

To: Citizens Telecommunication and Technology Advisory Board
From: John Giamberso, General Manager, Seattle Channel
Date: 2/24/14
Topic: Seattle Channel Diversity Statistics for 2013

Objective:

One of the Seattle Channel's objectives in the DOIT Race and Social Justice Work plan is: "Seattle Channel will consider race, representation and under-served communities in all their programming. Topics target many affected communities of color and immigrant and refugee communities. Diverse representation is integral to the on-air talent." The channel's method to achieve the above objective is described below. The statistics are for the period from January 1, 2013 to December 31, 2013.

Diversity Statistics Tracking Methodology:

While the Seattle Channel's mission statement is "To inform and engage citizens in the governmental, civic and cultural affairs of Seattle through compelling use of television, Internet and other media", the channel is also charged with reflecting the diversity of the city's residents.

The Seattle Channel tracks all productions for racial and ethnic diversity in two ways. First we look at whether a program has people of color on camera (panel members, interview subjects, etc.) and secondly as to whether a program's content focuses on issues reflecting the needs and concerns of different ethnic and religious groups, immigrants, those who are differently abled, the LGBT community, etc. Any program that meets either of these criteria is noted as such. The total of these programs is divided by the total number of programs of a particular series, giving a resultant percentage.

Per Show Breakdown: Percentage content relevant to people of color & people of color on camera

	Art Zone w/ Nancy Guppy	Book Lust	City Inside Out	Community Stories	Seattle Voices	Long Form**
Content	28%	0%	31%	100%	29%	44%
On - Camera	83%	8%	52%	100%	38%*	53%

	Civic Cocktail	Seattle Speaks	City Stream
Content	50%	100%	30%
On - Camera	38%	100%	48%

*Host is a person of color – not included in the percentage for Seattle Voices

** Long Form means the gavel to gavel coverage of speakers and events in the Seattle Channel series titled as "American Podium", "Front Row", and "An Evening With".

These numbers compare favorably with the overall diversity of the city as reported by the Seattle 2010 Census estimates:

Seattle 2010 Census Estimates: Population Count: 608,660; Persons of color: 33.7%

Race:

- White – 66.3%
- Asian - 13.8%
- Black or African American - 7.9%
- Hispanic or Latino ethnicity (of any race): 6.6%
- Amer. Indian & Alaska Native - 0.8%
- Native Hawaiian & Other Pac. Islander - 0.4%
- Other race - 2.4%
- Two or more races - 5.1%

The latest City of Seattle 2013 Information Technology Residential Survey shows the channel is reaching a weekly viewership that also matches the diversity of the city. The survey results found that of the channel's 36,000 weekly viewers "Caucasians and Asian Pacific Islanders both account for approximately 1/3 of our weekly audience, mixed race residents are almost 1/4 and African Americans and Latinos are about 6% of our weekly audience. People of color represent about 2/3 of our weekly audience."

Programming Highlights

The Seattle Channel uses diversity and elements of the city's Race and Social Justice Toolkit in all programming decisions. Consciousness of panel or speaker's race and ethnicity and how the subject matter relates to issues of concern to communities of color and underserved communities, is part of the fabric of our decision making process.

The channel also regularly highlights Asian-American history month, Black History Month and Latino Heritage month with special blocks of programming, on screen graphics and social media.

The city also funds a public access channel – Seattle Community Media, Ch. 77 – that provides free television production resources, training in television production skills and a cable channel. This resource is available to all residents of the city.