

SEATTLE CHANNEL 2011 Accomplishments

Highlights of the last year include:

- SEATTLE CHANNEL won 27 awards in the National Association of Telecommunications Officers and Advisors' (NATOA) Government Programming Awards including eight first-place awards.
- SEATTLE CHANNEL was nominated for 18 Emmy Awards and won four awards from the Northwest Chapter of National Academy of Television Arts & Sciences.
- In the last year, SEATTLE CHANNEL continued its commitment to the most thorough coverage of Seattle's local government of any television outlet.
- SEATTLE CHANNEL's website received more than 1.4 million page views with around 630,000 visits, many of which resulted in streaming or downloading videos.
- SEATTLE CHANNEL partnered with CityClub and Town Hall to host *Seattle Speaks*, a 90-minute, multi-media, interactive live call-in show hosted by C.R. Douglas. This year's episode focused on the state of Seattle's public schools. In addition to 80 live audience guests, the discussion included leaders from the school district, parents, teachers and students.
- SEATTLE CHANNEL streamed from remote locations 106 events for the Mayor's Office, City Council and community partners such as Seattle CityClub and Town Hall Seattle. The most popular remote live streams were the Mayor's Budget Speech and cellist Joshua Roman performing at Town Hall.
- SEATTLE CHANNEL was featured in nearly 100 media outlets and websites from small blogs to large media outlets including *The Seattle Times*, GeekWire, KPLU radio, KOMO TV, Seattle Transit Blog, *The Stranger*, *Seattlepi.com*, *City Arts* magazine, Discovery New.org, KEXP radio's blog, PubliCola, Seattle Public Schools Community Blog, the *Ballard News-Tribune* and many others.
- *Art Zone* host Nancy Guppy was named to *City Arts* magazine's 2011 Culture Makers Power List featuring 50 people behind the region's thriving arts and culture scene.
- After an extensive search, Brian Callanan from Q13 Fox replaced C.R. Douglas as the host for Seattle Channel's public affairs programs.

SEATTLE CHANNEL PRODUCTIONS

SEATTLE CHANNEL completed more than 900 productions in 2011. Programs ranged from Mayor's press conferences to artist profiles, from City Council budget hearings to discussions about the state of Seattle Public Schools, from a story about helping veterans recover from post traumatic stress syndrome to covering the last rainy goodbyes to the Alaskan Way Viaduct.

Highlights include:

- 111 events with the Mayor including 10 episodes of *Ask the Mayor*, 70 media availabilities and press brown bags, and 31 town halls and neighborhood visits. Many of these events were streamed live and footage was made available immediately after the event for quick distribution to the Mayor's social media outlets.
- 381 City Council programs including 11 *City Inside/Out: Council Edition* shows, all Council committee meetings, all Council press conferences and public hearings, and special events including the Council retreat. Council programming is presented live on Cable 21, live streamed at seattlechannel.org and available via the web anytime as video-on-demand.
- 365 new episodes in SEATTLE CHANNEL's weekly and monthly series line-up including:
 - 32 episodes of *City Inside/Out* with host C.R. Douglas followed by our new 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, the programs included a discussion of the sales tax proposal, solutions for housing the homeless, and election coverage of the races for Seattle City Council positions. Among the guests were Seattle City Councilmember Sally Clark; Washington Policy Center's Paul Guppy; state Transportation Secretary, Doug MacDonald; KOMO Radio's John Carlson; *The Stranger's* Dominic Holden and KOUW Public Radio's Deborah Wang and Joni Balter of *The Seattle Times*.
 - 29 episodes of *CityStream*, a weekly magazine show that finds out what fuels Seattle's limitless vibrancy and keeps abreast of how the city is growing and changing in the 21st century. This year featured topics such as the end of the Alaskan Way Viaduct, a preview of Seattle Center's 50th anniversary and a very special summer camp for foster siblings.
 - 31 episodes of *Seattle Voices* hosted by Eric Liu who engages in one-on-one conversations with some of the most interesting, provocative and inspiring people in Seattle. This year's guests included ACT Theatre's Executive Director Carlo Scandiuzzi; Cary Moon, director of the Seattle's

Waterfront Coalition; and Karen Bryant, president of the WNBA's Seattle Storm Seattle.

- 48 *American Podiums*, a series where nationally known authors, thinkers and leaders give talks and readings in Seattle, including President Jimmy Carter, political commentator Ron Reagan, environmentalist L. Hunter Lovins, and U.S Congressman Dennis Kucinich
- 31 episodes of *Art Zone* with Nancy Guppy, a program with fresh highlights from local arts, entertainment and cultural happenings. This year's episodes and guests included ballet photographer Angela Sterling, cinematographer Ben Kasulke and musician Rachel Flotard.
- 12 episodes of *Book Lust* where America's favorite librarian and best-selling author Nancy Pearl sits down each month with top writers from around the country for conversations about books and the process and art of writing. This year, some of the authors Nancy interviewed were Tamora Pierce, Jeffrey Eugenides, Edmund deWaal, Tatjana Soli, Deborah Harkness, China Mieville and Wesley Stace.
- 68 *Town Squares* covered important community discussions and lectures with partners such as CityClub, the Downtown Seattle Association, the Evergreen Chapter of Blacks in Government, Town Hall Seattle, Seattle Art Museum, The GoGreen Conference, and *Puget Sound Business Journal*. These discussions and lectures featured speakers such as Alice Huffman, president of the California NAACP; Seattle Public School's Interim Superintendent Susan Enfield, and former mayors Charles Royer and Norm Rice.
- 7 *Community Stories* shared stories of unique individuals and organizations making a difference in Seattle's diverse neighborhoods. Show subjects included the VA's hospital meditation program for veterans, the first Japanese-American woman physician in Seattle, and a Habitat for Humanity program in the Rainier Valley neighborhood.
- 14 *Front Row* programs highlighted the best in local performance including music, dance, theater and literary arts. Shows in 2011 featured singer-songwriter Jim Page, multi-media theater by animator Tess Martin and the Ballard Jazz Festival.
- 33 episodes of *Seattle News Now*, a weekly summary of headlines that gives viewers a brief wrap up of the most significant news related to Seattle City government.

SEATTLECHANNEL.ORG

SEATTLE CHANNEL's website continued to evolve in 2011, offering new features and services for users. Web highlights for 2011:

- Traffic at SEATTLE CHANNEL's website continued to be robust in 2011. Here are the 2011 web statistics:
 - 2011 Website Page Views: 1,410,628
 - 2011 Website Visitors: 637,044
 - 2011 Video Plays: 251,939
 - 2011 Live Webcast Views: 18,833
 - 2011 YouTube Video Plays: 54,307
- Remote Live Webcasting
In 2011, SEATTLECHANNEL.org continued to offer remote live webcasting for its viewers. This allows viewers to watch, in real time, City government and community events that are happening at locations other than City Hall. This year, at various remote locations, SEATTLE CHANNEL streamed 106 events for the Mayor's office, City Council and community partners like Seattle CityClub and Town Hall Seattle. The most popular remote live streams were the Mayor's Budget Speech and cellist Joshua Roman performing at Town Hall.
- Video on Demand
SEATTLECHANNEL.org boasts a major archive of programming on its website. The archive includes City government meetings as well as original arts and public-affairs programming. Videos are available to watch on any web browser via Flash and via a HTML5 video play iOS devices like iPhones and iPads. In 2011, more than 1,300 new videos were added to the On Demand archive. The archive now has 6,112 titles available to the public.
- In 2011, SEATTLE CHANNEL's website, www.seattlechannel.org, won Honorable Mention for Best Government Access Website from the National Association of Telecommunications Officers and Advisors (NATOA).

SEATTLE CHANNEL COMMUNICATIONS

- MEDIA MENTIONS: In 2011, SEATTLE CHANNEL was featured in nearly 100 media outlets and websites from small blogs to large media outlets including *The*

Seattle Times, GeekWire, KPLU Radio, KOMO TV, Seattle Transit Blog, *The Stranger*, *Seattlepi.com*, *City Arts* magazine, Discovery New.org, KEXP Radio's blog, PubliCola, Seattle Public Schools Community Blog, the *Ballard News-Tribune* and many others.

- EMAIL DISTRIBUTION LISTS: The channel maintains several opt-in electronic viewer lists: arts (1,351 subscribers), public affairs (408 subscribers), community (67 subscribers) and the newsletter (1,414 subscribers) for a total electronic listserv of 3,240. List growth has remained relatively flat over the last two years. The channel also maintains a segmented list of news media contacts.
- ADVERTISING AND MARKETING:
 - o Cable TV--SEATTLE CHANNEL had \$60,000 of advertising on Comcast and Wave through the City's cable franchise agreement with the cable providers.
 - o Collateral--SEATTLE CHANNEL distributed around 10,000 postcards promoting the station's programming at the City's libraries, community centers, and neighborhood service centers, around City Hall and the Seattle Municipal Tower as well as at select Seattle retailers.
- In 2011, we continued our distribution agreements with other municipal channels. SEATTLE CHANNEL programs, including *Book Lust*, *Art Zone* and *American Podium*, are shown on Bellevue TV, Kirkland TV, King County TV, Renton TV, and others as far away as Bellingham.
- SOCIAL NETWORKING In an effort to reach more viewers through social media, the channel maintains Twitter (about 2,120 followers), Facebook (970 likes) and YouTube accounts (207 subscribers and 54,307 views in 2011).

SEATTLE CHANNEL TECHNOLOGY UPGRADES

SEATTLE CHANNEL improved its infrastructure in 2011 to better serve cable viewers and web users. Highlights include:

- Completed a major upgrade of Council Meeting coverage from analog to digital. Cameras, camera control, and switching equipment were all upgraded. This resulted in improved picture quality and prepared for future upgrades to 16x9 and the broadcast of Council meetings on a second channel in the digital band.
- Upgraded hardware and software in video edit bays to replace older monitoring equipment and prepare for future editing in HD formats.

SEATTLE CHANNEL AWARDS

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The four Northwest Regional Emmy awards winners were:

Informational/Instructional - Program/Special

CityStream: Harry Potter Exhibit, Seattle Channel; Megan Erb, Senior Producer; Shannon Gee, Producer/Editor; Jason Fierst, Photographer; Lowell Deo, Host

Interactivity

Seattle Speaks: Income Tax in Washington State?; Seattle Channel; C.R. Douglas, Host/Producer; Megan Erb, Producer; Roxeanne Vainuku, Online Correspondent; Susan Han, Producer

Public/Current/Community Affairs - Program/Special

Community Stories: Hat n' Boots; Seattle Channel; Ralph Bevins, Producer/Photographer/Editor; Bo Hopkins, Narrator

Writer - Program

Community Stories: Hat n' Boots; Seattle Channel; Ralph Bevins

The 27 National Association of Telecommunications Officers and Advisors' (NATOA) Government Programming Awards were:

Sports Programming

First Place: New Year's Challenge

Second Place: *Community Stories: Goalball*

Government Access Station Web Site

Honorable Mention: Seattle Channel website

Public Information – Series

Second Place: *CityStream*

New Series

First Place: *City Inside/Out*

Magazine Format Series

First Place: *CityStream*

Third Place: *Art Zone* with Nancy Guppy

Children/Youth Adults

Honorable Mention: *Front Row*: Recess Monkey

Interview/Talk Show

First Place: *City Inside/Out*- Teen Sex Trafficking

Election Coverage

First Place: *City Inside/Out*- Liquor Initiatives

Ethnic Experience

First Place: *Community Stories*: Ho'omau-The Outrigger Canoe

Third Place: Immigrant Photo Club

Special Audience

Second Place: *City Inside/Out* – Homeless Camps

Arts & Entertainment

Second Place: *Art Zone* with Nancy Guppy

Honorable Mention: Jim Woodring – Cartoonist

Honorable Mention: *Community Stories*: The Washington House

Public Health

Second Place: *City Inside/Out* – Public Health Cuts

Honorable Mention: Stem Cell Research

Profile of a City/County Dept.

Second Place: Electric Cars

Honorable Mention: Traffic Calming

Documentary – Profile

Honorable Mention: *Community Stories*: Apna Bhangra Crew

Documentary – Social issues

First Place: *Community Stories*: The Death and Life of Bailey/McCoy Books

Public Education

First Place: City Budget

Honorable Mention: CleanScapes

Community Awareness

Third Place: *Community Stories*: Hat n' Boots

Honorable Mention: Seal Sitters

Excellence in Government Access Programming

Honorable Mention: City of Seattle – Seattle Channel