

## SEATTLE CHANNEL 2009 Annual Report

In 2009, SEATTLE CHANNEL continued to provide top-flight service to Seattle residents by cablecasting and webcasting a variety of programming that informs and inspires its viewers. SEATTLE CHANNEL features comprehensive gavel-to-gavel coverage of the City of Seattle government; educational and dynamic public affairs; and inspirational community and arts programming. In addition, SEATTLE CHANNEL produces an innovative and sophisticated website. Moreover, all of this quality content is produced by a modest-sized staff operating with a lean budget.

Highlights of the last year include:

- SEATTLE CHANNEL won 28 awards in the National Association of Telecommunications Officers and Advisors' (NATOA) Government Programming Awards including, for the third year in a row, first place for a Government Access Station Web Site.
- 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 5.6 million visits last year, with around 500,000 visitors streaming or downloading videos.
- By working out distribution agreements, SEATTLE CHANNEL began showing some of its programs, including *Book Lust*, *Art Zone* and *American Podium*, on Federal Way TV and Burien TV.
- SEATTLE CHANNEL added its own blog—Take21—to its website features.
- Since the beginning of 2009, SEATTLE CHANNEL has been featured in 65 media outlets from small blogs to major websites and newspapers including *The Seattle Times*, *Seattle Post-Intelligencer*, *Puget Sound Business Journal*, *Crosscut*, *Seattle Post Globe*, *Publicola* and many others.

- SEATTLE CHANNEL partnered with CityClub and Town Hall to host a 90-minute, multi-media, interactive live call-in show hosted by C.R. Douglas that explored the issues of youth violence in Seattle. Guests included Seattle City Council Energy and Technology Chair Bruce Harrell, Seattle Police Department Assistant Police Chief Jim Pugel and the City's Youth Violence Prevention Initiative Director Mariko Lockhart.
- SEATTLE CHANNEL followed Seattle City Councilmember Sally Clark for a special "on-the-road" committee meeting in order to enable on-site discussions with council members and architects about the qualities and characteristic of existing low-rise housing. SEATTLE CHANNEL staff covered the meeting at four different locations using three cameras and multiple microphones.

## **SEATTLE CHANNEL PRODUCTIONS**

SEATTLE CHANNEL completed over 1000 productions in 2009. Programs ranged from Mayor's press conferences to artist profiles, from City Council budget infomercials to following a banana through the recycling process system, from coverage of the Alaskan Way Viaduct, the State Route 520 floating bridge and potholes to a profile of Bhutan refugees.

Highlights include:

- 92 events with the Mayor including 8 ASK THE MAYORs, Mayor's Arts Awards, Mayor's Small Business Awards, and press events featuring reservoir tours, speeches in Council Chambers and on the lawn of the White House, the Mayor volunteering at food banks and baby boutiques. The Channel also broadcast 75 press conferences on topics as diverse as Link Light Rail Safety, a Plymouth Housing ground breaking and a Swine Flu school closures update.
- Nearly 461 City Council programs including over 430 committee meetings and public hearings presented live on Cable 21 and streaming at [seattlechannel.org](http://seattlechannel.org), and also available via the web anytime as video-on-demand. Unique committee coverage included

the aforementioned walking tour of townhouses, a press conference and tour of privately owned public spaces, community forums on Council priorities and budget related public hearings.

- Video Voters Guide: SEATTLE CHANNEL in conjunction with King County TV and the Seattle Ethics and Elections Commission taped and broadcast all the candidates for the primary and general elections. The candidates' two minute speeches were also available in an indexed version of the Seattle Channel's website.
- More than 300 new episodes in SEATTLE CHANNEL's weekly and monthly series line-up including:
  - 36 episodes of *City Inside/Out* with C.R. Douglas, the public affairs show that brings you thoughtful, in-depth reports and discussions about important local issues every week. Memorable show topics included election coverage of the races for Seattle Mayor, King County Executive and Seattle City Council, the local economic recession, state education funding, rates at Seattle City Light and the City's Zero Waste strategy. Guests included Seattle Mayor-elect Mike McGinn, King County Executive Dow Constantine, State Superintendent of Public Instruction Randy Dorn, University of Washington President Mark Emmert, Washington State University President Elson Floyd, Seattle Public Schools Superintendent Maria Goodloe-Johnson, *The Seattle Times*' Joni Balter, *KOMO Radio*'s John Carlson and *Crosscut.com*'s Knute Berger.
  - 36 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 engaging topics and people such as Seattle Sounders, Green Festival, Gold Cup Champion Chip Hanauer, The Reverend Samuel McKinney, Neighborhood Appreciation Day, longtime Seattle Mariners' broadcaster Dave Niehaus, and the anniversary celebration of the 1909 Alaskan Yukon Pacific Exposition (AYPE).

- 29 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 Rev. Dr. Robert L. Jeffrey Sr., Director of Garfield Community Center Mazvita Maraire, Neighborhood House's Mark Okazaki, The Moontown Foundation's Stacy Noland, broadcaster Tony Ventrella, comedian Pat Cashman, Pike Place Medical Clinic's Joe Martin, newscaster Joyce Taylor and Cupcake Royale's owner Jodi Hall.
- 39 *American Podiums*, a series where nationally known authors, thinkers and leaders give talks and readings in Seattle, including former Vice President Al Gore, Commander of the United States Central Command General David Petraeus, author Gloria Steinem, author Michael Medved, American Civil Liberties Union Executive Director Anthony Romero, U.S. Congressman Harold Ford Jr., Kennedy Center President Michael Kaiser, former chair of the National Endowment for the Arts Bill Ivey, former chair of the Democratic Party Howard Dean, U.S. Congressman Jim McDermott and Seattle Art Museum Director Derrick R. Cartwright.
- 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 TV and film star Joel McHale, Seattle Symphony Music Director Gerard Schwarz, the Presidents of the United States' Chris Ballew, guitarist Angelo Pizarro, One World Taiko, Stone Soup Theatre, author Charles Cross, kora master Foday Musa Suso, artist Kristin Ramirez, local composer Byron Au Yong, Pacific Northwest Ballet principal dancer Louise Nadeau, sculptor Bill Evans, *KEXP's* Sharlese Metcalf, poet Daemond Arrindell, painter/photographer Thuy-Van Vu, pianist Min Joo Yi and artist Molly Norris.
- 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, Nancy interviewed authors Paul Collins, Craig Johnson, Michael Perry, Garth Stein, Susan Wiggs, Azar Nafisi, Dana Stabenow, Philip Gourevitch, M.T. Anderson, Mark Siegel and Stephen L. Carter.

- 66 *Town Squares* covered important community discussions and lectures with partners such as Allied Arts, CityClub, Elliott Bay Books, Downtown Republican Club, Central District Forum, Town Hall Seattle, the City Neighborhood Council and University Bookstore. These discussions and lectures featured speakers such as Governor Christine Gregoire, Washington State Attorney General Rob McKenna, the Institute for Systems Biology's President Lee Hood, NASA's Dr. Donald Brownlee, the Bill and Melinda Gates Foundation's CEO Jeff Raikes, former Seattle Art Museum Director Mimi Gardner Gates, Seattle Seahawks CEO Tod Leiweke, Speaker of the state House of Representatives Frank Chopp, Chairman of the Pacific Northwest Region of JPMorgan Chase Phyllis Campbell, and *The New York Times'* Timothy Egan.
- 18 *Community Stories* shared stories of unique individuals and organizations making a difference in Seattle's diverse neighborhoods. Show subjects included: entrepreneur Lucy Lopez, the International District's Helping Link, Eritrean restaurant Hidmo, Seattle's Somali community, medical interpreters, C.A.S.T. for Kids, women firefighters, HIV/AIDS and musician Eduardo Mendonca.
- 15 *Front Row* programs highlighted the best in local performance--music, dance, theatre or literary arts. Shows in 2009 included: Seattle Women's Chorus, Cris Williamson, Toni Hill, 5<sup>th</sup> Avenue High School Musical Awards, Gospelfest 2009 and On the Boards—Intermission Impossible.
- 20 election debates and forums related to the 2009 city and county races including the Southeast Seattle Candidate Forum, the North End Candidate Forum, the GRAMMY MusicTech Summit Candidate Forum, the Alliance of People with

Disabilities Candidate Forum, the Port of Seattle Candidate Forum, the Ballard and Queen Anne/Magnolia District Councils' Candidate Forum and West Seattle Democratic Women's City Attorney debate.

- 24 episodes of *Seattle News Now*, a weekly summary that gives viewers a brief wrap up of the most significant news related to Seattle City government
  
- SEATTLE CHANNEL also produced *Alaska Yukon Pacific Expo - Seattle's Forgotten World's Fair*, a one-hour documentary celebrating the centennial of the Alaska-Yukon-Pacific Exposition. Seattle first world's fair was launched in 1909 and displayed the geographical, historical, ethnographic and commercial life of the Pacific Rim.
  
- SEATTLE CHANNEL provided coverage of a Planning, Land Use and Neighborhoods Committee on proposed revisions of the City's multi-residence code that involved shooting forty posters arranged around the walls of the City Council's chambers. These posters showed architects' visions of housing that meets the City's new code for multi-family housing. Discussions took place next to the posters with Councilmembers able to ask questions about each design. The channel used robotic cameras to cover the discussion groups as they moved to each of the posters. A director was added to the crew in the Council Control Production Room so the camera operator could quickly get shots of the speakers and posters.

## **SEATTLECHANNEL.ORG**

SEATTLE CHANNEL's website continued to evolve in 2009, offering new features and services for users and continuing to attract a large audience. Web highlights for 2009:

- In 2009, SEATTLE CHANNEL's web site, [www.seattlechannel.org](http://www.seattlechannel.org), won first place honors for a third year in a row for Best Government

Access Website from the National Association of Telecommunications Officers and Advisors (NATOA).

- SEATTLE CHANNEL's added its own blog—[take21.seattlechannel.org](http://take21.seattlechannel.org)—to its website features. Also, the website now includes embedding video into other website and blogs.
- Traffic at SEATTLE CHANNEL's website continued to be robust in 2009. Here are the 2009 Web Statistics:
  - 2009 Website Page Views: 5,841,016
  - 2009 Website Sessions: 2,912,723
  - 2009 Videos Plays: 452,573 (2008 Video Plays 149,649)
  - More than 1,100 new videos added to the website in 2009 for a total video archive of 3,439
  - 2009 Podcast Downloads: 198,526
- Really Simple Syndication (RSS)

The use of RSS feeds from our site has been one of the factors that has resulted in such robust web traffic at [seattlechannel.org](http://seattlechannel.org). *Seattle PostGlobe* website has picked up the *Take 21* RSS feed. As a result we've received many "pingbacks" – links from other blogs to our blog. We've used the WordPress technology to push content to the City of Music site, where we have a music recommendations RSS feed populating their site. In addition, we use our *Take 21* RSS to populate other parts of the Channel's own website including in-depth issues pages, our topic pages—arts, news and community pages—as well as our numerous TV show pages.
- New features for TV shows' webpages

SEATTLE CHANNEL has revamped many of our TV show pages on our website including *Art Zone* with Nancy Guppy, *City Inside/Out* with C.R. Douglas and *CityStream* to incorporate additional web

extras like polling, a Flash image gallery, event recommendation calendars, podcasts and additional video content from each show.

- **Embed code**

SEATTLE CHANNEL has started providing embed code that allows other websites to post our videos on their websites and blogs on a case-by-case basis. The Channel is planning to expand this feature in 2010 to allow users to grab code directly from our site to post on theirs —ala *YouTube* embedding.

- **Social networking**

In 2009, SEATTLE CHANNEL has created a Facebook page and YouTube channel to help funnel more traffic to our content and reach out to users who are extremely active online.

## **SEATTLE CHANNEL COMMUNICATIONS**

- **NEWS RELEASES:** Since January 2009, SEATTLE CHANNEL has been featured in 65 media outlets from small blogs to major websites and newspapers including *The Seattle Times*(13 mentions), *Seattle Post-Intelligencer*, *Puget Sound Business Journal*, *Crosscut*, *Seattle Post Globe*, *Publicola* and many others.
- **EMAIL DISTRIBUTION LISTS:** In the autumn of 2008, SEATTLE CHANNEL had four lists with roughly 590 contacts. To date, the lists have grown to 38 with around 3300 additional contacts.
- **ADVERTISING AND MARKETING:**
  - Cable TV--SEATTLE CHANNEL had \$60,000 of advertising on Comcast and Broadstripe through the City's cable franchise agreement with the cable providers.

- Collateral--SEATTLE CHANNEL distributed around 8,000 postcards promoting the station's programming at the City's libraries, community centers, and neighborhood service centers, and around City Hall and the Seattle Municipal Tower as well as at selected Seattle retailers.
- DISTRIBUTION: In 2009, by working out distribution agreements, SEATTLE CHANNEL began showing some of their programs, including *Book Lust*, *Art Zone* and *American Podium*, on Federal Way TV and Burien TV.

### **SEATTLE CHANNEL TECHNOLOGY UPGRADES**

SEATTLE CHANNEL improved its infrastructure in 2009 to better serve cable viewers and web users. Highlights include:

- A more reliable and effective lighting controller replaced the antiquated controller in the Seattle Channel studio. All lighting plots were updated and changed for the studio shows as they were moved to the new controller. This controller allows the studio crew to easily reconfigure lighting for the five regular studio shows and also to quickly provide lighting for City Council and Mayoral requests to use the studio for recordings.
- After long and intensive research, a new digital server for SEATTLE CHANNEL's programming was selected, purchased, and installed. The server is currently running in parallel with the old server and will be put into actual service after a trial period.

### **SEATTLE CHANNEL FINANCIAL SYSTEM UPGRADES**

SEATTLE CHANNEL in partnership with the Department of Information Technology's Finance Division updated and reconciled a complete physical inventory of all the station's equipment including cameras, lights and computer servers. This inventory will insure accuracy and timeliness in the depreciation plan for these assets.

## SEATTLE CHANNEL AWARDS

Awards: SEATTLE CHANNEL won a stunning 28 awards in the National Association of Telecommunications Officers and Advisors' (NATOA) Government Programming Awards. This was a great tribute to the achievements of the entire SEATTLE CHANNEL staff.

First Place: Government Access Station Web Site—For the third year in a row, SEATTLE CHANNEL won first place for the Seattle Channel website: [seattlechannel.org](http://seattlechannel.org). This recognizes our commitment to providing accessible and valuable information to our viewers.

- In addition to first place for [seattlechannel.org](http://seattlechannel.org), SEATTLE CHANNEL won 27 other NATOA awards including:
  - **Community Awareness**
    - First: “City Stream Splash Back: Comic Book Flu”
    - Second: “City Stream Splash Back: Camp Korey”
    - Third: “Neighborhood Matching Fund 20<sup>th</sup> Anniversary”
  - **Ethnic Experience**
    - First: “City Stream: Photographer Barry Wong”
    - Second: “Community Stories: Pacific NW African American Fine Arts”
    - Honorable mention: “Community Stories: Men of the Mountain”  
“Community Stories: Lucy Lopez”
  - **Public Safety**
    - First Place: “City inside Out: Gun Rights”
    - Third Place: “City Stream: Airport Avian Radar”
  - **Arts and Entertainment**
    - First Place: “Art Zone in the Studio”
    - Honorable Mention: “Big Night Out”

- **Public Health and Documentary**  
First Place: “Community Stories: Seattle in the Age of Aids”  
  
Honorable Mention: “City Stream: Neighborhoods and Cancer”
- **Children/Young Adults**  
First Place: “Art Zone in Studio: Teen Show”
- **Seniors**  
First Place: “City Inside/Out: Assisted Suicide”
- **News Series**  
First Place: “City Inside/Out”
- **Municipal Channel Promotion**  
First Place: “web Promo for Comcast”
- **Interview/Talk Show**  
First Place: “City Inside/Out: Local Newspaper”
- **Election Coverage**  
Second Place: “City Inside/Out: Governor’s Race”
- **Library**  
Second Place: “Library Passports”
- **Documentary – Profile**  
Second Place: “Alredo Arrequin”
- **Magazine Format Series**  
Third Place: “City Stream”
- **Public Education**  
Third Place: “Seattle Channel News Brief Sound Transit”
- **Excellence in Government Programming**  
Honorable Mention: “Seattle Channel”
- **Public Information Series**

Honorable Mention: “Community Stories”

- **Community Event Coverage**

Honorable Mention: “Art Zone in Studio Special”

- **Documentary**

Honorable Mention: “Front Row: Cornish College and Bill Evans Mixin’ It Up

As Seattle continues to grow in population, diversity and complexity, SEATTLE CHANNEL has shown that it can both document the richness of the city’s life and use video to build community. The accomplishments of 2009 demonstrate that SEATTLE CHANNEL is up to the challenges of 2010 and beyond.