

9:00 – 10:30 (1 hour 30 minutes)

Telling Your Channel's Story: selling your product

Jennifer...opening remarks...participation

SHOW: Baxter Black (Dan: set the scene after i.e. Sonoran Style, all day shoot, hours to produce)

J: Is this a story you would do for your channel? Why not?

D: Who has one of these - Emmy Award?

- How many? What for?

J: Who doesn't have one of these? Who would like one? This is yours for the day!

- I promised Dan I wouldn't brag...but...Every production person on my staff has an Emmy!

SHOW: Roger Clyne and the Peacemakers (Jennifer set the scene-two for one production The Beat/SS)

D: Is this a story you would do for your channel? Why or why not?

- *"Find someone who can tell their story better than you can" Don Hewitt*

J: Who in here has one of these - Overall Excellence in Programming Award?

- Where are you from? Great work! Who else?

D: Who in here doesn't have one of these? Who would like one? This is yours for the day!

SHOW: The Mission (Dan set the scene)

J: Is this a story you would do for your channel? Why? Why not?

D: Who in here has one of these – Oscar award? We don't have one of these either...but...maybe some day!

J: Do you think we are bragging when we talk about awards?

- How do you know if you are successful?
- Who tells you if you're successful?
- These awards...they're just a tool...but a very important tool in telling your channel's story
- You need to tell everyone...M&C awards presentations/press releases etc.

D: We entered and entered awards for years with no success...It wasn't until we decided we needed to know the "who, what and why" of winning awards...that we started winning awards. We became a student of awards. We researched. We judged. We asked for you all to send us your stuff.

- There is no such thing as success in a vacuum

J: *"To be a television producer...you need to be a television watcher"* Don Hewitt (Creator of 60-minutes/Executive Producer)

SHOW: Happy (J: set the scene...photog 1-man band REC 365, couple hours shoot, day to edit)

D: Is this a story you would do for your channel? Why? Why not?

- TODAY...we would like you to think about expanding your concept of what a government station should look like...
- Phoenix meeting example

J: Seattle example...ArtsZone (Beth Hester)

- We are not saying don't program your channel according to your M&C and communities priorities
- We serve at the pleasure of the M&C and CM Office...but we have to program for the public
- We're saying...give your M&C more credit
- Expand the concept of your audience
- What's the difference between a mission statement and channel philosophy?
 - MISSION: *To provide direct, non-editorial information to the citizens of Tucson concerning the mandates, programs, services, and deliberations of their City government.*
 - **OJECTIVES: TO REINFORCE EXISTING COMMUNITY VALUES AND SUPPORT THE QUALITY OF LIFE IN TUCSON.**
 - PHILOSOPHY: "Get the best people and the best equipment that your money can buy to produce the highest quality programming in support of the city's mission." We are all about quality...not quantity". And telling a better story!

SELLING YOURSELF TO THE PUBLIC

SHOW: M&C ,Skins x 3,D-town, I.D.'s (Tiger Woods, Snake, Bee)

D: We do 3 basic types of promos

1. about our programming
2. about our audience
3. about Channel 12 staff/awards
 - We don't produce what's on this month's show" promos
 - Too time/staff intensive-not enough bang-for-your-buck
 - We produce generic one-off's or series (skins)
 - Try to capitalize on Tucson scenic shots that identify what our community is all about...and celebrities

SHOW: "I Am Tucson" promos (XIN, Officer, Yamel, Kayla, Laura, BJ)

J: Promos about our audience...people on the street...City employees

- Campaign progression...I Am Tucson series...diversity series

SHOW: EMMY PROMOS (Jeanie B, and & Nigel)

D: Promos about staff/awards...Have some fun...poke fun at yourself

COFFEE BREAK (10:20-10:45)

10:45 -11:15 (30 minutes)

J: Selling Yourself to M&C/City Management/Groups & the Muck-ity-mucks

- Bill Thompson – first equipment list “What is your personal story?”
- Channel “Bible” w/mission statement, philosophy and everything you ever wanted to know
 - Productivity
 - List programming and services
 - Recurring performance measures/completed projects
 - How it relates to M&C/City/Community priorities
 - Programming line-up matrix
 - Program schedule and “plays”
 - “other” outside programs
 - web
 - Program Evaluation
 - Viewership tracking study
 - TV production Quality Survey (internal-city depts.)
 - Web count “Urchin 5”
 - E-mail/letters sampling
 - Awards
 - “Great” Government Access Channels
 - Financial Health
 - Budget spreadsheet (1984-present)
 - Adopted Budget/Requested Budget
 - Capital Expenditures spread sheet
 - Budget deficit memos etc.
 - Strategic Plan, Vision & Goals
 - Future goals for growth
 - Programs and services
 - Technical
 - Personnel

SHOW: 5-minute “I Am Tucson Promo” (D set the scene)

Is this something you would produce for your channel?

11:15-12:15 (1 hr)

How do you sell your channel on the web and other social media sites?

D: Web: We're going to talk about how you might use web and social media sharing sites to tell your city's story. **Everybody stand up!** Stay standing if you have a web site...if you stream your programming on your web site...ok...keep standing if you have your programming on YouTube? FaceBook...MySpace or other media sharing site?

- *According to a recent article from Macworld, almost 75 percent of Internet users watched video online in July of this year, up from 71 percent in March. Overall 134 million internet users viewed just over nine billion video clips online in July alone.* These type of viewership numbers are causing an increasing number of mainstream news and entertainment outlets to create pages on YouTube in addition to their own exclusive websites. Recently joining the fray, the venerated British Broadcasting Corporation launched a YouTube version of the popular BBC World Service in May of this year. (CAN WE FIND SOMETHING NEWER???)*

J: Channel 12 web page

- Programming is streamed live 24/7
- All of our locally produced programming is available on the web "on demand"
- Programs are archived on-line for 1 year
- M&C is NOT indexed
- Biggest viewing day is M&C day
- Approximately 40,000 page views per month
- Urchin 5/Google Analytics

D: Channel 12 philosophy of social media sites

- GO FOR IT...ask for permission later
- Our job is to promote the City of Tucson...this is just another avenue to reach a wider audience
- If you don't tell your story...someone else will...IRAN
- What type of video is appropriate?
 - The viral nature of Internet video, viewers alerting friends and other e-mail contacts exponentially, appears to favor specific subject matter that has a sub-culture or community of shared interest
 - Promotional (what makes Tucson different than other places, people, culture)
 - Inspirational stories (Happy, deaf dancer, piano maker, True Grit)
 - Fun stuff to do (celtic festival, anything western, music-Roger Clyne)
 - No government per se

- YouTube www.youtube.com/user/tucsontwelve
 - OUR TOP FIVE (stats as of Aug 21, 2009)

SHOW: True Grit

1. True Grit 27,308
 2. Wabi Sabi 17,723
 3. Punch Drunk 13,869
 4. Roger Clyne and the Peacemakers 7255
 5. North v South 4881
- Talk about viral nature of YouTube... “I’ve got a pickle”
150 plays first 24-hours
 - Tucson 12 on You Tube (stats as of Aug 21, 2009)
 - Started 2 years ago
 - Post video as time allows
 - 61 videos loaded
 - Over 100,000 views
 - Comments – what kind of info can you glean?
 - Brothers in Arms
 - True Grit
 - Wabi Sabi
 - Roger Clyne
 - “stars” system ratings
 - Data page-who’s looking/responding
 - 52 subscribers (People can sign up to receive “new” postings)
 - 8 “Friends”
 - Quality-HD

SHOW: SOMETHING BRAND NEW if we have time?

- Account management
- Who administers

MY SPACE www.myspace.com/downtucson

- The d-Town “case study”
 - Staff asked to post page (she’s 24)...let’s try it
 - Looking for new hosts
 - How was it set up
 - What was the result
 - 18 people responded
 - Number of hits went up by 100
 - Brought in 13 people to audition
 - Two new hosts
 - Number of new “friends”
- Use the interconnection between YouTube, Facebook and My Space...it’s all about “viral”
- Facebook...local musicians case study

FACEBOOK www.facebook.com/pages/Tucson-AZ/dtown/139061752072

SHOW: Brothers in Arms (D: set the scene)

J: Is this a story you would produce for your channel?

LUNCH (12:15-1:45)

Afternoon Session:

2:00-5:15 (3 hrs 15 min)

Telling Your Communities' Stories: How do you use video to get people to listen, remember, take action?

SHOW: HAIR production (Dan set the scene)

J: Is this a story you would do for your channel? Why? Why Not?

- J: This afternoon we are going to talk about how you can use video to get people to listen, remember...and maybe even take action
- The nitty-gritty of Channel 12 programming...shout out any questions you have
- We try to give citizens information that affects their lives and puts a face on city government. We tell Tucson's story.

D: we serve at the pleasure of M&C and CM Office... but we have to program for the public...eyes to the screen

- we adjust the program schedule every 12-18 months to reflect the strategic priorities of the Mayor and Council as well as the needs of City departments...present plan to our boss...she presents to City Manager's Office...back down the chain
- we make changes for 3 basic reasons:
 1. Changing M&C priorities
 2. Keep programming fresh for the audience
 3. Keep programming fresh for staff (very important!)

SHOW: MONTAGE OF City/News TUCSON NOW (J set the scene)

J: everyone does news...how you make it "yours"

- Changing it up...
- Yearly "Day Away" planning session...every staff agenda based on plan
- Every staff member knows our philosophy: produce the highest quality programming in support of the city's mission. We are all about quality...not quantity
- We are always talking about how we can tell our stories better
- We preview a show/something new every staff meeting

SHOW: Dtown (Dan set the scene)

D: reaching younger demographic

- using social media sites

SHOW: Lifeline: Randy Ogden (J set the scene)

J: (simple production...powerful message)

- Don Hewitt "*Television is good, not when you see it...not when you hear it...but when you FEEL IT*"

SHOW: The Loop

- Our version of community bulletin board
- Calls from the 10th floor? Public?
- Most downloads for podcast

SHOW: Desert Living: Civano

- sustainability...boring...making it pop

SHOW: My City: Mayor

- council members are people too!

SHOW: Rec 365: BMX

- one man banding

SHOW: Zoo News: Kaya

- Parks programs...kids and animals

SHOW: Why We Remember

- documentary...serious teaching tool...partnership with

SHOW: Recycling with Sam the Cooking Guy

- humorous teaching tool

SHOW: Sonoran Style: Ruby

- lifestyle...staff pride and joy

J: Are these stories/programs you would do for your channel?

- TODAY...we asked you to think about expanding your concept of what a government station should look like...
 - Be brutal about assessing your product
 - “*Hate your work...or someone else will*” ---Boyd Huppert
 - It’s not just about the equipment you have
 - It’s about telling your community’s story...your government’s story...your channel’s story

All of the stories we showed you today reflect the people, the places, the culture, the community values and the quality of life in Tucson. The “government” part is just information. It’s not who we are. Our philosophy is simple: Produce quality programming...that people want to watch.

SHOW: Studio C: Michael Ferranti (Dan set the scene)

D: public-private partnership...production elements)

J: In the immortal words of Don Hewitt “*Tell Me a Story*”