

SEATTLE CHANNEL 2010 Annual Report

Highlights of the last year include:

- For the third time in the last four years, SEATTLE CHANNEL won the prestigious Excellence in Government Programming Award from the National Association of Telecommunications Officers and Advisors (NATOA). The winner of this award is often referred to as “the best municipal TV station in the nation.” In addition, SEATTLE CHANNEL won 25 other NATOA awards.
- SEATTLE CHANNEL also won four Emmy 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 over 9.5 million page views last year, with around 540,000 visits resulting in 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 Bellevue TV, Kirkland TV and Renton TV.
- *Seattle* magazine named SEATTLE CHANNEL as one of the “Best of the Decade: Media” and its Art Zone as one of the “Best of the Decade: Arts.”
- Since the beginning of 2010, SEATTLE CHANNEL has been featured in 80 media outlets from small blogs to major websites and newspapers including *USAToday.com*, *The Seattle Times*, *SeattlePI.com*, *Puget Sound Business Journal*, *Crosscut*, *Seattle Weekly*, *The Stranger*, *Publicola* and many others.
- 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. There were two episodes this year: one on Tax Reform and the other on Marijuana Policy. In addition to around 100 live audience guests, featured panelists at the Tax Reform event included Bill Gates, Sr. and State Senator Joe Zarelli (R-Ridgefield) and at the Marijuana Policy event panelists included Seattle City Attorney Pete Holmes and State Senator Jeanne Kohl-Welles (D-Seattle).
- In a SEATTLE CHANNEL exclusive, *City Inside/Out* featured a half-hour interview with U.S. Commerce Secretary and former Washington Governor Gary

Locke on his perspective on the economy, life in D.C. and working for President Barack Obama.

SEATTLE CHANNEL PRODUCTIONS

SEATTLE CHANNEL completed nearly 800 productions in 2010. Programs ranged from Mayor's press conferences to artist profiles, from City Council budget hearings to following a homeless woman as she moved from one encampment to another, from coverage of the closure of the South Park Bridge, the debate over "road diets," and the plan to rebuild Seattle's Seawall to the story of how Hat 'n Boots, Georgetown's beloved landmark, was saved.

Highlights include:

- Ninety-seven events with the Mayor including 10 ASK THE MAYORs, Mayor's Arts Awards and press events including the Mercer Street Corridor groundbreaking, Youth and Family Initiative forums, the Walk, Bike, Ride initiative, speeches in Council Chambers, Police Memorial Dedication and many more.
- Nearly 395 City Council programs including *City Inside/Out: Council Edition*, all Council Committee meetings, all Council press conferences and public hearings, and special events including the Council Retreat, presented live on Cable 21 and streaming at seattlechannel.org, and also available via the web anytime as video-on-demand.
- More than 310 new episodes in SEATTLE CHANNEL's weekly and monthly series line-up including:
 - 32 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. This year, the program provided election coverage of the races for U.S. Senate and ballot measures such as the proposals to privatize state liquor sales and increase the county sales tax to fund public safety. Other memorable topics included the local economic recession, the debate over civility laws, the future of Seattle Center and the search for Seattle's new Police Chief. Guests included U.S. Commerce Secretary Gary Locke, Washington State Governor Christine Gregoire, King County Executive Dow Constantine, Washington State Republican Party Chair Luke Esser, King County Councilmember Reagan Dunn, Washington Policy Center's Paul Guppy, Greater Seattle Chamber of Commerce's George Allen, Seattle City Librarian Susan Hildreth, *The Seattle Times*' Bruce Ramsey, *KOMO* Radio's John Carlson and *Crosscut.com*'s David Brewster.

- 31 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 Symphony's Gerard Schwarz, Seattle Cancer Care Alliance, the Center for Wooden Boats, Native American leader Bernie Whitebear and Neighborhood House.
- 27 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 Seattle Mariners' President Chuck Armstrong, University of Washington Law School Dean Kellye Testy, Central District Forum's Kumani Gantt, The Lighthouse for the Blind's President Kirk Adams, YES! Magazine's Sarah van Gelder, Seattle Displacement Coalition's John Fox, American Civil Liberties Union of Washington's Kathleen Taylor, Bright Future Program's Reza Khastou, and the Rainier Chamber of Commerce's Susan Davis.
- 33 *American Podiums*, a series where nationally known authors, thinkers and leaders give talks and readings in Seattle, including former Ford Motor Company President Alan Mulally, Peace Corps Director Aaron S. Williams, NBC's David Gregory, author Arthur Brooks, Global Animal Partnership's Miyun Park, Microcredit pioneer Muhammad Yunus, Columbia University Professor Joseph Stiglitz, PBS' Ray Suarez and historian Garry Wills.
- 30 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 the Supremes' Mary Wilson, musician and photographer Graham Nash, A Contemporary Theatre's Carlo Scandiuzzi, Total Experience Gospel Choir's Pastor Pat Wright, Seattle Opera's Kate Lindsey, actress Lauren Weedman, Frye Art Museum's Director Jo-Anne Birnie Danzker, filmmaker Zia Mohajerjasbi, trombonist Cuong Vu, Seattle Children's Theatre's Linda Hartzell, artist Whiting Tennis and animator Brent Watanabe.
- 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 Chang-rae Lee, Charles Johnson, Elinor Lipman, Laurie R. King, Michael Perry, Mary Guterson, Tracy Kidder, Rebecca Stead, Kirby Larson, Justin Cronin, Mike Lawson and Paul O. Zelinsky.

- 48 *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 Washington State Superintendent of Public Instruction Randy Dorn, State Senate Minority Leader Mike Hewitt (R-Walla Walla), the Institute for Systems Biology's President Lee Hood, University of California Los Angeles Professor Matthew Kahn, Nordstrom Inc.'s President Blake Nordstrom, Seattle Police Chief John Diaz, Recreational Equipment Inc.'s CEO Sally Jewell, El Centro de la Raz's Executive Director Estela Ortega, Russell Investments' President Andrew Doman, and Seattle Seahawks' Coach Pete Carroll.
- 9 *Community Stories* shared stories of unique individuals and organizations making a difference in Seattle's diverse neighborhoods. Show subjects included: African American sculptor James Washington, the Apna Bhangra Crew dance group, Bailey/Coy Bookstore, Cappy's Boxing Gym, Ho`omau paddle club, Georgetown's iconic Hat and Boots and the history of the Jackson Street jazz scene.
- 19 *Front Row* programs highlighted the best in local performance--music, dance, theatre or literary arts. Shows in 2010 included: Show Brazil! music and dance ensemble, jazz musician Hadley Caliman, actor/musician Lisa Koch, the Creation Project—an African American performance showcase, The Medieval Women's Choir, children's musician Caspar Babypants, the Zolfonum Ensemble of musicians, and MusicianCorps Seattle benefit concert.
- 40 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.

SEATTLECHANNEL.ORG

SEATTLE CHANNEL's website continued to evolve in 2010, offering new features and services for users and continuing to attract a large audience. Web highlights for 2010:

- Traffic at SEATTLE CHANNEL's website continued to be robust in 2010. Here are the 2010 Web Statistics:
 - 2010 Website Page Views: 9,504,146
 - 2010 Website Sessions: 2,898,576
 - 2010 Videos Plays: 314,777

- 2010 Podcast Downloads: 225,970
- Remote Live Streaming
In 2010, SEATTLECHANNEL.org added remote live streaming for its viewers. This allows viewers to watch, in real time, City government events that are happening at locations other than City Hall. This year, at various remote locations, SEATTLE CHANNEL streamed over 50 events for the Mayor's office and City Council. The most popular remote live stream was the state's announcement awarding The Seattle Tunnel Group the contract to construct the tunnel to replace the Alaskan Way Viaduct. That live stream, featured on the front page of *The Seattle Times*' website among other places, drew over 6,000 viewers.
- 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. Anyone, who has access to the Internet and the Flash Adobe software (available free of charge), can watch SEATTLE CHANNEL's programs at the SEATTLECHANNEL.org website. In 2010, more than 1,100 new videos were added to the On Demand archive. The archive now has 4,683 titles available to the public.
- Embedding video
SEATTLE CHANNEL.org revamped its video player to add a new feature that allows users to post our videos on their websites and blogs on a case-by-case basis. This feature allows users to grab code directly from our site to post on theirs —ala *YouTube* embedding. This feature proved popular with other media outlets including *The Seattle Times*, *SeattlePI.com*, *West Seattle Blog*, *The Stranger* and many more.
- In 2010, SEATTLE CHANNEL's web site, www.seattlechannel.org, won third-place honors for Best Government Access Website from the National Association of Telecommunications Officers and Advisors (NATOA).

SEATTLE CHANNEL COMMUNICATIONS

- NEWS RELEASES: Since the beginning of 2010, SEATTLE CHANNEL has been featured in 80 media outlets from small blogs to major websites and newspapers including *USAToday.com*, *The Seattle Times*, *Seattle PI.com*, *Puget Sound Business Journal*, *Republica (Nepal)*, *Crosscut.com*, *Seattle Weekly*, *The Stranger*, *KOMONews.com* 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 18 with around 3400 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 10,000 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 2010, by working out distribution agreements, SEATTLE CHANNEL began showing some of their programs, including *Book Lust*, *Art Zone* and *American Podium*, on Bellevue TV, Kirkland TV and Renton TV.
- **SOCIAL NETWORKING:** In 2010, SEATTLE CHANNEL established a Twitter account and greatly expanded the use of its Facebook account. These efforts enabled the Channel to reach more viewers through social media. By the end of the year, SEATTLE CHANNEL had 639 Facebook fans and 832 Twitter followers and 167 YouTube channel subscribers.

SEATTLE CHANNEL TECHNOLOGY UPGRADES

SEATTLE CHANNEL improved its infrastructure in 2010 to better serve cable viewers and web users. Highlights include:

- This year, SEATTLE CHANNEL reached another milestone in its progression from an analog to a digital format. A new all digital playback server went on line in April and other digital equipment has been installed. A typical SEATTLE CHANNEL production now exists in digital form from the time it is recorded in camera all the way to our feed to Comcast. This results in improved workflow, improved technical quality, and compatibility with modern production equipment.
- In 2010, SEATTLE CHANNEL series: ArtZone, City Inside Out and City Inside Out: Council Edition, and CityStream are now cablecast in 16x9 format allowing viewers to take full advantage of their wide-screen television sets.
- In addition, SEATTLE CHANNEL replaced our video and media servers this year and upgraded our in-house encoding system to double our encoding capabilities.

SEATTLE CHANNEL AWARDS

- **Awards:** SEATTLE CHANNEL won a stunning 26 awards in the National Association of Telecommunications Officers and Advisors' (NATOA) Government

Programming Awards including the prestigious Excellence in Government Programming Award from the National Association of Telecommunications Officers and Advisors (NATOA). The winner of this award is often referred to as “the best municipal TV station in the nation.” This was a great tribute to the achievements of the entire SEATTLE CHANNEL staff. In addition, SEATTLE CHANNEL won four Emmy awards from the Northwest Chapter of National Academy of Television Arts & Sciences.

- The four Northwest Regional Emmy awards were:
 - **Arts Entertainment - Feature/Segment**
"Art Zone with Nancy Guppy: Laprell Nelson aka "Pearl""
Gabriel Miller, Producer/Director/Director Of Photography
 - **Politics/Government - Program/Special**
"City Inside/Out: Wet Housing"
C R Douglas, Host/Producer and Susan Han, Senior Producer
 - **Interview/Discussion - Program/Special**
"City Inside/Out: Drug Crimes"
C R Douglas, Host/Producer, Susan Han, Senior Producer, and Matt Peterson, Photographer/Editor
 - **Public/Current/Community Affairs - Program/Special**
"Community Stories: Women Firefighters"
Shannon Gee, Producer/Editor and Ian Devier, Photographer

- In addition to the Excellence in Government Programming Award, SEATTLE CHANNEL won 25 other NATOA awards including:
 - **Community Awareness**
 - Second: “City Inside/Out: Yesler Terrace”

 - Third: “City Inside/Out: Roosevelt Development”

 - Honorable Mention: “City Inside/Out: Seattle Children’s Hospital Expansion”

 - **Public Safety**
 - Second Place: “CityStream: Chess Club”

 - Third Place: (tie) “City Inside/Out: Panhandling” and
“CityStream: Law Enforcement Special”

Honorable Mention: “City Inside/Out: Seawall Debate”

- **Arts and Entertainment**

Third Place: “Art Zone—Luly Yang/Say Hi”

Honorable Mention: “Art Zone: Laura Castellanos/Foday Musa Suso”

- **Public Health**

First Place: “CityStream: Fit with Fido”

Second Place: “CityStream: Nepal Disabilities”

Third Place: “City Inside/Out: Ending Homelessness”

Honorable Mention: “City Inside/Out: Pot Policy”

- **Sports Programming**

First Place: “Community Stories: Seattle Quake Rugby Team”

Second “CityStream: Curling Club”

- **Seniors**

First Place: “CityStream: Senior Shop Around”

Third Place: “CityStream: Neighborhood News—Seniors”

- **News Series**

Third Place: “City Inside/Out”

- **Municipal Channel Promotion**

First Place: “Web Promo for Comcast”

- **Interview/Talk Show**

First Place: “Art Zone: Jini Dellaccio/Soul Kata”

Third Place: “City Inside/Out: Pot Policy”

Honorable Mention: (tie) “City Inside/Out: Council Edition” and
“City Inside/Out: Ending Homelessness”

- **Election Coverage**

First Place: “City Inside/Out: King County Executive Debate”

- **Public Education**

Second Place: (tie) “City Inside/Out: Zero Waste” and

“City Inside/Out: Seattle Schools”

- **Documentary – Profile**

First Place: “Community Stories: Perche’ No –Why Not?”

Honorable Mention: (tie) “Community Stories: Women Firefighters” and “Community Stories: Somaythia”

- **Magazine Format Series**

Third Place: “City Stream”

- **Public Affairs**

Honorable Mention: “Ask The Mayor: December”

- **Excellence in Government Programming**

First Place: “Seattle Channel”

- **Profile of a City/County Department**

First Place: “CityStream: New Penguin Exhibit”

Third Place: “CityStream: New Role of the Parks & Recreation”

- **Public Community Meetings**

Third Place: “Planning, Land Use and Neighborhoods Committee”

- **Community Event Coverage**

Honorable Mention: “Art Zone in Studio Special”

- **Community Access Website**

Third Place: “www.seattlechannel.org”