



# 2021 ANNUAL REPORT



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# 2021 ACCOMPLISHMENTS

## OVERVIEW & HIGHLIGHTS

Seattle Channel is the City of Seattle's award-winning municipal television station that aims to engage, inform, and inspire the community with a mix of news, analysis, stories, and perspectives. Programming at the government-access cable channel includes series and special features highlighting the diverse civic and cultural landscape of Seattle.

In another history-making, record-breaking, heart-aching year, Seattle Channel told stories reflecting on the region's biggest challenges and greatest accomplishments. As Seattle made its way through the second year of a pandemic that touched every aspect of daily life, the city continued down a path of recovery and renewal sprinkled with setbacks and opportunities for recalibration. Through live coverage of press conferences and city council meetings, in-depth coverage of city and community recovery efforts, and virtual entertainment and events, Seattle Channel kept to its mission to tell stories of the faces and places that make Seattle home, and to connect residents with their city.

As the region continued to adapt to the state of emergency on COVID-19, Seattle Channel documented the historic year. In January, the country marked 400,000 deaths from the coronavirus, a number that would double before the end of the year. In March, Seattle rolled out the largest community-led vaccination site at Lumen Field and continued to add locations in underserved communities, expanding and contracting as vaccine need and availability changed. Stories of the "new normal" emerged, such as unique outdoor dining opportunities, pop-up drive-in movies, virtual entertainment and performances, and a summer filled with outdoor events. Seattle got a professional ice hockey team and the channel reported on how the Seattle Kraken are working to support youth of color. Sound Transit's Link light rail added three new stations, expanding north to Northgate. The city also announced new recovery dollars to help small businesses, educate youth, provide housing, and more. Autumn brought a rigorous budget process and a competitive election resulting in a new mayor, council member, and city attorney in 2022.

Seattle Channel seeks out unique and talented community partners to produce and air high-quality video. In 2021, in addition to ongoing partnerships with King County TV; Seattle CityClub; Northwest African American Museum, Video Bebop TV; Look, Listen & Learn; and others, the channel collaborated to produce and/or promote the following:

- Seattle Channel [honored the life of George Bakan](#), the longtime editor and publisher of Seattle Gay News who died in 2020, in an article posted on the station's Take 21 blog. The post was published alongside a profile of a project, led by former city council member Tom Rasmussen,



to [preserve a nearly half-century of back issues of the newspaper](#) that chronicles the history of Seattle's LGBTQ community.

- 2021 marked the beginning of a series of videos produced in collaboration with HistoryLink, an organization dedicated to preserving Washington state history. The first video in this series focused on the architect, Seattle native, and University of Washington graduate [Minoru Yamasaki](#), who designed the United States Science Pavilion for the 1962 Seattle World's Fair and Rainier Tower, but is most known for the New York City's World Trade Center. This video aired on the 20<sup>th</sup> anniversary of the terrorist attacks that destroyed the World Trade Center on Sept. 11, 2001.
- The channel collaborated with Scarecrow Video to [celebrate International Independent Video Store Day](#), producing a blog post featuring a documentary about the store as well as some of the favorite "Movie Minute" film recommendations from the video store's vast collection of rare and diverse titles.
- Seattle Channel teamed up with a group of local firefighters to produce a series of eight [safety videos](#) focused on the holidays but relevant year-round. Topics ranged from portable generator usage to proper ladder use when hanging holiday lights.
- Seattle Channel aired the [Vanishing Seattle Film Fest](#), a series of short films produced by independent filmmakers, adapted from ongoing social media posts about Seattle's changing communities. Vanishing Seattle documents the displaced and disappearing institutions, small businesses, and cultures of Seattle. One of the films from this series, Wa Na Wari, also appeared as a Community Stories program.

Seattle Channel was the recipient of [nine Regional Northwest Emmy Awards nominations](#) and [one Emmy Award](#). The channel also won [30 Government Programming Awards](#), including seven Awards of Excellence, 13 Awards of Distinction, and ten Awards of Honor.

## PRODUCTIONS

Seattle Channel completed more than 650 productions in 2021. Highlights include:

- 63 events with [Mayor Jenny Durkan](#), including press conferences, virtual town halls, a State of the City address, and an annual budget address.
- 257 [Seattle City Council](#) events, including 240 council meetings and public hearings, two forums, and 15 press conferences. Council meetings are broadcast live and streamed online with closed captions and archived on the website for on-demand access anytime.



- 112 election videos, including 63 primary election and 46 general election [Video Voters' Guide](#) entries, all with closed captions, plus three election debates and forums.
- 49 city meetings and press conferences, including 12 [Ethics and Elections Commission](#) meetings, 15 [Seattle Board of Parks and Recreation Commissioners](#) meetings, 17 [Seattle Public Library Board of Trustees](#) meetings, one Department of Education and Early Learning press conference, three additional City of Seattle department press conferences, and one state press conference.
- 32 community programs, including 5 events and 27 additional community forums, meetings, and panels. Events include the 2021 Seattle Jazz as Culture Festival and the City of Seattle's annual Indigenous Peoples' Day celebration in partnership with the Office for Civil Rights. Community panels include events sponsored by Town Hall, Museum of History and Industry (MOHAI), Seattle CityClub, and other local venues, and range in topic from the role sports play in democracy to gun rights to Japanese American incarceration during World War II to Seattle's Maritime history.
- 8 special features and documentaries produced outside the channel, including a feature on MIPoPS (Moving Image Preservation of Puget Sound), a non-profit formed to bring awareness to the urgent need to digitize analog videotape, film, disc, and other legacy video formats. King County's Dr. Martin Luther King Jr. and Juneteenth celebrations both appeared on Seattle Channel. The channel also aired two documentaries from the Chickasaw Nation and an animated short documentary presented by the Northwest African American Museum Youth Curator Program about the contributions of Black women in the arts.
- 34 "digital shorts," videos produced with a faster turnaround than regular shows and designed for use on social media. Some of these featurettes turn into full-length programs or segments in one of the station's signature shows, but often stand alone. Shorts produced in 2021 include a new AIDS memorial on Capitol Hill, the ShakeAlert advance earthquake warning tool, Rosie's Tiny House Village, and a summery hyperlapse video tour of Seattle's trails.
- 113 new episodes in Seattle Channel's weekly and monthly series line-up including:
  - 2 [American Podium](#) programs, a show featuring talks by authors, scholars, and politicians. Eric Liu discussed his newest book, "Become America," and Dr. Carol Anderson discussed her new book, "The Second: Race and Guns in a Fatally Unequal America."
  - 13 full episodes and 49 segments of [Art Zone with Nancy Guppy](#), a program highlighting local arts, entertainment, and cultural happenings. The show featured artist profiles including Saya Moriyasu, Lauren Iida, and Joey Veltkamp, and musical performances by Josiah Johnson, Máire Kennan, and Stephanie Anne Johnson & The Hidogs. In addition, the program featured a tour of hidden art in South Lake Union by Jed Dunkerley, a behind-the-scenes look at art conservation at Seattle Art Museum, an insider look at SIFF





(Seattle International Film Festival) with [an accompanying blog post](#), and interviews with actor Tom Skerritt, musician Nancy Wilson, and the journalist behind The Needling, a local fake news humor organization. Two “Movie Minutes” with Scarecrow Video’s Matt Lynch aired on Art Zone, drawing viewers to the weird and wonderful offerings at Seattle’s last independent video rental store.

- 10 episodes of [Book Lust with Nancy Pearl](#), where America’s favorite librarian and bestselling author Nancy Pearl invites top writers from around the country to talk about books and the art of writing. Guests included Jamie Harrison, Sonora Jha, Daniel James Brown, Stephen Mack Jones, and Naomi Hirahara. The final episode of the year was an interview with Nancy Pearl herself on the event of her being awarded the 2021 Literarian Award, honoring her lifetime of service to the American literary community.
- 26 episodes of [City Inside/Out](#) with host Brian Callanan, the weekly public affairs show focusing on thoughtful, in-depth reports and discussions about local issues. The show followed newsworthy topics throughout the year, from police reform to eviction moratorium to undocumented worker protections. The show covered the top five races in the fall election including the mayor, two city council races, city attorney, and county executive as well as a program covering the December recall election of Councilmember Kshama Sawant.
- 12 episodes of [City Inside/Out: Council Edition](#) where host Brian Callanan invites one or more council members for a conversation about what’s happening at City Hall. This year’s lineup of the monthly public affairs program included one in-person taping and 11 virtual ones, including a special one-on-one farewell with outgoing Council President Lorena González.
- 16 episodes of [CityStream](#), Seattle Channel’s magazine show looking at what fuels Seattle’s vibrancy and keeps abreast of how the city is growing and changing. The program featured stories about businesses emerging, evolving, and adapting during the pandemic including Native Soul Cuisine, Canlis’ yurt dining, Black Coffee Northwest, Phnom Penh Noodle House, and Kenmore Air. Other stories focusing on Seattle history include a story about the efforts to preserve the archives of Seattle Gay News, local historian Paul Dorpat’s donation of Seattle memorabilia to Seattle Public Library, efforts to save a Seattle landmark, the La Quinta Apartments, and a follow-up on what happened to the Seattle World’s Fair’s Bubbleator. Seattle got a hockey team in 2021 and CityStream looked at the Kraken’s efforts to make hockey more accessible for local youth. Other stories featured communities and programs like the Woodland Park Zoo’s advancements in helping aging animals, Ballard Food Bank, Traveling While Black in Seattle, and Estelita’s Library.
- 5 episodes of [Civic Cocktail](#) hosted by Joni Balter featuring conversations with community leaders, elected officials, and journalists on timely topics. The show started 2021 with a



three-part series on the state of democracy in the country, followed by programs focusing on rejuvenating downtown and rebuilding a more equitable community.

- 1 [Community Stories](#) program, a show featuring short documentary stories about Seattle's diverse communities. "Wa Na Wari" tells the story of the gathering place for Black artists and neighbors located in Seattle's Central District.
- 1 [Front Row](#) program, a show highlighting local performances. Seattle Channel presented Jazz in the City's 2021 Seattle Jazz as Culture Festival.
- 12 episodes of [Look, Listen and Learn \(LL+L\)](#). *Look, Listen and Learn* is an early childhood education program working to inspire and advance early learning in young children of color. Episodes focused on themes such as making mistakes, dealing with loss, and the importance of words. Each episode features reading, art projects, cooking, and other activities. The channel also hosted two mini-episodes, short videos explaining the Black Lives Matter movement and land acknowledgments.
- 7 [Town Square](#) programs covered important community conversations, lectures, debates, and forums recorded around the city including the annual Seattle Times Pictures of the Year, CityClub's annual legislative preview and year in review, as well as panels focusing on food justice, equitable arts recovery, and combating racial animus against the Asian American and Pacific Islander community.
- 8 episodes of [Video Bebop](#), an MTV-style music video show hosted by twins, Eva and Cedric Walker of the Black Tones including a holiday special and a showing of "Stay Well, Stay Awake," a documentary chronicling how the pandemic affected the local music community.

## COMMUNICATIONS & OUTREACH

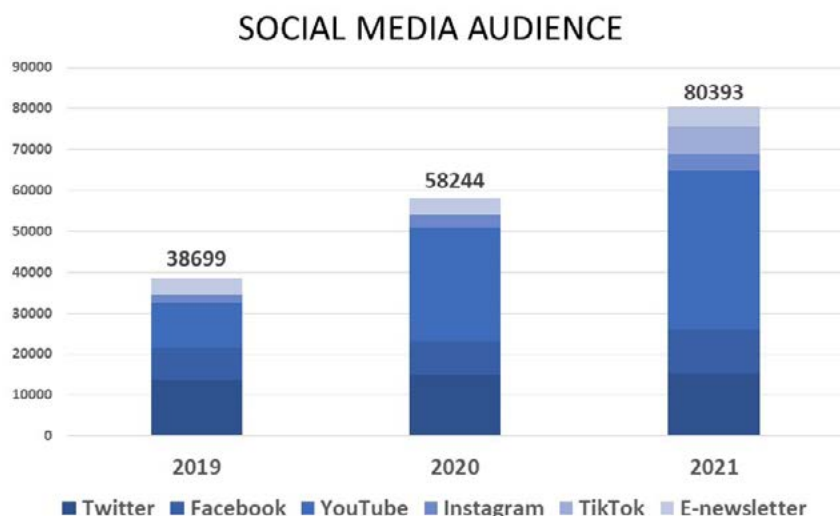
The Seattle Channel's annual advertising mix included digital and print ads placed through a wide range of local and ethnic media to promote the primary and general election Video Voters' Guides. Through a partnership with Seattle Ethics and Elections, the channel placed a full-page ad in the King County Voters Pamphlet, a guide available in five languages and mailed to all county voters. Additionally, the channel ran a small autumn awareness campaign including digital and print ads as well as podcast sponsorship.



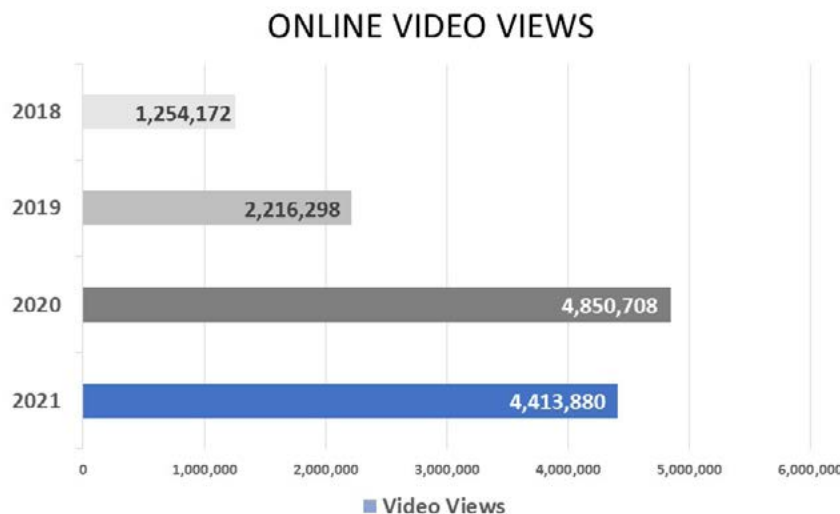
## WEBSITE AND SOCIAL MEDIA

The Seattle Channel team won an award of excellence from the National Association of Telecommunications Officers and Advisors (NATOA) for best use of social media platforms. Only two stations in the nation received the award. Another of the station's awards of excellence,

for "most innovative use of video," was awarded for a 360-camera video of an art gallery, a technology available for videos posted on YouTube and Facebook.



The channel's overall social media audience increased by more than 22,000 in 2021, representing 38% growth over 2020. The largest increases were on YouTube, Instagram, and TikTok. And while online video viewership was down in 2021, compared to 2020, much of the difference can be attributed to the exceptionally high numbers reached in 2020.



Staff continued to collaborate to create videos made specifically for social media. These included teasers and trailers to entice viewers to watch longer videos as well as short, engaging content with a quick hook and, often, open captioning.

In addition to the [Seattle Channel website](#), outreach methods include a [weekly e-newsletter](#), [YouTube](#), and the [Take 21 blog](#), as well as regular social media postings to [Twitter](#), [Facebook](#), [Instagram](#), and [TikTok](#).





## TECHNOLOGY

The station's original video and audio routing system was replaced in 2021. This central piece of equipment connects the inputs and outputs that maintain the channel's broadcast. The new system has more capacity and is fully compatible with digital HD (high definition) format. In 2003, when the original router was installed, analog standard definition was the broadcast standard for the channel and the equipment had become obsolete.

The station also replaced crucial end-of-life infrastructure equipment as well as a key element in the video capture workflow. Several video editing computers were replaced as part of an ongoing upgrade project.

A new system was purchased for transmitting live video over the internet via cellular circuits. The new "LiveU" system is used by most of the commercial stations in Seattle for coverage of live news events and replaces older, increasingly unreliable, equipment.

## AWARDS & HONORS

The station received [nine Regional Northwest Emmy Awards nominations](#) and [one Emmy Award](#). The award-winning program, an episode of magazine show CityStream titled "Healthcare Heroes," featured stories from the front lines in the early days of the fight against COVID-19. The show includes a segment filmed inside a Swedish Hospital ICU, a profile of the local "make a joyful noise" nightly tribute to healthcare workers and the story of an artist who used her 3-D printing skills and equipment to produce personal protective equipment (PPE) for caregivers during a shortage of this life-saving equipment.

Seattle Channel won [30 Government Programming Awards](#), including seven Awards of Excellence, 13 Awards of Distinction, and ten Awards of Honor, at the National Association of Telecommunications Officers and Advisors (NATOA) annual conference and virtual awards ceremony.

2021 was a good year for Seattle Channel's programming partners. "Look, Listen & Learn," an early learning educational program broadcast on Saturday and Sunday mornings on Seattle Channel and other local stations, was nominated for two local Emmys and won a 2021 Gold Telly for general children's programming.

Nancy Pearl, the former Seattle Public Library head librarian and the host of "Book Lust with Nancy Pearl," was [awarded the 2021 Literarian Award](#) for Outstanding Service to the American Literary Community presented by the National Book Foundation at the 72nd National Book Awards ceremony on Nov. 17, 2021.



## EMMY AWARDS

Health/Medical – Long Form Content: [Healthcare Heroes](#)

## NATOA AWARDS

Awards of Excellence:

Sports Programming: [Seattle Kraken Embrace and Support Equity](#)

Election Coverage: [City Inside/Out: Referendum 90](#)

Profile of a Person, Business or Organization: [CityStream – Greg Roth: Cycling with Purpose](#)

Innovative Use of Video: [ONYX Fine Arts Collective & Gallery](#)

Use of Social Media Platforms: Seattle Channel staff

Editing: Seattle Channel staff

Video Journalism: Seattle Channel staff

Awards of Distinction:

Edited Community Event Coverage: [2020 Fallen Firefighter Memorial](#)

Children/Young Adults: [CityStream – Young Women Choreography](#)

Interview/Talk Show: [City Inside/Our: Future of the Seattle Police Department](#)

Election Coverage: [CityStream: Common Power, Fixers & Lessons from the Past](#)

Special Audience: [Celebrate 30 Years of the American with Disabilities Act \(ADA\)](#)

Animal Services: [CityStream Advanced Treatment for Aging Zoo Animals](#)

Arts & Entertainment: [Art Zone with Nancy Guppy](#)

Public Health (COVID) long form: [City Inside/Out – Vexed Over Vaccine](#)

Innovative Use of Video: [CityStream – Canlis Restaurant in Pandemic Times](#)

News Series: [City Inside/Out](#)

Magazine Format Series: [CityStream](#)

Videography: Seattle Channel staff

Overall Excellence: Seattle Channel

Awards of Honor:

Ethnic Experience: [City Inside/Out: Anti-Asian Attacks](#)

Children/Young Adults: [High School Seniors Celebrate Online](#)



**Parks & Recreation:** [Washington Arboretum Park Virtual Tour](#)

**Public Health (COVID) short form:** [Covid Testing Site](#)

**Public Health (COVID) short form:** [Building Trust in BIPOC Communities Battling COVID-19](#)

**Public Health (COVID) long form:** [CityStream – COVID Year in Review](#)

**Profile of a City/County Dept. or Employee:** [CityStream – Seattle Restaurants & Retailers Stepping Out](#)

**Profile of a Person, Business or Organization:** [CityStream – Whim W’Him Contemporary Dance Group](#)

**Public Education:** [Seattle’s Shelter Response During COVID-19](#)

**Best COVID-19 Update/Virtual Production:** [City Inside/Out – COVID-19 Homeless Help](#)



