

**Cable Division Quarterly Report  
October, November, December 2009**

**Media Unit  
Jerry Nixon**

Production: The Media Unit produced 16 programs covering a variety of subjects this quarter including Fire Safety Week, Video Voter Project, Candidate Forums, Riverfront Crossings, and the Capital Improvement Project meeting.

Imported programs prepared for cable viewing was steady and included 37 local productions from Senior Center Television, the Johnson County Board of Supervisors, the Coralville City Council, the North Liberty City Council and the Herbert Hoover Presidential Library and Museum. Forty-one non-local programs including Vets Visit, Road to Recovery, various NASA programs and several PSAs were also prepared and cablecast.

The next few months will be busy with various projects. Future productions include programs for the Human Rights Division and the League of Women Voters. Also in the works will be informational videos about Iowa City Police Recruitment and Riding the Transit Bus.

Service: In addition to production, the Media Unit also performed multiple service events including 35 dubs for various City departments and individuals and 15 hours of staff time devoted to media setups and consultations for City departments.

**Community Programming  
Ty Coleman**

The Community Television Service (CTS) completed the production of a total of 28 programs from October to December 2009. This quarter's production schedule included lectures, annual meetings and recognition ceremonies, candidate forums, panel discussions, cooking shows, and more. The CTS worked with over 22 non-profit organizations within this quarter, some of them a number of times.

One highlight from this quarter included a community candlelight vigil held in recognition of Mental Illness Awareness Week. The program included remarks from a number of local supporters of mental illness awareness, stories from people who have experienced a mental illness, and statements from family members of people who have died as a result of a mental illness.

A cooking show completed in December featured Johnson County Supervisor Terrence Neuzil as a guest chef. Terrence, along with Executive Chef Ron Hall, prepared a vegetarian chili and a pumpkin-chicken chowder. The program is playing on City Channel 4 leading up to the Super Bowl scheduled for February 7<sup>th</sup>.

Below is a listing of the titles and sponsors for the programs completed in October, November, and December of 2009.

MONTH	PROGRAM TITLE	SPONSOR/S
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<b>OCTOBER</b>		
	<i>Now in Palestine - an Eyewitness Report from Joe Goodner of the International Solidarity Movement</i>	People for Justice in Palestine, UI Antiwar Committee
	<i>Johnson County Initiatives Against Global Warming</i>	Iowa City Area Group of the Sierra Club
	<i>U.S. - Cuba Relations</i>	Iowa City Foreign Relations Council
	<i>Helping Acid Survivors Rebuild Their Lives</i>	Iowa City Foreign Relations Council
	<i>Elder Abuse - How to Recognize It and What Can Be Done About It</i>	AARP of Johnson County
	<i>City Council Candidates Forum</i>	Johnson County Task Force of the Heritage Area Agency on Aging
	<i>Can There Ever Be Peace in Palestine?</i>	Iowa City Foreign Relations Council
	<i>FAIR! City Council Candidate Meet &amp; Greet</i>	Johnson County FAIR!
	<i>New Developments in Psychotherapy for Psychosis</i>	National Alliance on Mental Illness of Johnson County
	<i>History for Lunch - The Museum Curator and the Meskwaki</i>	State Historical Society of Iowa
	<i>2009 Pat Meyer Vision Award</i>	Johnson County Coalition Against Domestic Violence, Johnson County Council of Governments, Domestic Violence Intervention Program, Department of Corrections - Batterer's Education Program
<b>OCTOBER TOTAL</b>	<i>11 Programs</i>	
<b>NOVEMBER</b>		
	<i>Iowa City Area Development Group - 2009 Annual Meeting</i>	Iowa City Area Development Group
	<i>Facing the Crises of Our Times - The UN and the US in the 21st Century</i>	Iowa City Foreign Relations Council
	<i>Understanding How Federal Health Reform Could Affect Iowans 50-Plus</i>	AARP of Johnson County
	<i>Human Rights and National Security</i>	Iowa City Foreign Relations Council
	<i>Socialism is Great! - From Rocket Factory Girl to International Media</i>	Iowa City Foreign Relations Council
	<i>Senior Health Issues</i>	Johnson County Task Force of the Heritage Area Agency on Aging
	<i>The 27th Annual Historic Preservation Awards</i>	Friends of Historic Preservation, Iowa City Historic Preservation Commission, Johnson County Historic Preservation

		Commission
	<i>Mental Illness Awareness Week - Candlelight Vigil</i>	National Alliance for Mental Illness of Johnson County, National Alliance for Mental Illness – UI
	<i>We Refuse To Be Enemies - One Man's Quest for Peace in Palestine-Israel</i>	Palestinian Human Rights Action Network, UI Antiwar Committee
	<i>A Taste of Mercy - Healthy Cooking with Ron Hall and Nancy Carlisle - Show 08 - Healthy Mexican</i>	Mercy Iowa City
	<i>Water In - Water Out - What's the Problem?</i>	League of Women Voters of Johnson County Regional Governance Committee
<b>NOVEMBER TOTAL</b>	<i>11 Programs</i>	
<b>DECEMBER</b>		
	<i>Climate Change and National Security</i>	Iowa City Foreign Relations Council
	<i>A World Free of War</i>	Iowa City Foreign Relations Council
	<i>North Korea and the 6-Party Talks</i>	Iowa City Foreign Relations Council
	<i>The Legacy of 1989: The Fall of the Berlin Wall, 20 Years Later</i>	Iowa City Foreign Relations Council
	<i>Bite into Healthy School Lunches</i>	Physicians Committee for Responsible Medicine
	<i>A Taste of Mercy - Healthy Cooking with Ron Hall and Nancy Carlisle - Show 09 - Winter Soups</i>	Mercy Iowa City
<b>DECEMBER TOTAL</b>	<i>6 Programs</i>	
<b>TOTAL FOR THIS QUARTER</b>	<i>28 Programs</i>	

**Community Voice  
Katie Roche**

This quarter's Community Voice production schedule included PSA's, Promotions and program production including three At Home in Iowa City shows, four Community Voice Shorts, a Mayor's Monthly Notable Non-Profits (MMNPN), and two IC People shows. The Community Voice team worked to maintain a distinct identity for each program and continued to produce one promo per show. PSAs were also produced for insertion into each At Home Program and the general schedule.

The Community Voice continues to maintain an Internet presence posting videos on youtube.com and monitors how online promotions impact on increasing the number of

viewers. To further engage online viewers, Community Voice also used online social networking sites to ask viewers and fans of the shows to submit questions for guests. The response was excellent, with an average of 15 questions submitted per request.

<b>Kind of program</b>	<b>Title/subject</b>
At Home in Iowa City	10-09 Ongoing City Projects Update
At Home in Iowa City	11-09 Police Activities Update
At Home in Iowa City	12-09 Iowa City Public Library
Mayor's Monthly Notable Non-profit	Neighborhood Centers of Johnson County (NCJC)
Short	MECCA: Flood Recovery Grant
Short	All about hair donation
Short	What a load of Craft
Short	Gallery Walk
IC People	Rabbi Avremal and Chaya Blesofsy
IC People	Joseph Patrick
Collaboration	Leaner than Light: Paul Engle, Iowa International Writers Workshop
Promotions	At Home 10-09
Promotions	At Home 11-09
Promotions	At Home 12-09
Promotions	MMNNP NCJC
Promotions	MECCA: Flood Recovery Grant
Promotions	All about hair donation
Promotions	What a load of Craft
Promotions	Rabbi Avremal and Chaya Blesofsy
Promotions	Joseph Patrick
Promotions	Gallery Walk
PSA	Police Department Online
PSA	Iowa City Public Library Online
PSA	MECCA Services, how to contact

## **Programming and Interactive Services**

### **Kevin Crawley**

#### Interactive Activity

Interactive activity for this quarter was significant. The website citychannel4.com received 6,546 visits from 4,300 different visitors, who looked at 12,076 pages. The Mediacom channel lineup page was again the most popular, with 2,268 hits, followed by our streaming video page (1,092 hits), our interactive program schedule (961 hits), and Mediacom cable rates (706 hits).

#### Channel 4 Programming

139 new programs and 21 new PSAs were cablecast during the quarter including:  
 96 local programs totalling 99 hours and 40 minutes  
 29 imported programs totaling 13 hours and 21 minutes  
 Imported programming represented 25% of total program count, but less than 12% of hours cablecast.