



# 2022 ANNUAL REPORT



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# 2022 ACCOMPLISHMENTS

## OVERVIEW & HIGHLIGHTS

Seattle Channel is the City of Seattle’s award-winning municipal television station that aims to engage, inform, and inspire the community with a mix of news, analysis, stories, and perspectives. Programming at the government-access cable channel includes series and special features highlighting Seattle’s diverse civic and cultural landscape.

This year marked the 20th anniversary of the establishment of the Seattle Channel, presenting an opportunity to contemplate how far the station has come in two decades. As part of the look back, an [interactive timeline](#) unfolded highlights of the two decades on Seattle Channel’s Take 21 blog. In addition to Seattle Channel’s significant birthday, the station helped several other landmarks and organizations celebrate milestones in 2022. It was the 60th anniversary of the Seattle Center and Seattle World’s Fair, and the 50th anniversaries of El Centro de la Raza, Langston Hughes Performing Arts Institute, and Daybreak Star Indian Cultural Center.

While the pandemic was not precisely in the rearview mirror, life in the city turned a corner in 2022, and the channel told stories that reflected the challenges and triumphs the region endured. Through live coverage of press conferences and city council meetings, in depth coverage of city and community programs, and features on the vibrant arts and culture scene, Seattle Channel kept to its mission to tell stories of the faces and places that make Seattle home and to connect residents with their city.

One familiar face, Mayor Bruce Harrell, took office in January 2022 and partnered with the channel to create short videos focusing on the City of Seattle’s people and programs, part of a citywide initiative coined “One Seattle.” Under this umbrella, Seattle Channel produced seven “meet the director” videos, introducing newly appointed department directors. Other productions included the Seattle Fire Department’s new Nurse Navigation Program, the One Seattle Day of Service, the Seattle Information Technology Department’s role in helping the Seattle/King County Clinic run smoothly, the grand opening of Detective Cookie Chess Park, an invitation to participate in the One Seattle Comprehensive Plan, and the return of Kitty Hall. The channel filmed the Welcome Back Bash party at City Hall Plaza and a Juneteenth concert at McCaw Hall sponsored by the mayor, Seattle Arts and Culture, and local organizations.

Seattle Channel gained more than 10,000 followers on TikTok and reached more than 600,000 video views and almost 100,000 interactions. An example of one of the videos produced especially for TikTok was one about the rise and fall of Playland, Seattle’s largest amusement park.



Seattle Channel seeks out unique and talented community partners to produce and broadcast high-quality programs. In addition to ongoing partnerships with King County TV; Look, Listen and Learn; and others, the channel collaborated on the following:

- Seattle Channel partnered with Seattle University’s Institute of Public Service to create “Seattle University Conversations.” This quarterly program invites local, regional, and national leaders for in-depth discussions on critical current issues. The first episode brought Seattle’s new mayor, Bruce Harrell, to the stage.
- Seattle Channel aired the first episode of “Thank you, MS PAM” in December. Hosted by artist Tariqa Waters, the program showcases local creatives. “Thank you, MS PAM” is produced with assistance from the Seattle Office of Arts and Culture, Seattle Department of Transportation, Seattle Public Utilities, and Seattle Parks, and received additional funding from the American Rescue Plan.

Seattle Channel received ten Regional Northwest Emmy Awards nominations and two Emmy Awards. The channel also won 25 Government Programming Awards, including four Awards of Excellence, 15 Awards of Distinction, and six Awards of Honor.

## PRODUCTIONS

Seattle Channel broadcast more than 650 productions in 2022. Highlights include:

- 30 events with [Mayor Bruce Harrell](#), including the mayor’s swearing-in ceremony, announcements, press conferences, his first annual State of the City and budget addresses, and a video inviting feedback on the One Seattle Comprehensive Plan.
- 259 [Seattle City Council](#) events, including 246 council meetings and public hearings, four forums, and nine press conferences. Council meetings are broadcast live and streamed online with closed captions and archived on the website for on-demand access anytime.
- 19 election videos, including 18 general election Video Voters’ Guide entries, all with closed captions, plus one election forum.
- 75 city meetings, forums, and press conferences, including 23 press conferences, four [Economic and Revenue Forecast Council](#) meetings, eight [Ethics and Elections Commission](#) meetings, 26 [Seattle Board of Parks and Recreation Commissioners](#) meetings, 13 [Seattle Public Library Board of Trustees](#) meetings, and a Police Chief forum.
- 27 community programs, including three events and 24 community forums, meetings, and panels including a summer Welcome Back Bash on City Hall Plaza to welcome city and county workers back to downtown; a Seattle Symphony concert benefiting Ukraine; “[Spirit of ‘62](#),”



a celebration of the 60th anniversary of the Seattle World's Fair; and the [Indigenous Peoples' Day](#) celebration at City Hall. The channel aired a series of six videos from the Tech Alliance on the "future of work" and three from the Age Friendly Housing Forum. Other programs focus on topics like the role comics play in history, poetry in civic life, a discussion about Seattle's overdose crisis, and a celebration of the 50th anniversary of the Langston Hughes Performing Arts Institute.

- 26 special features and documentaries produced outside the channel, including 12 episodes of TVW's "[My Favorite Places](#)," starring former Secretary of State and revered storyteller Ralph Munro traveling to iconic locations around Washington state. The channel aired two collections focusing on the Salish Sea: a three-part series by Seattle Aquarium titled "Stories from the Salish Sea" and four videos by We Are Puget Sound focusing on kelp, salmon, and orcas. Also in this category: a celebration of the 50th anniversary of Discovery Park and a video discussing the root causes of homelessness in King County.
- 59 "digital shorts," videos produced with a faster turnaround than regular shows and designed for use on social media and in between programs on the television broadcast. This number is up from the 34 produced in 2021. In addition to city-related shorts already mentioned, Seattle Municipal Archives provided 15 short videos from their series "[Favorite Archival Object](#)," where an archivist highlights a rediscovered gem from the archives. Other digital shorts featured an ongoing series about urban animals, including great blue herons, sticklebacks, moon snails, and salmon; a feature about the Lushootseed language; and a farewell to Viet Wah, a grocery store in the International District. Seattle Channel collaborated with HistoryLink again this year on a short piece about the history of Playland.
- 10 full episodes and 35 segments of "[Art Zone with Nancy Guppy](#)," a program highlighting local arts, entertainment, and cultural happenings. 2022 featured a mix of artist profiles (including Brittany Davis, Moses Sun, Rebecca Young, Curtis Steiner, Ryan Blythe, and Stevie Shao); interviews (Dana Gould, Jesse Harris, Preston Singletary), and performances (including Annie J, Black Ends, Lo\_Liner, SuperCoze, and Marshall Law Band). Art Zone also visited artsy places like Nepantla Cultural Arts Gallery, Martyr Sauce, and Bremerton Office Machine Company; Jed Dunkerley leading an art-filled tour of Seattle Center; "IN-STUDIO" with Black Dog Forge, and a look back at a legendary Seattle jazz club called The Penthouse.
- 11 episodes of "[Book Lust with Nancy Pearl](#)," where America's favorite librarian and bestselling author Nancy Pearl invites top writers from around the country to talk about books and the art of writing. Guests included Rosalyn Story, Gish Jen, Julie Otsuka, Jess Walter, David Maraniss, and Nancy's sister, Susan Linn. A special Book Lust, recorded live at the University Bookstore, featuring the author and illustrator of "Library Girl," a children's book based on Nancy Pearl's childhood discovery of the power of libraries.





- 26 episodes of [“City Inside/Out”](#) with host Brian Callanan, a weekly public affairs show focusing on thoughtful, in-depth reports and discussions about local issues. The show followed newsworthy topics throughout the year, from the expiring eviction moratorium to redistricting to legalizing psychedelics. “City Inside/Out” covered seven races in the fall election, including King County Prosecutor, Secretary of State, three legislative positions, the Conservation Futures Levy, and Seattle’s Proposition 1, the choice between ranked choice and approval voting.
- 12 episodes of [“City Inside/Out: Council Edition,”](#) where host Brian Callanan invites one or more council members for a conversation about what’s happening at City Hall. This year’s monthly public affairs program lineup included four in-person tapings and eight virtual ones.
- 14 episodes and 33 segments of [“CityStream,”](#) Seattle Channel’s magazine show looking at what fuels Seattle’s vibrancy and how the city is growing and changing. The program featured rich historical features, including artist Kenjiro Nomura, a search for missing Sand Point aviators, and a restoration of the Squire Shop hydroplane boat. Anniversary celebrations galore: 100 years of the Virginia V, Seattle Center and the Seattle World’s Fair at 60, 50 years of El Centro de la Raza, and 20 years of Seattle Channel. One episode centered on the Daybreak Star Indian Cultural Center and its many offerings. Other stories included the artist who paints Seattle’s signal boxes, ARTE NOIR, a new housing community at Sand Point, and a feature on Seattle’s urban beavers.
- 4 [“Community Stories”](#) programs, a show featuring short documentary stories about Seattle’s diverse communities. “Climbers of Color” introduced an organization that supports rock climbers and mountaineers of color. “Running with the Paint” is the story of Rosalie Fish, a young athlete who runs for missing and murdered Indigenous women. “Those Who Helped Us” is a graphic novel adaptation telling the story of incarcerated Japanese Americans in World War II through the eyes of an 11-year-old. “Spirit of the Waters” chronicles the journey of a Lummi Nation totem pole as it travels around the Pacific Northwest to support salmon.
- 3 [“Front Row”](#) programs, a show highlighting local performances. Mayor Harrell, the Office of Arts & Culture, and community churches collaborated to present “The Songs of Black Folk,” a free concert celebrating the Juneteenth holiday. The channel captured and aired live performances by The Black Tones and King Youngblood at June’s Welcome Back Bash at Seattle City Hall.
- 10 episodes of [“Look, Listen and Learn \(LL+L\).”](#) This early childhood education program inspires and advances early learning in young children of color on themes that included sharing, imagination, gratitude, and the importance of each person’s name. Each episode features reading, art projects, cooking, and other activities.



- 3 episodes of “[Seattle University Conversations](#).” A new show in 2022, Seattle University Conversations is a quarterly series presented by Seattle University’s Institute of Public Service and Seattle Channel. The program brings local, regional, and national leaders to the stage for in-depth discussions on critical current issues. Episodes focused on Seattle Mayor Bruce Harrell, the war in Ukraine, and mental health issues.
- 5 “[Town Square](#)” programs covered important community conversations, lectures, debates, and forums recorded around the city, including the Seattle Times Pictures of the Year, CityClub’s legislative preview, and Seattle Metro Chamber’s annual meeting, as well as a panel focusing on art and narratives of loss and resiliency.
- 1 “[Thank You, MS PAM](#).” Another new program snuck in on the very last day of 2022. Starring artist Tariqa Waters, the program celebrates artists and creatives with quirky comedy sketches, interviews, cooking, art-making, and showcases local businesses.

## TECHNOLOGY

Council meetings transitioned from entirely virtual to a hybrid of in-person and remote. In response, Seattle Channel adapted to accommodate nearly any combination of in-person and virtual guests for council meetings and other studio and on-site productions.

The station replaced several key systems that were approaching end of life. Some upgrades included a video encoder for the 24/7 live stream, a character generator to produce graphics for in-studio productions, video editing computers, and equipment for field productions.

Seattle Channel installed a new robotic camera system in the Norman B. Rice room in City Hall. The system assists with coverage of the mayor’s live events and press conferences.

Supply chain issues, ubiquitous in 2022, created significant challenges. A replacement control board for the station’s studio lights and additional disk storage for the video editing systems were ordered and will be installed in 2023.

## COMMUNICATIONS & OUTREACH

The Seattle Channel’s annual advertising mix included radio, digital, and print ads placed through a range of community media outlets.



## WEBSITE AND SOCIAL MEDIA

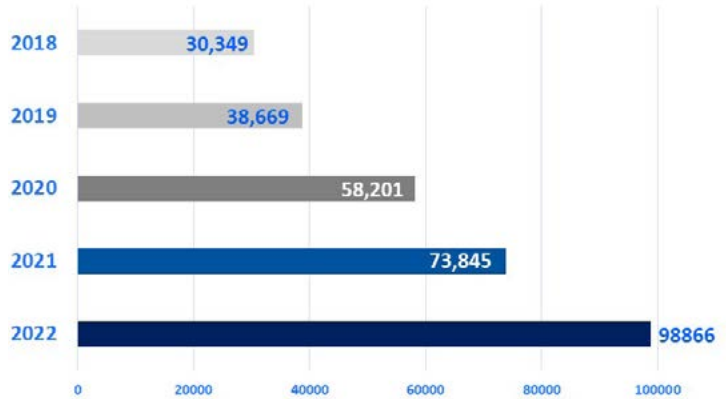
The team won awards of distinction from the National Association of Telecommunications Officers and Advisors (NATOA) for the best use of social media platforms and best use of video on social media.

The channel’s overall social media audience increased by more than 25,000 in 2022, representing 33% growth over 2021. The most significant increases were on YouTube, Instagram, and TikTok. Overall engagement (including likes, link clicks, and comments) was up by 25% over 2021, led primarily by increases on TikTok and the e-newsletter, making up for decreased interactions on other platforms like Facebook, Instagram, and YouTube. Online video viewership was down in 2022 by about 14%.

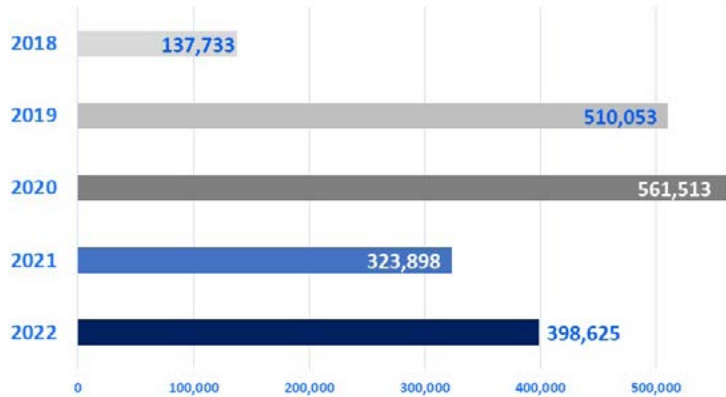
A channel-wide effort to increase closed captioning on Seattle Channel videos resulted in more than 450 videos with captions in 2022. This number includes 55 digital shorts, 14 episodes of City Inside/Out, six episodes of Council Edition, four episodes of Community Stories, five episodes of Book Lust, 25 episodes and segments of Art Zone, 55 episodes and segments of CityStream, the entire Video Voters’ Guide, as well as all Seattle City Council meetings.

In addition to the [Seattle Channel website](#), outreach methods include a [weekly e-newsletter](#), [YouTube](#), the [Take 21 blog](#), and regular social media postings to [Twitter](#), [Facebook](#), [Instagram](#), and [TikTok](#).

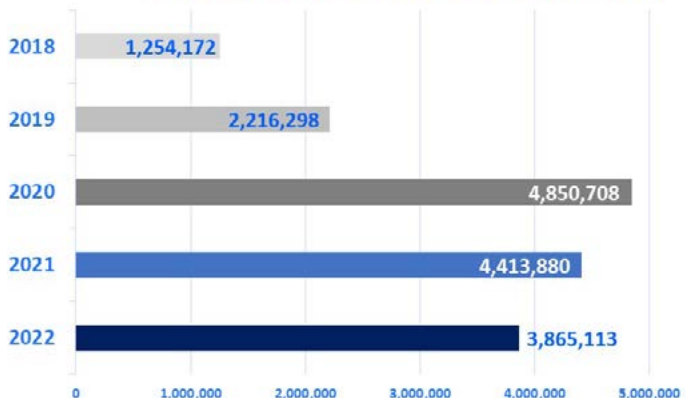
SOCIAL MEDIA AUDIENCE (AGGREGATE)



SOCIAL MEDIA ENGAGEMENT (AGGREGATE)



ONLINE VIDEO VIEWS (AGGREGATE)







## AWARDS & HONORS

The station received [ten Regional Northwest Emmy Awards nominations](#) and [two Emmy Awards](#). The awards were for a program that focused on police reform and a profile of a fashion designer who, early in the pandemic, began creating colorful, highly sought-after face masks.

Seattle Channel won [25 Government Programming Awards](#), including four Awards of Excellence, 15 Awards of Distinction, and six Awards of Honor at the National Association of Telecommunications Officers and Advisors (NATOA) annual conference and awards ceremony in Denver, Colorado.

### EMMY AWARDS

**Interview/Discussion:** [“City Inside/Out: Police Reform”](#)

**Arts/Entertainment – Short Form Content:** [Fashion designer Gustavo Apiti](#)

### NATOA AWARDS

#### Awards of Excellence:

**Sports Programming:** [“On Target: Two Young Women Aim for Greatness”](#)

**Seniors:** [“City Inside/Out – Long-Term Care”](#)

**Profile of a Person, Business, or Organization:** [Batman in Seattle](#)

**Documentary:** [Bubbleator](#)

#### Awards of Distinction

**Ethnic Experience:** [Traveling While Black](#)

**Diversity/Equity/Inclusion:** [Seattle Gay News](#)

**Arts and Entertainment:** [Brittany Davis](#)

**Public Safety:** [ShakeAlert App](#)

**Public Education:** [“City Inside/Out – Homeowner Help”](#)

**Community Awareness:** [“City Inside/Out – New Day for Downtown Seattle”](#)

**Best COVID-19 Update/Virtual Production:** [“Civic Cocktail: Downtown Seattle: Rebuilding a Troubled Superstar”](#)

**Use of Social Media Platforms & Website** ([Twitter](#), [Facebook](#), [Instagram](#), [YouTube](#), [TikTok](#))



**Best Use of Video on Social Media:** [Seattle Summer Hyperlapse: Sailing, swimming & sunsets](#)

**News Series:** “[City Inside/Out](#)”

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

**Videography**

**Editing**

**Storytelling**

**Overall Excellence**

**Awards of Honor:**

**Edited Community Event Coverage:** [Northgate Light Rail Extension Celebration](#)

**Interview/Talk Show:** “[City Inside/Out – Baby Bonds](#)”

**Election Coverage:** “[City Inside/Out – Sawant Recall](#)”

**Parks & Recreation:** [Massive Monkees Dance Grant](#)

**Profile of a City/County Dept. or Employee:** “[Day in the Life of Mayor Bruce Harrell](#)”

**Profile of a Person, Business, or Organization:** [Kenmore Air](#)



