

## **cable division city of iowa city**

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Date: October 19, 2009

To: Iowa City Telecommunications Commission  
Fm: Robert Hardy, Cable Television Administrator  
Re: First Quarter Report, Production and Programming FY 2010

The following is a compilation of reports on production, programming and interactive activities of the Units of the Cable Division submitted for the 1st quarter of fiscal year 2010.

### **The Media Unit Jerry Nixon**

During the first quarter, the Media Unit either produced or prepared 32 government meeting programs and 33 general programs for playback on cable Channel 4. In addition to City meetings, the Unit was responsible for program production that included the weekly Market Music performances at the Farmer's Market, the Mayor's Youth Empowerment Program, the Video Voter Project's "Meet the Candidates" series for the school board election, the city council primary and currently for the upcoming city council election in November. In addition, two new "Sights and Sounds" short programs, the "Hazard Mitigation Program" and "Sand in the City" were produced to help keep residents informed about current activities and services of the City. Also produced was the annual CDBG 2009 Celebration, back this year after having been cancelled last year due to the flood. Finally, 47 dubs were produced for individuals and city departments.

Currently on the Media Unit's schedule are such future events and programs that include this year's Fire Safety Week program, several candidate forums, the upcoming Human Rights Awards Breakfast, and a Herbert Hoover Library program on Iowa.

In addition to program production, the Media Unit has, with the staff of the CTS and Community Voice, been involved in the reworking of the Channel 4 studio including significant changes in the lighting set-up and redesigning the space to accommodate, and store, multiple sets.

### **Community Television Service TY Coleman**

The Community Television Service (CTS) completed the production of a total of 39 programs from July 1<sup>st</sup> through September 30<sup>th</sup> of 2009. This quarter's production schedule included a variety of panel discussions, concerts, cooking shows, promotional programs and PSAs, and lectures and presentations. The CTS worked with over 20 non-profit organizations within this quarter, some of them a number of times. Some production highlights include:

in July, the CTS covered a panel program sponsored by the Iowa City Area Chamber of Commerce that featured information geared towards business owners as well as staff and members of community organizations who are interested in getting covered by local media outlets. Panelists provided useful tips for improving an organization's chances at receiving effective media attention.

In August, the Mercy Hospital Foundation sponsored an annual event that featured a panel of local physicians who present information about current cancer research and treatments. The CTS has videotaped a series of these community programs over the years, which have included topics such as skin cancer, colon cancer, breast cancer, and more. In the past, the Mercy

Hospital Foundation has reported a high level of interest in these programs and has received many calls from viewers who want to re-watch the programs on TV or want to obtain DVD copies.

In September, the Iowa City and Coralville Convention and Visitors Bureau asked the CTS to videotape the unveiling of Hayden Fry Way, also known as 1<sup>st</sup> Avenue, in Coralville. The event, which was held as part of the 2009 FRY Fest activities, honored former Head Coach Hayden Fry as Iowa's most successful football coach by revealing the signs that will identify the newly co-named street. The program included remarks from a number of local community leaders as well as comments from Iowa's Secretary of Agriculture, Bill Northey, and former broadcaster Ron Gonder. The guest of honor, Hayden Fry, was also invited to speak and recalled several memorable moments from his time in Iowa City.

A list of CTS program titles for this quarter is attached at the end of this report.

### **Community Voice project Katie Roche**

This quarter's Community Voice production schedule included PSAs and production of monthly programs including, "At Home in Iowa City", "Community Voice Shorts", and "The Mayors Monthly Notable Non-Profits." In addition, further production and development efforts were accomplished for the new program series "IC People".

Community Voice staff also worked with Mayor Regenia Bailey and the Housing Authority Division to produce a program explaining the Division's operations and services.

One highlight this month was that a number of persons and organizations that have been subjects of Community Voice programs have chosen to post these videos on their websites. Cheeni Rao, the subject of the 2<sup>nd</sup> episode of IC People has posted all four parts of his episode on his website monkeysandjunkies.com. The Women's Resource and Action Center asked for help getting the four Mayor's Monthly Notable Non-profit pieces up on their newly launched website, making the videos central to the visitor's experience. Landlocked Film Festival, Iowa Friends of Old Time Music and the JCCOG also posted links or video interfaces on their websites.

The Community Voice continues to post videos on youtube.com. Staff continues to monitor how online promotions impact on increasing the number of viewers. Unfortunately Youtube.com has locked our number count so a clear picture of actual views is no longer available.

Promotions continue to be central to the Community Voice. We are now going to be producing one promo for every show completed in the next quarter. This CV promotion will air individually and also be packaged with a similar CTS promotion.

This quarter marked the completion of the new At Home In Iowa City studio set.

A list of Community Voice program and promotional titles for this quarter is attached at the end of this report.

### **The Community Television Group Promotional project**

Over the last few months the Cable Division has been producing a series of PSAs highlighting local cable access providers. Using the tag line, "Community Access, it's your television!," these 30 second pieces focus on the variety and purpose of local stations and persons who produce local programming. As of last week with the completion of 3 PSAs for the public library, 14 PSAs are now available and also include the Senior Center, Public Access and the City's video and interactive services. A collection is currently being put together for release on the local Mediacom

system. Though supervised by Bob Hardy and Ty Coleman, these PSAs have been produced and edited by Mary Bryant, senior part-time staff person.

### **Programming and Interactive Service Kevin Crawley**

City Channel 4 presented 140 new programs and 26 new PSAs during the quarter. Of these, 80% were of local origin. Interactive video program viewing data provided by our streaming media service reports that 5,260 live or saved video streams were accessed during the quarter, an increase from 4,769 streams accessed the previous quarter. July was low, with a 708 streams growing during the quarter to a new record high of 3,010 streams in September. The most-watched streams were Iowa City City Council meetings.

Our web page, citychannel4.com, received 7,691 visits from 4,920 different visitors, who looked at 15,926 pages. The Mediacom channel lineup page was most popular, with 2,670 hits, followed by our streaming video page (1,440 hits), Mediacom cable rates (1,015), InfoVision (856 hits) and our interactive program schedule (also 856 hits).

### **Report of CTS Programs Completed from July 2009 – September 2009**

Below is a listing of the titles and sponsors for all of the CTS programs completed in July, August, and September of 2009.

<b>MONTH</b>	<b>PROGRAM TITLE</b>	<b>SPONSOR/S</b>
<b>JULY</b>		
	<i>2009 Friday Night Concert Series - Jazz Camp Combos</i>	City of Iowa City's Summer of the Arts
	<i>The Arc of Southeast Iowa 52nd Annual Awards Banquet Program</i>	The Arc of Southeast Iowa
	<i>Irving B. Weber Days 2009</i>	Johnson County Historical Society
	<i>'Are You Newsworthy? Media Experts Offer Inside Tips to Garner Public Relations for Your Business or Organization</i>	Iowa City Area Chamber of Commerce
	<i>Submerged - City High Students' Flood Narratives</i>	Johnson County Historical Society
	<i>Thanksgiving in July 2009</i>	Johnson County Crisis Center, Mercy Iowa City
	<i>50-Plus Employment Workshop: Panel Discussion</i>	Johnson County Livable Community for Successful Aging Initiative Employment Committee, Johnson County AARP, Iowa City Area Development Group, Iowa Workforce Development, Elder Services, Kirkwood Community College
	<i>2009 Friday Night Concert Series - Euforquestra</i>	City of Iowa City's Summer of the Arts
	<i>NAMI of Johnson County - 2009 Walk Celebration</i>	National Alliance on Mental Illness (NAMI) of Johnson County
	<i>A Taste of Mercy - Healthy Cooking with Executive Chef Ron Hall and Registered Dietitian Nancy Carlisle - Show 06 - Fresh Vegetables</i>	Mercy Iowa City
	<i>2009 Friday Night Concert Series - B.F. Burt and the Instigators</i>	City of Iowa City's Summer of the Arts
	<i>Iowa City Foreign Relations Council 25th Anniversary Celebration</i>	Iowa City Foreign Relations Council
	<i>Economics of Liberty</i>	Johnson County Campaign for Liberty
	<i>2009 Friday Night Concert Series - Blue Cat Alley</i>	City of Iowa City's Summer of the Arts
<b>JULY</b>		
<b>TOTAL</b>	<i>14 Programs</i>	

<b>MONTH</b>	<b>PROGRAM TITLE</b>	<b>SPONSOR/S</b>
<b>AUGUST</b>		
	<i>Iowa and Internationalization</i>	Iowa City Foreign Relations Council
	<i>Nonviolent Resistance in Palestine: A Michigan Peace Team Report</i>	People for Justice in Palestine
	<i>2009 Friday Night Concert Series - Dennis McMurrin and the Demolition Band</i>	City of Iowa City's Summer of the Arts
	<i>UIHC's Psychiatric Services for Children and Teens featuring The Circle of Courage School</i>	National Alliance on Mental Illness (NAMI) of Johnson County
	<i>A Taste of Mercy - Healthy Cooking with Ron Hall and Nancy Carlisle - Show 07 - Fresh Berries</i>	Mercy Iowa City
	<i>2009 Landlocked Film Festival PSA</i>	Landlocked Film Festival
	<i>2009 Friday Night Concert Series - New Beat Society</i>	City of Iowa City's Summer of the Arts
	<i>2009 Amish Harvest Tour to Cure Cancer PSA</i>	Bicyclists of Iowa City
	<i>2009 Friday Night Concert Series - Burlington Street Bluegrass Band</i>	City of Iowa City's Summer of the Arts
	<i><sup>2</sup>Focus on Leading Edge Cancer Treatments: Hear from the Doctors</i>	Mercy Hospital Foundation
	<i>2009 Friday Night Concert Series - Orquesta Alto Maiz</i>	City of Iowa City's Summer of the Arts
	<i>Iran: Internal Conflict, International Implications</i>	Iowa City Foreign Relations Council
<b>AUGUST TOTAL</b>	<i>12 Programs</i>	
<b>SEPTEMBER</b>		
	<i>2009 Friday Night Concert Series - Rod Pierson and His Not So Big Band</i>	City of Iowa City's Summer of the Arts
	<i>Beyond Mental Health: Care for the Heart</i>	National Alliance on Mental Illness (NAMI) of Johnson County
	<i>United Way of Johnson County - 2009 Campaign Kickoff</i>	United Way of Johnson County
	<i>AARP of Johnson County - Housing Summit</i>	AARP of Johnson County
	<i>2009 Friday Night Concert Series - Public Property</i>	City of Iowa City's Summer of the Arts
	<i>Johnson County Task Force on Aging - September 2009 - Unmet Needs in Johnson County</i>	Johnson County Task Force of the Heritage Area Agency on Aging
	<i><sup>3</sup>FRYfest 2009 - Hayden Fry Way Unveiling Ceremony</i>	Iowa City and Coralville Area Convention and Visitors Bureau
	<i>2009 Friday Night Concert Series - The Beaker Brothers</i>	City of Iowa City's Summer of the Arts
	<i>Nuclear Threats and National Security - The Challenge of Proliferation</i>	Iowa City Foreign Relations Council
	<i>50-Plus Employment Workshop - Part 2a</i>	Johnson County Livable Community for Successful Aging Initiative Employment Committee, Johnson County AARP, Iowa City Area Development Group, Iowa Workforce Development, Kirkwood Community College
	<i>50-Plus Employment Workshop - Part 2b</i>	Johnson County Livable Community for Successful Aging Initiative Employment Committee, Johnson County AARP, Iowa City Area Development Group, Iowa Workforce Development, Kirkwood Community College
	<i>A New Model of Diagnosing Personality Disorder in DSM-V</i>	National Alliance on Mental Illness (NAMI) of Johnson County
	<i>Johnson County Livable Community for Successful Aging – Annual Progress and Planning Event</i>	Johnson County Livable Community for Successful Aging Initiative
<b>SEPTEMBER TOTAL</b>	<i>13 Programs</i>	

**Community Voice: Report of Programs Completed from July 09 - September 09**

<b>Kind of program</b>	<b>Title/subject</b>
1. At Home in Iowa City	07-09 Sharrows and Bike Friendly City
2. At Home in Iowa City	Newcomers show
3. Mayors Monthly Notable Non-profit	Landlocked Film Festival
4. Short	Creekside Neighborhood Mural
5. Short	Court Hill Trail
6. Update	Iowa Women's Music Festival for 2009
7. Update	Iowa Friends of Old Time Music's Fiddlers Picnic
8. IC People	Patti Z
9. IC People	Cheeni Rao
10. Promotions	Weekly update 8/10/09
11. Promotions	Weekly update 8/26/09
12. Promotions	PSA Sharrows
13. Promotions	PSA vote oct 6 2009
14. Promotions	PSA expired meter fines
15. Promotions	PSA vote nov 3 2009