosecuting Attorney Dan Satterberg; Steve Strachan, director, Washington Association of Sheriffs and Police Chiefs; Colleen Echohawk, executive director, Chief Seattle Club; Bob Donegan, Ivar’s president; Seattle’s Chief Librarian Marcellus Turner; Fé Lopez, director, Community Police Commission; and Liv Finne, director, Center for Education, Washington Policy Center.
- 23 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 farewell to the Alaskan Way Viaduct; the Seattle-based dinner series Eat with Muslims; a ride with the local chapter of Black Girls Do Bike; a chair volleyball team for seniors; a different view of dementia through the Art of Alzheimer’s; and a revealing perspective on the history of homelessness in Seattle. Other segments included The Lullaby Project, a music-therapy program for parents experiencing homelessness; a Seattle company doing its part to lessen the load on landfills; a shopping spree inside the zany world of Archie McPhee; a road trip down Rainier Avenue; a championship rugby team; a jam business that preserves a family’s legacy; and a special episode marking Seattle’s 150th anniversary.
- 8 episodes of [Civic Cocktail](#) hosted by Joni Balter featured conversations with community leaders, elected officials, authors, and journalists. The conversations spanned a range of topics, including party politics, a debate delving into a controversial news special “Seattle is Dying,” Washington’s response to wildfire season, the 50-year fight for LGBTQ rights, the rise of white supremacy, the role of youth in tackling climate change, and a post-election deep dive. Guests included travel writer and activist Rick Steves; Gov. Jay Inslee; King County Sheriff Mitzi Johanknecht; radio host Luke Burbank; City Attorney Pete Holmes; Hilary Franz, Washington Commissioner of



Public Lands; best-selling author Garth Stein; Tobi Hill-Meyer, co-executive director of the Gender Justice League; Jamie Margolin, climate justice activist and the co-executive director of Zero Hour; U.S. Rep. Adam Smith (D-WA); pollster Stuart Ellway; and Gene Balk, FYI Guy columnist for The Seattle Times.

- 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 profile of one of Seattle's most passionate, outspoken advocates for the civil rights of LGBTQ, HIV positive, and transgender communities; a story about The Breakfast Group, a nonprofit that inspires and empowers Seattle area youth of color; and a spotlight on a theatre company offering improvisational classes for people experiencing early stage memory loss or dementia.
- 5 [Citizen University TV](#) Civic Saturday events, which serve as the civic analogue to a faith gathering with "civic sermons" by host Eric Liu, special readings, small-group discussions and reflection. Topics included an exploration of slavery, liberation, and freedom; an examination of responsibility; a personal story on creatively deviating from the college path; and a case for paying attention to our roots and root systems in our lives as citizens.
- 24 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 one episode of [An Evening With](#). *American Podium* featured former New York Times editor Jill Abramson discussing "Merchants of Truth: The Business of News and the Fight for Facts"; CEO of Citizen University Eric Liu sharing thoughts from his book "Become America: Civic Sermons on Love, Responsibility, and Democracy"; and former U.S. Secretary of Labor Robert Reich and U.S. Rep. Pramila Jayapal (D-WA) discussing Reich's latest book "The Common Good." *An Evening With* featured author Thi Bui discussing "The Best We Could Do," a graphic novel documenting her family's daring escape after the fall of South Vietnam in the 1970s.
- 2 [Front Row](#) programs featured Forterra's Ampersand LIVE, an engaging showcase for diverse voices, each with a distinct take on the wonders of Pacific Northwest life; and Kenyon Classics, a concert for flute, soprano, and piano.



- 18 [Town Square](#) programs covered important community discussions and lectures with partners such as Seattle CityClub, Town Hall Seattle, Seattle Metropolitan Chamber of Commerce, Downtown Seattle Association, Folio Seattle, HistoryLink, Seattle University, and The Seattle Times. Topics included a conversation about corporate responsibility and big tech, an exploration of our region’s most infamous storms, a chat with the artist behind the Instagram sensation “The Seattle Walk Report,” a night of storytelling from people who know homelessness, an introduction to Washington’s undiscovered feminists, and an examination of maintaining livability in a boomtown. Featured speakers and panelists included Mayor Jenny Durkan; Microsoft President Brad Smith; writer Mayumi Tsutakawa; gender-bending burlesque performer Waxie Moon; Rich Stolz, executive director of OneAmerica; and Marilyn Strickland, CEO Seattle Metropolitan Chamber of Commerce.
- 51 public affairs and cultural forums, community panels, and discussions.
- 55 special productions, including [Seattle On The Line](#), a panel discussion examining the legacies of racial segregation in housing in Seattle; live coverage of [the King-Snohomish County Spelling Bee](#); the primary and general election Video Voters’ Guides and debates; two episodes of [Clickdown 21](#); and 30 City board and commission meetings.

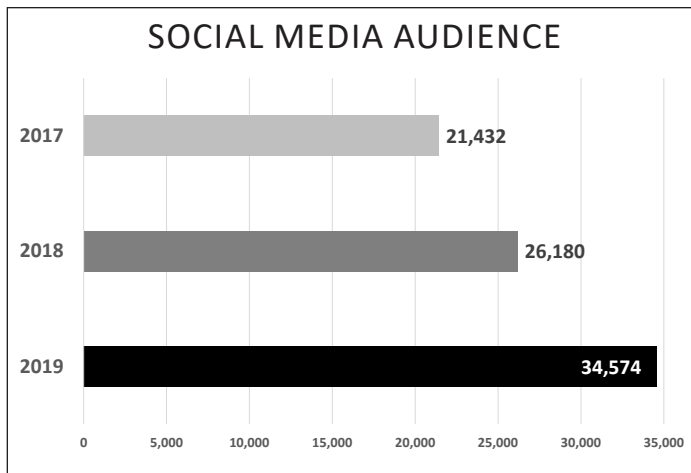
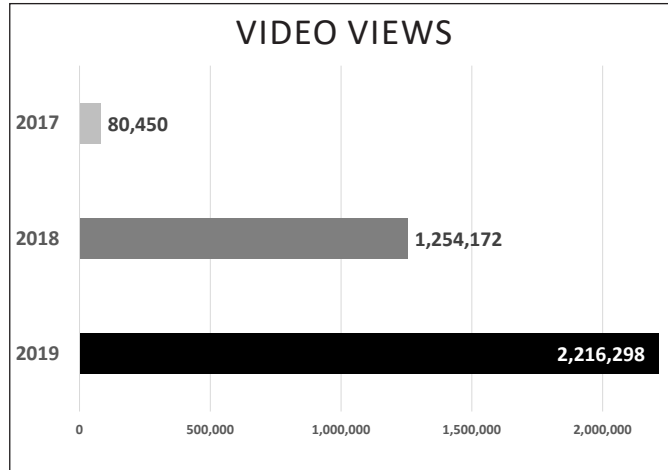
SEATTLE CHANNEL COMMUNICATIONS & OUTREACH

- The channel received a **first-place award for “Use of Social Media Platforms”** from the National Association of Telecommunications Officers and Advisors (NATOA).
- Seattle Channel experimented with the execution of a three-week **digital marketing campaign** in early 2019 with video spots on Connected TV, including apps like Hulu, coupled with a cross-platform campaign featuring 30-second pre-roll ads. The campaign delivered nearly 550,000 impressions, 1,507 clicks, and more than 300,000 video views with a 54% completion rate.
- The channel’s **annual advertising mix** included spots on public radio, digital and print ads in local media outlets, transit ads, and a \$50,000 in-kind campaign featuring a 30-second spot running on cable TV as part of the City’s cable franchise agreement with Comcast.

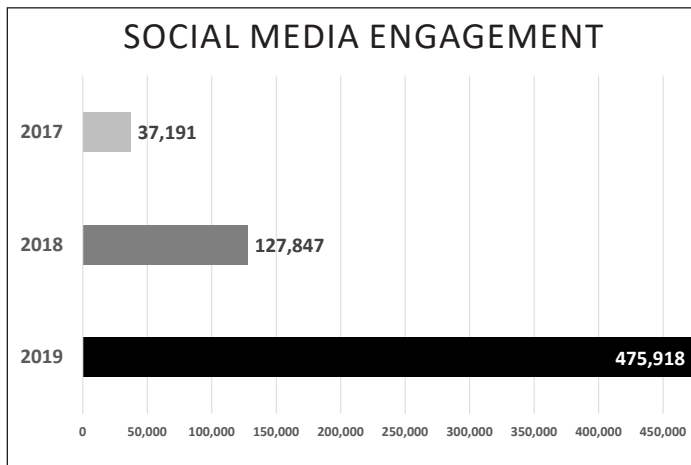


WEBSITE AND SOCIAL MEDIA

In 2019, Seattle Channel began **creating content specifically for a social media audience**. As a result, video views on YouTube and social media nearly doubled, earning 2.2 million views, a whopping 1 million more views than in 2018!



Overall, the **social media audience grew 32%** to almost 35,000 followers. Engagement exploded, practically quadrupling on combined platforms which include Twitter, Facebook, Instagram, YouTube, and the e-newsletter viewer guide. Overall social media engagement soared to just over 475,000 interactions in 2019, up from nearly 128,000 interactions in 2018.





SEATTLE CHANNEL TECHNOLOGY UPGRADES

In 2019, Seattle Channel completed a major upgrade to its **data backup system** that assists with archiving and disaster recovery. Other significant upgrades include software to edit and convert **closed caption** files, a backup hardware encoder to provide a **redundant 24/7 live stream** online, an upgrade to the Network Attached Storage (NAS) that feeds the **video playback system** for the broadcast, and **improved equipment inventory control**.

Along with other city departments, the station also invested in Falcon, a **social media management tool** that provides a single platform to publish, monitor, and measure multiple social media accounts.

SEATTLE CHANNEL AWARDS

In 2019, Seattle Channel was nominated for **17 Regional Northwest Emmy Awards nominations** and **won five Emmy Awards** for arts, sports, and historical/cultural programming, as well as an interview special and a promotional campaign.

The channel was named the **“best municipal TV station in the nation”** when it received the prestigious Excellence in Government Programming award from the National Association of Telecommunications Officers and Advisors (NATOA). Additionally, the station won **24 government programming awards, including 17 first-place wins**.

EMMY AWARDS

Sports: [CityStream: Special Olympics USA Games](#)

Historical/Cultural Program Category: [CityStream: Photographer Shane Sato’s Nisei Veterans Project](#)

Arts/Entertainment Feature Category: [Art Zone with Nancy Guppy: Custom guitar amp designer & craftsman Mike Soldano](#)

Interview/Discussion Category: [Art Zone with Nancy Guppy: A conversation with the filmmakers of “Big Sonia”](#)

Promotional campaign: [Art Zone with Nancy Guppy](#)



NATOA AWARDS

Overall Excellence in Government Programming

FIRST-PLACE NATOA AWARDS

Community Event Coverage (short form): [*From Hiroshima to Hope*](#)

Sports Programming: [*CityStream: Special Olympics USA Games*](#)

Election Coverage: [*City Inside/Out: I-940 Police Accountability*](#)

Ethnic Experience: [*CityStream: Portraits of Courage*](#)

Arts and Entertainment: [*Art Zone with Nancy Guppy: National Record Store Day*](#)

Profile of a Person, Business or Organization: [*CityStream: Conscious Eatery*](#)

Documentary Event Coverage : [*CityStream: A Final Goodbye to the Viaduct*](#)

Public Education: [*Citizen University TV – Year in Review*](#)

Innovative Use of Video: [*Art Zone: Something Weird Video*](#)

Use of Humor: [*Art Zone: Art Break*](#)

Municipal Channel Promotion: [*Channeling Seattle*](#)

Event/Program Promotion: [*Art Zone: That's Art!*](#)

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

Use of Social Media Platforms: Seattle Channel communications and digital media team

Videography: Seattle Channel production staff

Video Journalism: Seattle Channel production staff

Editing: Seattle Channel production staff

