

## **WSCS CABLE TELEVISION DIVISION – ANNUAL REPORT 2022**



The WSCS Cable Television Division is a service-based, quality focused internal and external services department. The department is managed by the Information Technology Department. The Cable Television Division provides media production and distribution services to support goals and strategic directions of its customers within the parameters of the city's Strategic Plan and its S.T.A.I.R.S. Core Values in the following manner:

1. Research and implementation of current technologies in the broadcasting industry.
2. Form partnerships with other media organizations for collaborative support
3. Leverage underwriting and video production capabilities as a service to provide for other organizations
4. Broadcast live city meetings and events along with other events as requested
5. Produce a variety of informational video productions and public service announcements (PSAs).

<b>Measurements</b>	<b>2019 Actual</b>	<b>2020 Actual</b>	<b>2021 Actual</b>	<b>2022 Actual</b>	<b>2022 Goals</b>
<b><u>Workload</u></b>					
Number of Programs Produced	622	638	649	606	500
Number PSAs Produced	1	8	1	0	9
Number of televised Common Council and Committee of the Whole meetings\Missed	20\9	33\1	32\0	32\0	29\0
<b><u>Effectiveness</u></b>					
On-Demand Viewing	4,375	3,334	1,173	1,101	1,200
On-Demand Unique Visitors	2,359	2,924	967	884	1,000
Number of Film Awards	7	8	7	3	8
YouTube Subscribers	N/A	111	221	329	300
YouTube Watch Time (Hours)	N/A	2,009	1,505	1,903	2,000