

memo

**cable division
city of iowa city**

Date: July 16, 2009

To: Iowa City Telecommunications Commission
Fm: Bob Hardy, Acting Cable Administrator
Re: 4th Quarter Report, Fiscal Year 2009

Media Unit

Jerry W. Nixon Production Assistant

The Media Unit production activity for the 4th Quarter of FY09 included 24 new programs produced by staff and 72 imported programs prepped for replay on Channel 4. Eight government bodies and 10 community organizations were provided services. Full-time staff invested 95 hours into field and studio program production assisted by an additional 266 hours of part-time support. An additional 72 edit hours were used for post production. Service support for the City included 23 hours for dub services and 15 hours for Council work session setups. In addition, Media Unit staff continue to provide support for Hoover Library staff in program post production. Currently, cable staff are working to redesign the Cable studio to both increase and improve the diversity of backgrounds available for studio production.

Community Television Service

Ty Coleman Community Programmer

The Community Television Service (CTS) completed the production of a total of 27 programs from April 1st through June 30th of 2009. This quarter's production schedule included a variety of lectures, panel discussions, promotional interviews and PSAs, cooking shows, and concerts. The CTS worked with over 20 non-profit organizations within this quarter, some of them a number of times.

In April, the CTS worked in conjunction with the Cable TV Division's *Community Voice* to produce a short promotional interview program with representatives from the Iowa Center for AIDS Resources and Education (ICARE) to assist them in distributing information about ICARE's upcoming Pancake Breakfast fundraising event. Since this event is traditionally held in the Pedestrian Mall on the Sunday morning of the Iowa Arts Festival, the interview was taped in this same location. Community Voice host Katie Roche conducted the interview while she and the guests worked to make pancakes on an on-set electric griddle. The end result was a short video that presented the important information about the fundraiser while maintaining a fun, festive and more casual feel than one might typically find with an interview program.

In May, the CTS completed the production of a series of short panel discussions that answered the question, "What makes Johnson County a livable community?" The panels focused on topics that included: volunteerism, education, transportation, and housing.

Sponsored by the Johnson County Livable Community for Successful Aging Initiative, the panels were presented to the community in celebration of Older Americans Month.

In June, a Public Service Announcement (PSA) was requested by the City of Iowa City's Summer of the Arts to promote the Friday Night Concert Series. Since the CTS has videotaped the Friday Night Concert Series concerts for a number of years, footage from a great variety of bands was readily available for use in the PSA. The 30-second spot "exceeded my expectations," according to the group's representative, and is being shown on City Channel 4, distributed over Medico's cable TV channels, and played on the local broadcast stations throughout the summer.

Below is a listing of the titles and sponsors for all of the CTS programs completed in April, May, and June of 2009.

MONTH	PROGRAM TITLE	SPONSOR/S
APRIL		
	<i>Finding God at Iowa - This Moment in American History - Tisch Jones</i>	Geneva Campus Ministry
	<i>City of Iowa City Historic Preservation Commission - Virtual Forum 2009</i>	City of Iowa City, Historic Preservation Commission
	<i>Overcoming Barriers with Children's Stories</i>	National Alliance on Mental Illness (NAMI) of Johnson County
	<i>Geneva Lecture Series - Holiness and the Art of Typesetting - What Christian Faith and Graphic Design May Have to Teach Each Other</i>	Geneva Campus Ministry
	<i>Iowa City Hospice - Supporting Individuals and Families Affected by Dementia at the End of Life</i>	AARP of Johnson County
	<i>Causes and Rehabilitation of Hearing Loss - Past, Present, and Future</i>	Johnson County Task Force on Aging
	<i>To Hell With Good Intentions - Reflections on the Consequences of Saving the World</i>	Iowa City Foreign Relations Council
	<i>School Finance 101</i>	Iowa City Area Chamber of Commerce Education Committee
	<i>Winners All - The Experiences of Women in Iowa Sports</i>	Johnson County Historical Society, University of Iowa Athletics Hall of Fame and Museum, Iowa Women's Archives
	<i>ICARE Pancake Breakfast 2009 Promo</i>	MECCA Services, ICARE
	<i>A Taste of Mercy – Show 04 – Tomatoes</i>	Mercy Iowa City
APRIL TOTAL	11 Programs	

MAY		
	<i>Older Americans Month - Johnson County Livable Community For Successful Aging Initiative - Access to Volunteerism Opportunities</i>	Elder Services, Johnson County Livable Community for Successful Aging Initiative Policy Board, Johnson County AARP, Heritage Area Agency on Aging
	<i>LivableCommunity.org</i>	AARP of Johnson County
	<i>Older Americans Month - Johnson County Livable Community For Successful Aging Initiative - Panel Discussions (All Panels Combined)</i>	Elder Services, Johnson County Livable Community for Successful Aging Initiative Policy Board, Johnson County AARP, Heritage Area Agency on Aging
	<i>Life with Riverside Theatre</i>	Johnson County Task Force on Aging
	<i>2009 Friday Night Concert Series - City</i>	City of Iowa City Summer of the Arts

Cable Programming and Interactive Services

Kevin Crawley Interactive Specialist and Programming Supervisor

Interactive Services:

- citychannel4.com received 6,739 visits from 4,320 different visitors, who looked at 12,646 pages. April was our busiest month with 4,589 pages, followed by June and then May.
- Our streaming video pages the busiest single page, with 1933 hits. This was followed by the Channel Lineup page (1313 hits), our home page (1174 hits), and our program schedule (1021 hits). The InfoVision main page was fifth with 798 hits.
- Data from our streaming media provider shows that 4,769 live or saved video streams were accessed during the quarter. Each month showed a slight gain from the previous month (1,486 -> 1,556 -> 727), although the most videos accessed in a single day was 488. That was shortly after the City Manager left in April.

Programming:

- 139 new programs and 14 new PSAs were cablecast during the quarter.
- 73% of programming cablecast was of local origin, 27% of new programming was imported from non-local sources.
- The At Home program has 'spun off' the Mayor's Monthly Notable Non Profit series, and the first 5 of these programs premiered in this quarter.
- Community Voice is also developing a new local interview format series, but none of those programs have been finished as of yet.