

## City of Iowa City cable television administrator

---

April 19, 2010

TO: The Iowa City Telecommunications Commission  
FM: Bob Hardy, Cable Television Administrator  
RE: 3rd Quarter Report FY 2010

The follow are the reports of the Units of the Cable Television Division.

### **Video Programming and Interactive Services Kevin Crawley**

**City Channel 4** cablecast 133 new programs and 35 PSAs during this quarter. Of these, 109 programs were locally produced, and 24 were imported. Of the PSAs, 14 were locally produced, and 21 were imported.

**Citychannel4.com** received 6,709 hits from 4,393 visitors, who looked at 11,891 pages. The Mediacom channel lineup page was again the most popular, with 2,181 hits, followed by our streaming video page with 1,452 hits, our interactive program schedule with 951 hits, and Mediacom cable rates at 791 hits.

Our third party streaming video service, Earth Channel, reports that our live stream was accessed 772 times, and our on demand streams were accessed 5,727 times.

#### **Significant accomplishments this quarter:**

In February, the video playback system was upgraded to StarrDeck 9. This software was developed in-house and continues to use our existing FileMaker Pro database for scheduling control. The new software was co-developed by Kevin Crawley and J.J. Starr, using perl, javascript, applescript and some objective C. To date, the new software has been very stable.

The streaming video page on **City Channel 4.com** was completely revamped. The new interface makes it much easier to update our video database, and it is also easier for users to find available streaming videos. We also increased the size of the playback window for both live and on-demand streaming videos.

In February, the Interactive Unit assisted the City of Coralville's Cable TV unit in setting up their new streaming video page and in integrating their in-house program schedule with Coralville's new website.

### **Media Unit Jerry Nixon**

The Media Unit of the Cable TV Office produced programming for five government departments from January through March of this year. Productions for government organizations included 6 Iowa City Council Meetings, 1 Iowa City Council Budget meeting (an eight hour event), a JCCOG Urbanized Area Policy Board Meeting, a Southeast District Central Planning Meeting, and 2 programs for the Iowa City Human Rights Commission. The Media Units short program series "Sights and Sounds" also produced several update programs on the Flood Mitigation process.

The Media Unit also produced 2 political programs for the League of Women Voters including a State Legislative Forum and a Johnson County Board of Supervisors Candidate Forum related to the vacated Board seat. In addition, the Unit produced two "Video Voter Project" candidate statement videos related to the Supervisor election.

A significant responsibility for the Unit is program preparation for playback on Channel 4. Imported programs prepared for cablecast included 16 local government meetings of the Johnson County Board of Supervisors, Coralville City Council and North Liberty City Council. The Unit also received and prepared 53 programs from a variety of on-going local sources and outside series providers including Senior Center Television and the Herbert Hoover Library, the White House Chronicles, Army News, Vets Visit on TV, Perils for Pedestrians, and Road to Recovery. An additional 28 PSAs received from various sources were also prepared.

Unit service activities included set-up of Iowa City City Council work-sessions and special meetings and consultation on installation of a telephone access system for meetings held in Harvet Hall.

## **Community Television Service Ty Coleman**

The Community Television Service (CTS) completed the production of 26 programs from January through March 2010. This quarter's production schedule featured lectures, candidate forums, informational presentations, recognition ceremonies, panel discussions, cooking shows, and more. The CTS worked with over 20 non-profit organizations within this quarter, some of them a number of times.

In January, the CTS worked with the Community Foundation of Johnson County for the first time. This organization pools and manages endowment funds for local non-profit organizations, distributing them in order to benefit the greater community. The CTS was asked to cover the Community Foundation's annual Grant Awards program in which checks totaling over \$100,000 were handed out to over 47 area non-profit groups. The program also featured a keynote presentation by Iowa City Mayor Matt Hayek.

Another noteworthy program produced by the CTS during this quarter was one entitled, "PrairieInsight." The program was collaboration between International Programs at the University of Iowa, Prairie Lights Books, and the Community Television Service, and featured an interactive, community discussion about the topic of internationalization. Guest panelists included: Downing Thomas, Associate Provost and Dean of UI International Programs; Terry Boles, Associate Professor in management and organizations and Director of the Institute for International Business, Tippie College of Business; John Rapson, Professor of Music and Director of Jazz Studies in the School of Music in the UI College of Liberal Arts and Sciences (CLAS); Mark Ginsberg, art dealer, owner of two jewelry galleries in Iowa, and well-known in the community for more than two decades of committed activism in the arts; Robin Paetzold, Director of Global Programs at the UI Carver College of Medicine; and Nicholas Johnson, an Iowa City native, global traveler, former FCC Commissioner, and telecommunications and computer policy specialist who currently teaches at the University of Iowa College of Law.

Below is a listing of the titles and sponsors for the programs completed in January, February, and March of 2010.

<b>JANUARY</b>	<b>6 Programs</b>	
<i>Johnson County Legislators - Getting Ready for the 2010 State Legislative Session</i>		AARP of Johnson County
<i>Sierra Club County Supervisor's Candidate Forum of January 6</i>		Iowa City Area Group of the Sierra Club
<i>Johnson County Board of Supervisors Candidates Forum</i>		Johnson County Task Force on Aging
<i>The Community Foundation of Johnson County - Annual Grant Awards Luncheon Program</i>		Community Foundation of Johnson County
<i>Neighborhood-University Partnerships - Miller-Orchard and Beyond</i>		Obermann Center for Advanced Studies, City of Iowa City
<i>2010 Agribusiness - Bioscience Breakfast Series - How Wealth Transfer Affects You</i>		Iowa City Area Chamber of Commerce Agribusiness / Bioscience Committee
<b>FEBRUARY</b>	<b>12 Programs</b>	
<i>Schools in Need of Assistance - Panel Discussion</i>		Iowa City Area Chamber of Commerce Education Committee
<i>The Older Iowans Legislature</i>		AARP of Johnson County
<i>The Heritage Area Agency on Aging</i>		Johnson County Task Force on Aging
<i>Intensive Directed Nutrition, Neuromuscular Electrical Stimulation, &amp; Secondary Progressive Multiple Sclerosis</i>		Community Mental Health Center for Mid-Eastern Iowa
<i>A Taste of Mercy - Healthy Cooking with Ron Hall and Nancy Carlisle - Show 10 - Turkey Tenderloin</i>		Mercy Iowa City
<i>The Ponseti Legacy - Remembering the UI Pioneer in Clubfoot Treatment</i>		Iowa City Foreign Relations Council
<i>Prairie InSight - The World's Our Stage - Why Internationalization</i>		International Programs at the University of Iowa
<i>Modern Physics and Ancient Faith</i>		Geneva Campus Ministry
<i>Jesus Journalism in Occupied Palestine: A Report-Back from an International Solidarity Activist</i>		People for Justice in Palestine, UI Antiwar Committee
<i>Iowa City Area Chamber of Commerce Annual Banquet 2010</i>		Iowa City Area Chamber of Commerce Agribusiness / Bioscience Committee
<i>Emma Goldman Clinic 2010 Choice Dinner Program</i>		Emma Goldman Clinic
<i>What's Going on in Germany - Repercussions of the Recent General Elections</i>		Iowa City Foreign Relations Council
<b>MARCH</b>	<b>9 Programs</b>	
<i>Assistive Technology - Help for Older Drivers and Passengers</i>		AARP of Johnson County
<i>2010 Agribusiness - Bioscience Breakfast Series - The Economic</i>		Iowa City Area Chamber of Commerce

<i>Impact of Agriculture in Iowa</i>	Agribusiness / Bioscience Committee
<i>A Taste of Mercy - Healthy Cooking with Ron Hall and Nancy Carlisle - Show 11 - Portabella Mushrooms</i>	Mercy Iowa City
<i>Understanding Human Trafficking as a Global Concern - An Insight into the North West Region of Cameroon</i>	Iowa City Foreign Relations Council
<i>Manville Heights' Architectural and Historic Resources</i>	Iowa City Historic Preservation Commission, Manville Heights Neighborhood Association
<i>Court Ordered Hospitalization in Johnson County</i>	National Alliance on Mental Illness (NAMI) of Johnson County
<i>Food for Thought</i>	Johnson County Task Force on Aging
<i>WorldPrairie - Islam in the World</i>	International Programs at the University of Iowa
<i>UniverCity Neighborhood Partnership - Informational Presentation</i>	Northside Neighborhood Association, City of Iowa City Urban Planning

**Community Voice Katie Roche**

Community Voice production efforts included PSA's, At Home in Iowa City, Community Voice Shorts, Notable Non-Profits (formerly Mayor's Monthly Notable Non-profits), and IC People. The Community Voice team worked to maintain a distinct identity for each program and continued to produce one promo per show as well as one PSA for insertion into each At Home Program, which can later be cablecast separately. Community Voice accomplished monthly production goals for this quarter.

Community Voice videos continue to be posted on youtube.com. Staff continues to monitor how online promotions impact on increasing the number of viewers. In its ongoing collaboration with Coralvision, Katie Roche was called on to interview State Rep. Dave Jacoby before and after the yearly legislative session.

<u>Title</u>	<u>Sponsor/Guest</u>
1. At Home in Iowa City	At Home in Iowa City 1-10
2. At Home in Iowa City	At Home in Iowa City 2-10
3. At Home in Iowa City	At Home in Iowa City 3-10
4. Notable Non-profit	Big Brothers Big Sisters of Johnson County
5. Notable Non-Profit	Free Medical Clinic
6. Community Voice Short	Friends of ICPL Foundation
7. Community Voice Short	2010 Census
8. Community Voice Short	Iowa Cultural Corridor Alliance Icky Award
9. IC People	Curfew ordinance
10. IC People	Joe Patrick
11. IC People	Tanya English
12. PROMO	Karen Kubby
13. PSA	Free Medical Clinic
14. PROMO	Activity Guide
15. PROMO	Tanya English
16. PSA	Joseph Patrick
17. PSA	Census long
18. PSA	Census short
19. PROMO	Iowa Cultural Corridor Alliance
20. PSA	Snow Emergency
21. PROMO	At Home in Iowa City 1-10
22. PROMO	At Home in Iowa City 2-10
23. PROMO	At Home in Iowa City 3-10
24. PROMO	You're watching City Channel 4
25. PROMO	At Home In Iowa City
26. 2010 Legislation Preview	Dave Jacoby Interview