

## SEATTLE CHANNEL 2007 Annual Report

### SUMMARY

The SEATTLE CHANNEL made many strides during 2007 to better serve Seattle residents with local video programming on cable and the web.

Highlights for the year include:

- Traffic at the SEATTLE CHANNEL website quadrupled during 2007, measured in monthly page views, compared with the same period in 2006.
- The SEATTLE CHANNEL provided live coverage of nearly every meeting of the Seattle City Council and council committees, with online video of every meeting available via a comprehensive archive at the SEATTLE CHANNEL website.
- The SEATTLE CHANNEL produced weekly episodes of several popular TV series, including *CityStream with Marcie Sillman*; *City Inside/Out with C.R. Douglas* and *Seattle Voices with Eric Liu*.
- The SEATTLE CHANNEL's award-winning series *Community Stories* launched another season of sharing stories of unique individuals and organizations making a difference in Seattle's neighborhoods.
- The SEATTLE CHANNEL successfully launched *Art Zone*, bringing local and diverse weekly arts programming including *The Local Music Show with John Richards*, *BIG NIGHT OUT with Kevin Joyce* and *Gallery Hop with Nancy Guppy* to the Seattle television airwaves and worldwide via the Internet. The launch event brought together a diverse group of arts and community leaders to celebrate the return to Seattle TV of comprehensive coverage of local arts and culture.
- The SEATTLE CHANNEL produced two special programs about the SEATTLE ART MUSEUM to celebrate the opening of the Olympic Sculpture Park and the expanded downtown museum--specials that were "edited in the camera" and then premiered on cable and the web the same day they were shot.
- The SEATTLE CHANNEL marked the centennial of Pike Place Market with a day-long live broadcast, culminating in a live concert from Steinbrueck Park featuring an all-star band of Northwest musicians performing iconic Northwest songs.
- The SEATTLE CHANNEL broadcast live from Bumbershoot, presenting the Mayor's Arts Awards and a preview of the city's annual arts festival.
- The SEATTLE CHANNEL provided comprehensive coverage of the U.S. Conference of Mayors Climate Protection Summit in Seattle, including speeches by Al Gore, Bill Clinton, Michael Bloomberg and multiple panel discussions and breakout sessions featuring mayors from around the United States.
- SEATTLE CHANNEL weekly series became available via Comcast Digital On Demand throughout western Washington.
- The SEATTLE CHANNEL was awarded an *Emmy* by the **Northwest Chapter of the National Academy of Television Arts & Sciences** for *City A Go Go*.

- The SEATTLE CHANNEL received the prestigious *Excellence in Government Programming Award* from the **National Association of Telecommunications and Advisors (NATOA)**.
- The SEATTLE CHANNEL received the *Technology Solutions Award for Web Services* from the **Public Technology Institute (PTI)**.
- The SEATTLE CHANNEL won two Ava Awards from the **Association of Marketing and Communication Professionals**: Gold for *Seattle's Public Art: Dan Corson* and Platinum for *Paul Marioni, Artist*.
- SEATTLE CHANNEL general manager Gary Gibson was named one of the "25 Most Influential People" by *Seattle Magazine*.
- SEATTLE CHANNEL programming was lauded in press coverage by the *Seattle Times*, *Seattle Post-Intelligencer*, *Seattle Magazine*, *Seattle Metropolitan*, *Puget Sound Business Journal*, KUOW FM and Crosscut.com (links below):

**Art Zone is . . . an ambitious (and thus far, impressive) 12 hours of weekly arts programming.**  
*SEATTLE TIMES*

**The SEATTLE CHANNEL is the place to watch.**  
*CROSSCUT*

**Shows this fun are almost too good for TV.**  
*SEATTLE WEEKLY*

**The SEATTLE CHANNEL deserves a pat on the back for injecting some fun into its mix of civic-oriented programming.**  
*SEATTLE POST-INTELLIGENCER*

[BIG NIGHT OUT's Kevin Joyce](#)  
*KUOW's Sound Focus* November 19, 2007

[BIG NIGHT OUT: Hey, kids — let's put on a show!](#)  
*Seattle Times* November 16, 2007

[SEATTLE CHANNEL's Gary Gibson among Most Influential](#) (PDF)  
*SEATTLE Magazine* November 2007

[BIG NIGHT OUT is Almost Too Good for TV](#)  
*Seattle Weekly* October 10, 2007

[The SEATTLE CHANNEL Dares To Be Really Good](#)  
*Crosscut* October 9, 2007

[ART ZONE: Best Show in Town](#)  
*SEATTLE Magazine* July 2007

[Seattle History on Film on the SEATTLE CHANNEL](#)  
*KUOW's The Beat* June 11, 2007

[KEXP DJ Channels "Local Music" on the SEATTLE CHANNEL](#)

*Seattle Post-Intelligencer* April 5, 2007

[Viva Variety: "Big Night Out" Premieres on the SEATTLE CHANNEL](#)

*Seattle Post-Intelligencer* TV Gal Blog, March 16, 2007

[Video Art on the SEATTLE CHANNEL](#) (pdf)

*Inside Encore* March 2007

[Comcast Grant Boosts SEATTLE CHANNEL's Arts Programming](#)

*Puget Sound Business Journal* February 19, 2007

[Local Cable Program a Bastion for the Arts](#)

*Seattle Times* February 15, 2007

[Seattle Channel and Comcast Zone in on City's Vibrant Arts Scene](#)

*Seattle Post-Intelligencer* February 15, 2007

## **SEATTLE CHANNEL PRODUCTIONS**

The SEATTLE CHANNEL completed nearly 1,000 productions in 2007. Highlights include:

- Nearly 90 Mayor-related productions including 55+ press conferences.
- 371 Council related productions including hundreds of Council Committee meetings (presented live on Cable 21 and streaming at [seattlechannel.org](http://seattlechannel.org), and also available via the web anytime as video-on-demand).
- Relaunch of the magazine show *CityStream* as a weekly show (formerly a monthly), premiering Thursdays at 7:00 pm and highlighting interesting people, places and organizations around the city.
- More than 200 new episodes in the SEATTLE CHANNEL's weekly and monthly series line-up including monthly episodes of *Ask the Mayor*, *Book Lust*, *Neighborhood News* and *Council Conversations* as well as four SEATTLE CHANNEL *News Reports*, nine *Community Stories*, 30 *City Inside/Out* programs, 30 episodes of *CityStream*, and 30 *Seattle Voices*.
- Nearly 50 special features on topics as diverse as the Olympic Sculpture Park and emergency preparedness.
- Coverage of more than 70 important community discussions and lectures with partners such as Allied Arts, CityClub, Elliott Bay Books, Downtown Republican Club, Central District Forum, Town Hall Seattle and University Bookstore.
- Launch of several new shows for the SEATTLE CHANNEL Art Zone, including *BIG NIGHT OUT with Kevin Joyce*, *The Local Music Show with John Richards*, *A Guide To Visitors*, *REEL Short Movies*, *Cinema 21* and *Verve*.

## **SEATTLECHANNEL.ORG**

The SEATTLE CHANNEL website continued to evolve during 2007, offering new features and services for users and attracting a rapidly expanding audience. Web highlights for 2007 include:

- Quadruple growth in page views compared to 2006.

- Launch of a new initiative to offer enhanced content in association with existing shows-- including Web exclusive videos and audio extras, photo galleries and links.
- Launch of a comprehensive new section highlighting Art Zone.
- Debut of a new *City Inside/Out* show page with blogs, surveys and other user amenities.
- Debut of a new *CityStream* show page with enhanced content (web extras) and show segments posted individually, giving web users maximum flexibility and keeping the SEATTLE CHANNEL on the cutting edge of video content delivery.
- Addition of video and audio podcasts (distributed via the web and iTunes) for *CityStream*, *Community Stories*, *The Local Music Show*, *Verve*, *Ask the Mayor*, *Book Lust*, City Council meetings, *A Guide to Visitors*, *Now Hear This*, *Seattle Voices*, and the Pike Place Market Concert.
- Addition of a *Climate* video section to help highlight the Mayor's Seattle Climate Action Now initiative.
- 2007 Web Statistics
  - 2007 Website Page Views: 3,841,717 (2006: 1,057,892)
    - 2007 Website Sessions: 1,981,924
    - 2007 Videos Streams/Downloads: 627,678
    - Over 1,000 new videos added to the website in 2007

### **SEATTLE CHANNEL TECHNOLOGY UPGRADES**

The SEATTLE CHANNEL made several strategic investments into new equipment and other infrastructure during 2007 to better serve cable viewers and web users. Highlights include:

- Addition of a new non-linear editing suite (bringing the total number to five)
- Upgrade of the SEATTLE CHANNEL studio with enhanced décor and technology for all studio shows including *Ask The Mayor*, *City Inside/Out*, and *Seattle Voices*.
- Addition of new multi-format encoding for SEATTLE CHANNEL programs.
- Acquisition of new equipment for major digital infrastructure upgrades.
- Resolution of HVAC issues in the SEATTLE CHANNEL's technical equipment room (in cooperation with Fleets and Facilities).
- Upgrade of graphics equipment in the Council Control Room.
- Upgrade of Studio camera equipment.
- Purchase and installation of new encoding software for batch encoding of video for more efficient posting on the web.
- Acquisition of SEATTLE CHANNEL-branded Dodge Caravan for use on remote shoots.

## **SEATTLE CHANNEL AWARDS**

The SEATTLE CHANNEL received numerous honors from peer organizations in 2007, including:

### **44th Annual Northwest Regional Emmy Awards**

The SEATTLE CHANNEL series *City A Go* won an Emmy in 2007 in the category of Arts/Entertainment - Program/Special

### **2006-2007 Technology Solutions Award Winner**

The SEATTLE CHANNEL received the Public Technology Institute's (PTI) 2006-2007 Technology Solutions Award for Web Services. The award, *The Art of Building Community*, was given for the SEATTLE CHANNEL's [Art Zone](#), a multimedia initiative that partners with diverse communities to promote local arts and culture on TV and the web.

### **2007 National Association of Telecommunications Officers and Advisors (NATOA) Government Programming Awards**

#### **First Place: Excellence in Government Programming**

The SEATTLE CHANNEL won the most prestigious award in municipal television, "Excellence in Government Programming (Operating Budget over \$500,000)." The award was made by the National Association of Telecommunications Officers and Advisors (NATOA) at their annual awards ceremony in Portland, Oregon in October. This is the first time the SEATTLE CHANNEL has won top honors.

In addition to first place in the overall excellence category, the SEATTLE CHANNEL also won the following 2007 NATOA awards:

First Place: Visual Arts - "[The Local Music Show Open](#)"

First Place: Public Education - "[Supportive Housing - Supporting Success](#)"

First Place: Election Coverage - "[On the Ballot](#)"

Second Place: Visual Arts - "[Verve Open](#)" (2nd)

Second Place: Municipal Channel Promotion - "Olympic Sculpture Park Preview Promo" (2nd)

Third Place: News Series - "[City Inside Out](#)"

Third Place: Website - [www.seattlechannel.org](http://www.seattlechannel.org)

Third Place: Interview/Talk Show - "[City Inside Out](#)"

Third Place Documentary - Event Coverage for "[Seattle International Film Festival Super Fly Filmmakers](#)"

Honorable Mention: Performing Arts - "[KEXP Live at the Triple Door Presents Joseph Arthur](#)"

Honorable Mention: Community Event Coverage - "[Woody Woodhouse Tribute](#)"

Honorable Mention: Visual Arts - "[Big Night Out Open](#)"

### **Association of Marketing and Communication Professionals Ava Awards**

The SEATTLE CHANNEL won two Ava Awards for programs produced for the SEATTLE CHANNEL Art Zone by John Forsen:

Platinum for *Paul Marioni, Artist*

Gold for *Seattle's Public Art: Dan Corson*