

**Date:** December 18, 2017

**To:** The Iowa City Telecommunications Commission

**From:** Ty Coleman, Media Production Services Coordinator, City of Iowa City Cable TV Office

**Re:** City of Iowa City Cable TV Office report for the December 2017 meeting

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### **Media Production Services**

Provided by Jack Brooks, Special Projects Assistant and Ty Coleman, Media Production Services Coordinator

#### Recent production activities:

- Recorded a panel discussion featuring the mayors of Cedar Rapids, Waterloo, Iowa City, and Madison, Wisconsin.
- Captured lectures of the Iowa City Foreign Relations Council on topics including the claim and management of maritime conflicts since 1900, the economic and political challenges in Brazil, and house crows in India.
- Shot and produced five episodes of *Iowa City Update*. Topics included Holiday Thieves' Market, firework restrictions, energy audits, Citizens Police Academy, and recycling christmas trees/lights.
- Created a December edition of *Iowa City In Focus*. Topics included single stream recycling, corrugated cardboard ban, and Know Your Neighborhood – Goosetown.
- Produced "Bike Shorts" PSA on how to properly lock a bike.
- Created PSA on donations needed for the Iowa City Animal Services after impounding 200+ birds during an animal welfare investigation.

#### Upcoming productions:

- The annual show choir benefit concert for the Greater Iowa City Area Student Scholarships non-profit organization.
- FY2019 City budget overview presentation.
- Continue producing weekly *Iowa City Update* program.
- *Iowa City In Focus* for January will include a feature on new City Council member Mazahir Salih, new rental permit requirements, and snow emergency rules.

### **Programming and Interactive Services**

Provided by Kevin Crawley, Communications Technician

#### Recent and Upcoming Projects

My West High volunteer web developer has been a great help on the new website project, and I've been having a great time writing the new supporting code. We are hoping for a launch date just after the start of the new year. I spent some time working with City staff and a third-party vendor who will be supplying a new council meeting agenda and packet management system to ensure that system will work with our current Council video playback system. The City's new email system is requiring new coding changes to our Event Request Form and our Snow Emergency crawl switch, so I'll be working on that in the near future.

#### Website:

In November, we had 2,883 users access 6,316 pages in 4,063 sessions. Our most popular pages were Mediacom's channel lineup, our Meet The Candidates page, Mediacom's cable rates, our video page, our home page, and Ryan Hall's Meet The Candidates video playback page (followed closely by Kingsley Botchway and Angela Winnike's pages).

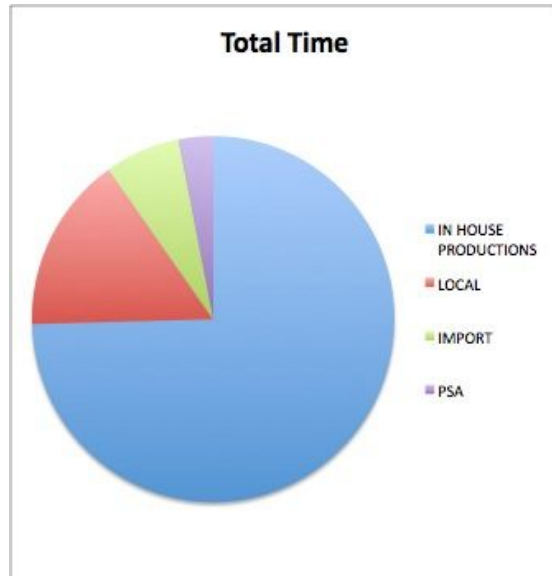
Our old streaming media provider reports 6,006 total hits, which includes 3,711 Events (player window was loaded), 55 Sessions (media was played), and 1,055 OnDemand Hits (media was

scrubbed or index point was clicked). 984 podcasts were downloaded, and our HQ media was accessed 199 times. Our live stream was accessed 2,168 times -- 1,870 of which were accesses of less than one minute.

On YouTube, we had 8,990 video views account for 28,546 minutes (475 hours and 46 minutes) of watch time. We added 27 subscribers, bringing our total subscribers up to 250. Our most watched videos by views were the Unity Potluck and Mazahir Salih's Meet the Candidate video, the *Welcome to Iowa City!* video, the Iowa City Update episode on the Gateway Project and the Ashton House video tour, while the most watched videos by time were the Unity Potluck and Meet the Candidate video (both featuring Mazahir Salih), University Heights City Council Candidates Forum, the November 7th meeting of the Iowa City City Council, our *Welcome to Iowa City!* video, and the Black Entrepreneurs Roundtable. One notable statistic is that a record 28% of our traffic was from outside the United States, with significant traffic from Saudi Arabia, Sudan, the UK and Australia.

Programming:

We cablecast 147 programs produced in-house 817 times for 561 hours of programming, 31 locally-produced (DITV, Senior Center, Hoover Library, Task Force on Aging, JC Board of Supervisors, Coralville, North Liberty and University Heights) programs 98 times for 99 hours of programming, and 20 imported programs 62 times for 27 hours of programming. We also showed 95 PSAs 1179 times for 27 hours of programming.



## **Programs Completed by the Cable TV Office in November 2017**

- 2017 Pat Meyer Vision Awards
- Iowa City Foreign Relations Council Presents
  - The UN is Our Greatest Hope for the Future
  - Venezuela in Crisis
  - Mediation to End Civil Wars: Assembling the Dream Team
  - Immigration Hits Home: How New Immigration Policies Affect Iowa City and How Iowa City is Responding
- Iowa City Book Festival 2017 Panel Discussions
  - A Sense of Place
  - Writing as Recovery
  - Who Do You Read?
  - Politics
- Iowa City In Focus: November 2017
  - Featured stories:
    - Building Trades Apprenticeship Programs
    - Flood buyout program
    - Know Your Neighborhood - College Green
    - Bike Shorts: using hand signals
- Iowa City Update
  - Gateway Project Update
  - 48 Hour Parking
  - Small Business Saturday
  - 2017 Holiday Thieves' Market
- 34th Annual Human Rights Awards Breakfast
- A Clean Slate - Everyone Deserves a Fair Chance, Part 2
- Metropolitan Planning Organization of Johnson County Urbanized Area Policy Board Meeting of November 15, 2017
- Fire Prevention Week 2017 - Fire Safety Performance at Alexander Elementary
- If I Were Mayor Essay Contest 2017 Promo
- Iowa City City Council Meeting
  - November 6, 2017
  - November 21, 2017
- Iowa City City Council Work Session
  - November 6, 2017
  - November 21, 2017
- Climate Action and Adaptation Plan - Public Input Meeting - November 2017
- Council Economic Development Committee Meeting of November 27, 2017