

**Date:** January 18, 2018

**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 January 2018 ICTC meeting

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### **Media Production Services**

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

#### Recent production activities:

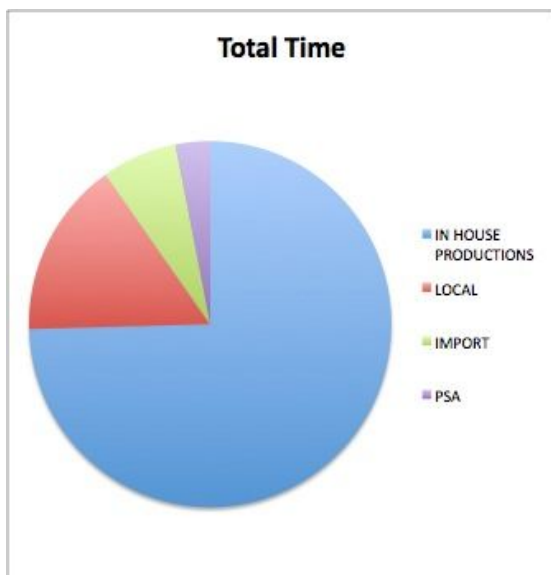
- Recorded portions of the City Council budget work sessions, including an overview and highlights of the proposed FY2019 budget as well as presentations on proposed capital improvement projects.
- Coverage of the regular meetings and work sessions of the City Council.
- Taking portraits of IC Fire Department staff for internal purposes.
- We've started the spring Iowa City Foreign Relations Council program series.
- Recorded the annual Historic Preservation Awards program, recognizing home owners, contractors, craftspersons, consultants, and community organizations who have completed historically appropriate projects.
- Shot and produced four episodes of *Iowa City Update*. Topics included Christmas Tree Collection, Cardboard Ban, Rec Center Renovations, and the new Public Information Officer.

#### Upcoming productions:

- City Council meetings.
- Iowa City Foreign Relations Council lectures.
- A legislative forum, sponsored by the League of Women Voters of Johnson County.
- The annual Preucil School of Music string concert at Hancher.
- Continue producing weekly *Iowa City Update* program.
- The next *Iowa City In Focus* will include a feature on new City Council member Mazahir Salih, new rental permit requirements, and snow emergency rules.

### **Programming and Interactive Services**

Submitted by Kevin Crawley, Communications Technician



#### Recent and Upcoming Projects:

My West High volunteer web developer is still working on the new website project, but our holiday schedule hasn't left me a lot of time to work on my parts. I now hope to have it online by the end of January. I have reworked our Event Request form and our Snow Emergency crawl switch to work with the City's new email filter. We've retired our old phone-activated switch, which allowed the Johnson County Board of Supervisors to go live on our channel for their once-a-month live cablecast, and replaced it with an internet-based solution. I can trigger it remotely right now, but I'll need to write some new code to allow Johnson County staff to access it without security problems. On the scheduling front, we programmed our traditional Music Marathons for the Christmas and New Year's

Holidays, programming chamber and choral music on Christmas, and all of our Friday Night and Market Music concerts on New Year's Eve/Day.

Website:

In December, we had 2,021 users access 3,908 pages in 2,877 sessions. Our most popular pages were Mediacom's channel lineup, Mediacom's cable rates, our video page, our home page, our program schedule page, and our bandwidth troubleshooting page.

Our old streaming media provider reports 5,653 total hits, which includes 3,996 Events (player window was loaded), 51 Sessions (media was played), and 422 OnDemand Hits (media was scrubbed or index point was clicked). 1049 podcasts were downloaded, and our HQ media was accessed 132 times. Our live stream was accessed 1,854 times, but only 9% of those were accesses were for periods of more than one minute.

On YouTube, we had 5,734 video views account for 21,940 minutes (365 hours and 40 minutes) of watch time. We added 22 subscribers, bringing our total subscribers up to 250. Our most watched videos by views were the Unity Potluck video, the Welcome to Iowa City! video, the latest Geneva Lecture Series presentation, our Iowa City Update episodes about the Landfill Cardboard ban, Rec Center renovations, rental permit policies, and the Animal Center Bird rescue, while the most watched videos by time were the latest Geneva Lecture Series presentation, the Unity Potluck video, our Iowa City Update episode about rental permit policies, January 2 City Council meeting, and the Welcome to Iowa City! video. For the second month in a row, 28% of our traffic was from outside the United States, with other traffic from Canada, the UK, Saudi Arabia, and Germany.

Programming:

We cablecast 169 programs produced in-house 868 times for 580 hours of programming, 33 locally-produced (DITV, Senior Center, Hoover Library, Task Force on Aging, JC Board of Supervisors, Coralville, North Liberty and University Heights) programs 96 times for 103 hours of programming, and 25 imported programs 68 times for 31 hours of programming. We also showed 99 PSAs 1248 times for 26 hours of programming.

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

- City High School Fall Choir Concert
- Iowa City Area Chamber of Commerce - A Toast to Our Communities Breakfast Program 2017
- Onward Christian Warriors: Evangelical Masculinity and the Rise of Donald Trump
- Iowa City City Council Meetings
  - December 19, 2017
  - December 5, 2017
- Iowa City City Council Work Sessions
  - December 5, 2017
  - December 19, 2017
- Iowa City Foreign Relations Council Presents
  - Chasing Urban Crows in India: A Fool's Errand to Mend an Environmental Crisis?
  - Patterns of Maritime Conflicts, 1900-2010
  - The Economic and Political Challenges Confronting Brazil
- Iowa City In Focus - December 2017
  - Topics included:
  - Single stream recycling
  - Corrugated cardboard ban from the landfill
  - Know Your Neighborhood: Goosetown
- Iowa City Update episodes
  - Birds Rescued
  - Christmas Tree Collection
  - Energy Audits
  - Fireworks Restrictions
- Panel discussion: A Mayor's Perspective: What Four Mayors Have Learned Over the Past Year
- Promos and bumpers for City Channel 4's music marathons
- Women's Leadership Conference 2017
  - Implicit Bias in the Judicial System
  - Our Unconscious Contribution to Systemic Inequities
  - The Urgency of Cultural Humility
- Shorts:
  - The Johnson County Crisis Center
  - Animals Services seeks donations after rescuing 200+ birds
  - Christmas Tree Collection
  - Bike Shorts: How to properly lock your bike

**Watch these and other City Channel 4 programs at [www.citychannel4.com/video](http://www.citychannel4.com/video) or subscribe to our YouTube channel at [www.youtube.com/citychannel4](http://www.youtube.com/citychannel4).**