

SEATTLE CHANNEL 2015 Accomplishments

Overview

In 2015, Seattle Channel won two national awards and was nominated for nearly a dozen regional Emmys. We launched a multi-platform media campaign to boost awareness of the channel's quality programming and its exceptional coverage of Seattle's communities, government and culture. Partnerships played an important part in building audience and leveraging our production resources to produce more compelling and interactive content. Series like *Seattle Speaks* and *Civic Cocktail* would not be possible without the support of partners like Town Hall Seattle, Seattle CityClub and Crosscut. The channel's website provides an engaging display of current programs, connecting residents with their city.

Highlights of the last year include:

- 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). This is the sixth win for the station, which was recognized with the top government-programming award in 2007, 2008, 2010, 2012 and 2014. Seattle Channel also captured first place for government-access station website. Additionally, the station received 13 government programming awards for a variety of news, arts and community coverage, including six first-place awards.
- SEATTLE CHANNEL was nominated for 11 Emmy Awards and won a regional Emmy award from the Northwest Chapter of National Academy of Television Arts & Sciences for *Honor Totem*, a documentary about the creation of a memorial totem pole which was carved and raised in honor of John T. Williams, a First Nations woodcarver who was fatally shot by a Seattle police officer.
- The Radio Television Digital News Association (RTDNA) recognized SEATTLE CHANNEL with a 2015 Kaleidoscope Award, which honors outstanding achievements in the coverage of diversity. The station was recognized for *Honor Totem*, a one-hour documentary which chronicles the carving of a totem pole to honor a woodcarver killed by a police officer. Seattle Channel was one of seven national news organizations to receive a Kaleidoscope Award. The station won in the large-market-television division. Other Kaleidoscope Award winners include KUOW-FM in Seattle; Al Jazeera America, New York, NY; and HuffPost Live.
- SEATTLE CHANNEL launched a multi-platform awareness campaign, which spanned TV, print, transit, digital and outdoor. The campaign's tagline was: Seattle Channel – It's Not What You Think. The campaign expanded the station's

reach, resulting in more than an estimated 7 million targeted impressions. Watch the station promo: <http://www.seattlechannel.org/aboutus?videoid=x31715>.

- The weekly e-mail viewer guide underwent a redesign. The guide is cleaner, easier to navigate and mobile friendly. Subscribers to the viewer guide grew by 16% in 2015.
- SEATTLE CHANNEL's website (www.seattlechannel.org) approached 2.5 million page views and nearly 1.4 million visitor sessions, many of which resulted in streaming or downloading videos.
- SEATTLE CHANNEL'S award-winning documentary series *Community Stories* marked its 10th year of production in 2015. Since its inception, the series has told inspiring stories from all over the city with a focus on diversity and inclusion. To date, *Community Stories* has been honored with more than 30 Northwest Emmy nominations, including five for the series overall, and 10 wins.
- After more than 11 years, host Eric Liu signed off for *Seattle Voices*. Over the years, Liu interviewed nearly 300 Seattle leaders, including politicians, arts leaders, scientists, activists, educators, entrepreneurs and more. The final episode in December featured a small sampling of the many vibrant interviews over the years. In the fall of 2015, Liu and station staff laid the groundwork for a new program, *Citizen University TV*, featuring lessons in civic power. *Citizen University TV* is set to launch in the first quarter of 2016.
- SEATTLE CHANNEL partnered with Seattle CityClub and Town Hall to produce two episodes of *Seattle Speaks*. The live interactive forum hosted by Brian Callanan brought together residents and thought leaders in April to debate and discuss the intersection of privacy, technology and big data. In October, the Move Seattle transportation levy was the topic of debate.
- SEATTLE CHANNEL in partnership with CityClub, Crosscut and Tom Douglas restaurants continued a third successful season of *Civic Cocktail*, a monthly show dedicated to civic conversation featuring a live audience asking questions of a panel of experts and journalists. Hosted by Joni Balter, the show is taped at Tom Douglas' Palace Ballroom.
- SEATTLE CHANNEL continued a second year of *Our City, Our Schools*, a special series offering an up-close look at the city of Seattle's Families and Education Levy and the programs it funds, from pre-K through high school. Host Brian Callanan produced stories on the Empowerment Math Project, bilingual preschools, social and emotional learning and more.
- In conjunction with King County TV and the Seattle Ethics and Elections Commission, SEATTLE CHANNEL produced Video Voter's Guides for the primary and general elections. The guides featured two-minute pro and con

statements related to ballot measures as well as statements from candidates for office. The primary election guide featured a record number of video statements from 62 candidates for Seattle and King County elected offices.

- SEATTLE CHANNEL stepped up election coverage in 2015. It was the first City Council election under a new districted system, featuring seven district seats and two at-large seats. The station teamed up with Town Hall Seattle to present a series of Seattle City Council debates taking place across the city and streamed live on the web. We also partnered with KUOW to capture the radio station's summer tour of its *Week in Review* program, which traveled to venues in Seattle's newly formed Seattle City Council districts for live broadcasts of the week's news and issues. SEATTLE CHANNEL taped the radio show for rebroadcast.
- SEATTLE CHANNEL continued its commitment to the most thorough coverage of Seattle's local government of any television outlet.

SEATTLE CHANNEL PRODUCTIONS

SEATTLE CHANNEL completed 789 productions in 2015. Programs ranged from mayor's press conferences to artist profiles, from City Council budget hearings to discussions on affordable housing, homelessness and the intersection of privacy and technology, to an interview with Guns N' Roses' Duff McKagan.

Highlights include:

- 80 events with the mayor including 7 *Find-It-Fix-It Community Walks*, 56 media availabilities, 12 public service announcements and an episode of *Ask the Mayor*. Some of these events were streamed live and in many cases footage of press conferences was made available shortly after the event.
- 380 City Council programs including 12 *City Inside/Out: Council Edition* shows, 4 episodes of *Council Conversations*, all Council committee meetings, and all Council press conferences and public hearings. Council meetings are presented live on cable channel 21 (HD 321 Comcast and 721 Wave), live streamed at seattlechannel.org and available via the web anytime as video-on-demand.
- More than 215 new episodes in SEATTLE CHANNEL's weekly and monthly series line-up including:
 - o 30 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 important local issues. This year, program topics included discussion of a new Children and Family Justice Center, restoring the contaminated Duwamish River, affordable housing and tenants' rights, education funding, impacts of the increase in the minimum

wage, and the Port of Seattle's decision to lease Terminal 5 to Shell's Artic oil-drilling fleet. Guests included State Sen. Pramila Jayapal; state Superintendent of Public Instruction Randy Dorn; Lisa Daugaard, policy director of the Public Defenders Association and Angela Stowell, co-owner and chief financial officer of Ethan Stowell Restaurants.

- o 26 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 in the 21st century. This year, features included a senior self-defense class; the gum wall cleanup; Pacific Science Center's autism program; craft breweries; gender pay equity and the launch of Alert Seattle, the city's emergency notification system.
- o 27 episodes of *Art Zone* with Nancy Guppy, a program with fresh highlights from local arts, entertainment and cultural happenings. This year's episodes featured guests such as comedic showstopper Dame Edna, Artistic Director of Spectrum Dance Theatre Donald Byrd, wig master and make-up artist Joyce Degenfelder, piano technician Hak Bo Lee, jazz guitarist Bill Frisell, artist and activist Louie Gong and musical acts such as Sam Boshnack Quintet, Pocket Panda and The Statics. This season also featured a special interview with Guns N' Roses' Duff McKagan, which received nearly 63,000 views on YouTube in 2015.
- o 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 included political writer and *The Stranger's* books editor Paul Constant; *New York Times* bestselling author of thrillers Kevin O'Brien; wordsmith Lizzie Skurnick; and Seattle writer Martha Brockenbrough, author of books for kids and adults.
- o 7 *Community Stories* shared stories of unique individuals and organizations making a difference in Seattle's diverse neighborhoods. Show subjects included Seattle's only lesbian bar, the Wildrose; the country's largest circus school, the School of Acrobatic and New Circus Acts; and an animated short film featuring World War II veteran Shiro Kashino.
- o 9 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. 2015 was the interview program's final season. Guests included Sandy Cioffi, Seattle-based film and video artist; Chris Persons, CEO of Capitol Hill Housing; multiplatform journalist and "Black in Seattle" host Tonya Mosley; and pediatric oncologist Jim Olson.

- o 8 episodes of *Civic Cocktail* hosted by journalist Joni Balter featured happy-hour discussions with panelists, journalists and an audience on a range of topics including local elections, climate change, civic tech and the impact of Seattle's \$15 minimum wage. Guests included; former governor and U.S. Ambassador to China Gary Locke, travel author and TV personality Rick Steves, weather guru Cliff Mass, chef Tom Douglas, Gov. Jay Inslee and State Sen. Pramila Jayapal.
- o 34 *Town Squares* covered important community discussions and lectures with partners such as Seattle CityClub, Town Hall Seattle, Crosscut, University of Washington, Transportation Choices Coalition, Seattle Metropolitan Chamber of Commerce and Downtown Seattle Association. Topics of the discussions and lectures included education, digital literacy, homelessness, transportation and urban manufacturing. Featured speakers included Edelman CEO Richard Edelman, Rev. Dr. Samuel McKinney and University of Washington President Ana Mari Cauce.
- o 13 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.
- o 9 episodes of *An Evening With* showcased discussions, interviews, panels and presentations with a variety of guests from all areas of the arts. Shows featured some of Seattle's foremost film critics discussing the 2015 Oscar picks, a panel dialogue on the state of Black music in Seattle and a one-on-one with popular author Judy Blume.

SEATTLE CHANNEL.ORG

Traffic to SEATTLE CHANNEL'S website increased in 2015. The number of web sessions increased by 14 percent over 2014. However, the number of page views was down 30 percent. We attribute the drop in page views, in part, to the website redesign. The new site launched in late 2014 and featured fewer web pages and easier navigation.

- o 2015 Website Page Views: 2,491,205
- o 2015 Website Sessions: 1,392,753
- o 2015 Video Plays: 201,308
- o 2015 Live Webcast Views: 39,349 (Channel Live, Council Live and special events)
- o 2015 YouTube Video Plays: 187,118
Special Art Zone interview with Duff McKagan: 62,956

SEATTLE CHANNEL COMMUNICATIONS

- **SOCIAL MEDIA:** The channel maintains Twitter (9,546 followers in December 2015, 22% growth from the end of 2014), Facebook (3,808 likes in December 2015, a 79% increase from the end of 2014, due in large part to an ad campaign) and YouTube (1,299 subscribers in December 2015, a 42% increase from the end of 2014).
- **EMAIL MARKETING:** The viewer guide e-mail list grew by nearly 340 subscribers in 2015, 16% growth from 2014. In August, we launched a redesigned weekly viewer guide. The design is cleaner, easier to navigate and mobile friendly. The open rate and click-through rate are slowly trending up.
- We brought back the Seattle Channel blog and began to introduce a variety of guest voices. In 2015, the blog featured a dozen guest posts from hosts and staff with topics ranging from the regional spelling bee to the 10th anniversary of Community Stories and the annual One Night Count to track homelessness in King County.
- **ADVERTISING/MARKETING/OUTREACH:**
 - o Cable TV--SEATTLE CHANNEL Placed \$100,000 of advertising on Comcast through the city's cable franchise agreement with the cable provider.
 - o In fall 2015, SEATTLE CHANNEL purchased underwriting spots on public radio stations KUOW and KEXP and placed a half-page ad promoting *Art Zone with Nancy Guppy* in The Stranger's quarterly Art & Performance Guide.

SEATTLE CHANNEL TECHNOLOGY UPGRADES

The Seattle Channel completed a transition of its video-editing software to Adobe Premier. Computer equipment for editing was updated as part of this transition and the station continued a multi-year process to upgrade to an all-HD format. The channel also embarked on a project to improve the network security of its digital systems.

SEATTLE CHANNEL AWARDS

In 2015, Seattle Channel was nominated for 11 Emmy Awards by the Northwest Chapter of National Academy of Television Arts & Sciences. The station received one Emmy Award for the *Community Stories* documentary *Honor Totem*. Seattle Channel also received the prestigious Excellence in Government Programming award as well as 13 additional programming awards for its variety of public affairs, arts and community

coverage. Seattle Channel also captured first place for government-access station website.

Emmy Awards

Editing Documentary Category

[*Community Stories: Honor Totem*](#)

NATO Awards

Excellence in Government Programming

First Place: Seattle Channel

First-Place NATO Awards

Children/Young Adults

[*Martin Luther King Jr. Essay Contest*](#)

Interview/Talk Show

[*City Inside/Out – Marijuana Mess*](#)

Election Coverage

[*City Inside/Out – Gun Politics*](#)

Ethnic Experience

[*Community Stories – Enfu*](#)

Arts and Entertainment

[*Art Zone with Nancy Guppy*](#)

Documentary

[*Community Stories – Honor Totem*](#)

Government Access Station [Website](#)