Office of External Affairs
REPORT TO CAMPUS
2011-2012
Looking back at the UW’s robust heritage has made me even more excited about what we can accomplish in the future.
The mission of the Office of External Affairs is to expand and strengthen awareness, understanding, appreciation and support of the University of Washington.

Our vision is to lead the University in proactively shaping, crafting and broadcasting strategic, effective and timely communications and advocacy.
GOVERNMENT RELATIONS

Government Relations comprises the Offices of Federal, State, and Regional and Community Relations. These units represent the University in Washington, D.C., Olympia and the local community. The Government Relations team advocates for the UW’s priorities, advises on legislative strategy, builds relationships and raises awareness of issues and opportunities.

MEDIA RELATIONS & COMMUNICATIONS

Working with the media in all its forms, the Office of Media Relations and Communications broadens public awareness and understanding of the UW, including its innovations in education, contributions to solving regional, national and worldwide problems, and discoveries and breakthroughs that improve the quality of life in the Northwest and around the globe.

UNIVERSITY MARKETING

University Marketing builds awareness of the University of Washington and enhances its reputation through integrated marketing and communications while transforming the vision and values of the UW into engaging, strategic campaigns. University Marketing supports the UW by championing the brand, providing University-wide services and support, building and maintaining a powerful web presence, and pursuing innovative marketing strategies and opportunities.

UW TRADEMARKS & LICENSING

UW Trademarks and Licensing promotes the University of Washington as a nationally recognized institution through the sales of apparel and merchandise bearing the UW name, image and marks. By strategically managing, protecting and monitoring the licensed properties associated with the UW, Trademarks and Licensing upholds the University’s institutional integrity and ensures optimum financial return.

UWTV

UWTV’s mission is to harness the power of video communications to showcase the UW’s contributions in the state of Washington and worldwide. In addition to telling the stories of discovery, scholarship and campus life at the UW, UWTV supports the University by creating compelling video-based programming and acquiring third-party content that aligns with UWTV’s programming philosophy.
OFFICE of FEDERAL RELATIONS
Located in Washington, D.C., the UW Office of Federal Relations represents the University to both legislative and executive branches of the federal government and advocates for UW priorities. A vital bridge between UW leadership and the federal establishment, the Office of Federal Relations supports the University by communicating federal priorities and trends to the campus community and providing strategic direction to UW leadership.

YEAR AT A GLANCE
Working with legislators and Congress, the Office of Federal Relations tackled issues ranging from tuition assistance for veterans to energy research. Highlights from 2011 – 2012 include:

- Successfully advocated to protect Pell Grant and Graduate Medical Education (GME) funding from cuts in FY12 and from the sequester (automatic across-the-board spending cuts established through the Budget Control Act of 2012).
- Worked with Senator Murray’s personal office and committee staff to extensively redraft veteran’s legislation relating to the GI Bill benefits and higher education reporting requirements. The redrafted legislation increases the requirements on the for-profit sector while protecting the not-for-profit higher education community.
- Collaborated with the Office of Financial Aid to craft testimony for a Senate Panetta asking for a delay in the DOD MOU implementation to give colleges and universities more time to review the document before agreeing to sign on. Originally, DOD had asked colleges and universities to sign on to the MOU before the document was even made available to us.
- Worked with Senator Cantwell’s office to craft legislation to increase monitoring for tsunami debris. The suggestion to the draft bill would maximize UW College of the Environment expertise and infrastructure while increasing research funding that would be concentrated at the UW.
- Worked with Congressmen Smith and Dicks and Senator Murray to secure language in the Defense Authorization and Energy Appropriations bills to support efforts related to Marine Renewable Energy (tidal and wave energy).
- Successfully advocated to insert language in the surface transportation bill reauthorizing the University Transportation Center (UTC) program at USDOT to include the Regional UTCs after they were excluded from the original bill. UW operates the USDOT Region X UTC.

STRATEGIC INTERNAL ACTIVITY OVER THE COURSE OF THE YEAR INCLUDED:
- Developed FY13 Federal Agenda and implemented strategy to achieve goals, with emphasis on student financial aid and federal research programs.
- Provided detailed information to the Office of Research, Research Advisory Board, Faculty Council on Research and Graduate and Professional Student Senate so that they could disseminate this information and impact to the UW campus community.
- Worked with UW Tacoma to hone federal core priorities or “tent pole” issues, including: workforce training, cyber research, veterans’ education and environmental engineering.
- Worked with UW Bothell to refine federal priorities in integrated areas, including: health care research (particularly nursing), K-12 education research and veterans’ education.
- Provided monthly federal reports to the campus community to keep them up to date on congressional and federal activities.

STRATEGIC EXTERNAL ACTIVITY INCLUDED RELATIONSHIP BUILDING AND OUTREACH:
- Identified new contacts and developed relationships with the federal establishment, specifically at HHS, Department of Education, NOAA (Commerce), Department of Defense, National Science Foundation and Office of Science and Technology Policy.
- Developed strategic relationship with policy staff in the Department of Education Office of Post-Secondary Education to establish ongoing discussions about President Obama’s Education Blueprint (policy initiatives undertaken by the Administration to deal with college access, affordability and completion).
- Conducted strategic meetings with the Office of Naval Research (ONR) to expand relationships for the College of the Environment and Applied Physics Lab as ONR is changing focus to strategically look at Arctic research initiatives.
- Engaged NOAA’s research arm for the College of the Environment to further integrate with new chief science advisor.
- Engaged with Office of Military Community and Family Policy to further expand efforts for UW Tacoma and military spouses in the Tacoma area.
- Held UW Tacoma meetings with cyber units within the Department of Homeland Security and NSF to talk about research opportunities.
- Held UW Bothell meetings with IES, which resulted with IES Director Eastin visiting the UW Seattle and UW Bothell campuses; presentations by UW Bothell researchers were also conducted at IES.

FOR CASE STUDIES, PLEASE SEE PAGE 22

2011-2012 highlights
3 days + 10 congressional staff
Coordinated 3-day “field trip” touring WWAMI program sites with 10 congressional staff to showcase the program during the year of its 40th anniversary.

40 years
Secured additional funding in FY13 appropriations to retrofit the Thomas G. Thompson, a 274-foot state-of-the-art research vessel, and extend the ship’s life by 40 years.

200+ meetings
More than 200 meetings arranged for UW faculty, staff and students with congressional members (and their staff) and administration officials, both in Washington, D.C. and on campus.
Representing the UW to both the legislative and executive branches of state government, the UW Office of State Relations participates in legislative policy development and strategy, contributes to state-level budget development and advocates for UW interests. Serving as the central point of contact between the UW and external community partners on state-level issues, the Office of State Relations facilitates positive relationships and educates the campus community.

Margaret Shepherd
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YEAR AT A GLANCE

As UW President Michael K. Young embarked on his inaugural year, the Office of State Relations developed and executed an outreach strategy to assist with the presidential transition and communicate with key stakeholders. In partnership with the Office of the President, a University-wide messaging and communication plan was developed, including speeches and strategic messaging. External partners, including the College Promise Coalition and The Seattle Times Greater good Campaign, adopted and utilized aspects of the UW-wide messaging platform.

Highlights from the 2012 legislative session included a supplemental budget with no significant additional cuts to higher education—including student financial aid. This marked the first operating budget for higher education without new cuts since 2009.

Three high priority pieces of legislation granting the University additional operating flexibility also passed with broad bipartisan legislative support:

- **HB 2585**: Provides additional operating flexibilities for higher education in the areas of procurement, purchasing, travel and human resources. This measure could save the UW up to $1 million a year in administrative costs.
- **SJR 8223**: A constitutional amendment allowing the UW and WSU to diversify their operating fund investments. This measure could eventually generate $10 - 20 million in new revenue for the UW over time.
- **SB 6468**: Companion legislation to SJR 8223, which authorizes the Washington State Investment Board to invest university operating funds in private investment instruments.

The UW successfully secured a capital funding package for UW Bothell’s “Phase 3” science and academic building. This project's much-needed lab and classroom space will allow Bothell to accommodate 1,000 new students and graduate 350 additional students each year in high demand areas. The project—which encompasses 74,000 gross square feet and will earn LEED silver designation—will also support 1,500 construction jobs.

To connect with the larger UW community, the Office of State Relations launched UW in Your Community, an interactive map demonstrating the UW's impact in legislative districts throughout the state. See the impact the UW has on legislative districts throughout the state of Washington at: www.washington.edu/staterelations/map/

The Office of State Relations connected legislators and legislative staff with the UW community as well. Over three dozen different legislative tours and events were held on the University campuses to foster deeper relationships with elected officials and give key decisions makers “on the ground” understanding of the innovative work happening at the UW daily.

Throughout the year, the Office of State Relations maintained key partnerships with: Washington State Council of Presidents, Washington State Student Achievement Council, State Board for Community and Technical Colleges, and the external community including labor groups, state agencies and business partners.

2011-2012 highlights

- **160 bills**: Tracked and monitored more than 160 bills impacting the UW.
- **36 tours**: Hosted more than 36 legislative tours and events on campus.
- **No cuts**: First “no new cuts” state budget for higher education since 2009.
- **1,000 students**: Secured capital funding package for UW Bothell’s science and academic building to accommodate 1,000 new students. The construction project will also support around 1,500 construction jobs.

FOR CASE STUDIES, PLEASE SEE PAGE 24
GOVERNMENT RELATIONS

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OFFICE of REGIONAL & COMMUNITY RELATIONS

Serving as a link between the UW, area neighborhoods, civic groups and local government, the UW Office of Regional and Community Relations builds relationships by sharing information and seeking new opportunities to match the UW’s academic capital with community needs. In addition to promoting mutual understanding and coordinating campus response to local policy issues, the Office of Regional and Community Relations supports the UW by acting as the primary liaison between the UW and neighborhood, business and civic groups.

YEAR AT A GLANCE

Working to revitalize the neighborhood surrounding the UW, facilitate University-community relations and advance the UW’s local priorities, the Office of Regional and Community Relations played a role in:

- Advancing the SR-520 expansion project, including design of the west side lids; mitigation funding to turn the Bryants Building into a four acre park; expansion of the Rainier Vista project and its funding; and property use and sale issues at the University and Arboretum.
- Successfully securing more than $3 million in funding for the Burke Gilman Trail improvement project; efforts to secure additional funding are ongoing.
- Elimination of the admission taxes at CenturyLink Field.
- Working with UW and Seattle Children’s Hospital administration to advance the employee housing project “CURVE,” which will break ground in 2013.
- Moving the Sand Point Building 9 Renovation toward a confirmed developer.
- Creation of local Seattle neighborhood Web Portals.

The Office of Regional and Community Relations (udistrictlivabilitypartnership.org), a collaborative effort among the City of Seattle, the Greater University Chamber of Commerce and the UW along with local businesses, residents, the faith community, service providers and other local stakeholders. The long-term, strategic partnership is focused on supporting a vibrant, walkable, mixed-use neighborhood that will drive economic competitiveness and define the U-District as a cultural destination. To support community involvement in the process, the Office of Regional and Community Relations is working with the Office of Planning and Budgeting to create Community Conversations (udnext.com), a series of open forums and events addressing a range of topics from transit to ecology.

To share the UW’s impact locally, the Office of Regional and Community Relations continued to distribute the community newsletter Front Porch on a quarterly basis to 25,000 residents living around the UW. More than 80 postings were also made to the regional blog along with weekly and monthly e-letters that are sent to elected and community leaders during the year.

The Office of Regional and Community Relations maintained key relationships with external partners, including:

- Arboretum Botanical Gardens Committee (ABGC)
- City University Community Advisory Committee (CUCAC)
- CityClub
- King County Aerospace Alliance
- King County Council
- Magnuson Park Advisory Committee (MPAC)
- North of 45th Committee
- Puget Sound Regional Council (PSRC)
- Seattle City Council
- Seattle Major Institutions Committee
- Seattle Metropolitan Chamber of Commerce
- SR-520 Expansion Project - West Side Design Collaboration
- U-District Business Improvement Area
- U-District Chamber of Commerce
- U-District Livability Partnership
- University District Parking Associates (UDPA)
- West of 15th Committee

STRATEGIC PARTNERSHIPS WITH OTHER UW UNITS INCLUDE:

- Capital Projects: Sound Transit, Rainier Vista project and Housing and Food Services
- Community Standards and Student Conduct: Supporting North of 45th Street neighborhood improvements and committee work
- Housing and Food Services: Addressing concerns about the city’s proposed rental housing inspection and registration program

- Intercollegiate Athletics: Admissions tax issues at CenturyLink Field
- Planning and Budgeting: West of 15th planning, University District Livability Partnership and Community Conversations
- Real Estate: SR-520 property issues and housing projects (CURVE and Sand Point Building 9)
- Transportation Services: Burke Gilman Trail improvement project, UPass funding and City Commercial Parking Tax
- College of the Environment: SR 520 mitigation issues at the Union Bay Natural Area and the Arboretum

FOR CASE STUDIES, PLEASE SEE PAGE 25

2011-2012 highlights

400 voters

Reached more than 400 registered, regular voters in the neighborhoods around the UW with Weekly Update emails.

3,000 – 4,000 people

Secured funding for improvements to the Burke Gilman trail, which is used by 3,000 – 4,000 pedestrians and cyclists daily.

223,000 square feet

Building 9, a currently unused 223,000 square foot building in the Sand Point Naval Air Station Historic District, will be adapted into housing units.
NEWS & INFORMATION

The Office of News and Information informs local, regional, national and international news media and the campus community about the UW, covering topics including research and scholarship and student and faculty accomplishments. The Office of News and Information works closely with partners across the University and raises awareness of news stories through the website UW Today.

By crafting news releases, tipping reporters to important developments and responding to media inquiries, the Office of News and Information contributed to public awareness of the UW—including both the people and the research conducted here. Over the past year, the office played a role in promoting the University’s legislative agenda, particularly in eliciting statewide editorial support and collaborating with The Seattle Times on its Greater Good Campaign.

MAJOR NATIONAL AND INTERNATIONAL STORIES IN 2012 INCLUDED:

• The dramatic retreat in Arctic sea ice
• The role that gamers are playing in solving genetic riddles
• Bionic contact lenses
• “Gaydar” actually exists and is surprisingly accurate
• The discovery of unusual planets that are orbiting a distant star
• UW joins a group of major universities offering free online courses through Coursera

By far, the topic most covered in local news stories over the past year has been the continuing challenges facing higher education funding in Washington. While hundreds of stories on this and related topics appeared in the past year, other stories receiving significant attention included:

• UW’s 150th anniversary celebration
• UW as part of consortium receiving $40 million federal grant for biofuels
• UW’s creation of an incubator for startup companies
• UW students win world synthetic biology competition
• Scat-sniffing dogs help with study of the stresses faced by Puget Sound orca population

A new website for news, UW Today, launched this year. The University Marketing web team, which designed and built UW Today, also redesigned the Faculty & Staff Insider page and turned it over to News and Information to manage. Insider is a popular destination for members of the UW community with links to features, news and important websites for employee services.

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FOR CASE STUDIES, PLEASE SEE PAGE 26

DIGITAL MEDIA

UW Digital Media builds awareness of the UW and enhances its reputation by curating and managing multimedia messages and distributing them through worldwide channels such as YouTube and iTunesU. Digital Media aims to grow and engage target audiences while collaborating with units across campus.

> FOR CASE STUDIES, PLEASE SEE PAGE 27

2011-2012 highlights

212,000 views

As of June 2012, UW’s YouTube channel received 212,000 total views.

401,000 listeners

In FY12, KUOW served an average of nearly 401,000 listeners each week. These listeners averaged 4+ hours of listening per week.

220,723 pages

The Office of Public Records and Open Public Meetings received 627 requests in FY12, totaling 220,723 pages.

15,021 people

The Visitors Information Center reached 15,021 people in 2011, with 80% of those contacts in-person.

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KUOW PUBLIC RADIO 94.9

Committed to high quality, locally produced public-service programming, the award-winning radio station produces twenty-two hours of local news and information content each week. KUOW’s mission is “to create and serve an informed public, one challenged and invigorated by an understanding and appreciation of events, ideas and cultures.”

PUBLIC RECORDS AND OPEN PUBLIC MEETINGS

The Office of Public Records and Open Public Meetings oversees the University’s compliance with Washington State’s Public Records Act (PRA) and the notification compliance requirements of the Open Public Meetings Act (OPMA). The office does so for all campuses as well as UW Medicine and UW Medicine’s entities. It strives to assure compliance while resolving the competing needs of the University’s different units and managing legal and financial risk.

VISITORS INFORMATION CENTER

The University of Washington Visitors Information Center provides a connection to people, places and information about the University and surrounding communities. The Visitors Information Center also provides information to internal departments and offices for recruiting, orientations, conferences and other events.

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YEAR AT A GLANCE

With the transition to a new president and provost, University Marketing played an increased role in supporting both offices by organizing and implementing a yearlong introduction of President Michael K. Young and Provost Ana Mari Cauce.

To further University-wide brand incubation, University Marketing continued to build an array of tools, templates and online resources for campus marketers, including information on: advertising, e-communications, events, logos, color palettes, photography, social media, templates, UW fact sheets and web resources. University Marketing continued to facilitate Marketing Roundtable meetings. Additionally, the Marketing Matters e-newsletter was distributed to more than 300 campus marketing and communications professionals on a bi-monthly basis.

The University Marketing web team rolled out a number of enhancements and new features online.

Highlights include:
- A mobile version of the UW’s homepage launched to ensure usability across devices.
- Working with the Office of News and Information, the web team rolled out a new, modernized content management system (CMS) for UW Today and the Faculty and Staff Insider pages. In addition to execution, the web team provided training to on-board users to the new CMS.
- The online directory was redesigned and updated to improve the user experience, reducing the process from three pages/clicks to one.
- The team designed and developed Blogs.uw.edu—a service that enables UW faculty and staff to easily create and operate a UW-branded blog that is publicly accessible and readable.
- The UW Emergency Blog and UW Alert banner system, built and run by the University Marketing web team, contributed to a record number of page views and visits on the main UW website during the January 2012 snow event (including single-day records of more than 200,000 views and more than 100,000 visits on the peak day).

The University Marketing team’s primary focus over the past year was engaging the community to celebrate the UW’s 150th anniversary. Running from September 2011 – June 2012, the 150th anniversary integrated campaign included: a media kickoff, the creation of two new events, W Day and HuskyFest; partnership with new corporate and media sponsors, T-Mobile, Microsoft, KING TV and The Seattle Times; coordination with units on efforts to increase exposure; and the development of tools for campus-wide adoption.

Community outreach efforts were ongoing with annual projects such as Veterans Day and Paws-On-Science. The University Marketing team continued to collaborate with the Advancement Communications team to execute important events, manage advertising inventory and promote key strategic UW messages.

With the approval by the president and provost of a coordinated campus sponsorship program, University Marketing moved forward with developing policy and securing campus-wide partnerships with corporations. Efforts focused on securing new sponsorship packages in the soft drink, caffeinated beverage and software categories. Looking ahead, the University Marketing team continued to collaborate with the Advancement Communications team to execute important events, manage advertising inventory and promote key strategic UW messages.

Working with Hanover Research, the University Marketing team facilitated Public Opinion Research. A biannual survey of 500 Washington voters was fielded in June 2012 to measure perceptions of the UW. A pre and post 150th anniversary campaign survey—also sent to 500 Washington voters—gauged awareness of the UW’s 150th milestone.

2011-2012 highlights

26,000+ visitors
More than 26,000 students, faculty, staff, alumni and visitors spent time in Red Square during HuskyFest; an additional 10,000 – 15,000 people attended activities across campus during the three-day event.

7,500+ fans
Gained 7,500+ fans on the UW Facebook page in the month leading up to W Day, an increase of 101% over the previous month.

1,300+ followers
On Twitter, @UW gained 1,300+ followers in October, leading up to W Day.

3 CASE golds
Recognized in the District VIII CASE Awards with gold awards for W Day, the 150th identity system and the 150th interactive timeline.

#9 ranking
UW ranked #9 on Student Advisor’s list of the Top 100 Social Media Colleges.
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YEAR AT A GLANCE
Promoting the UW brand
- Strategically grew the brand through strong licensee and retailer relationships.

2011 - 2012 Award-winning licensees:
DAWG STAR
- Highest Performing New Licensee: Fran’s Chocolates

TOP DAWG
- Leading Local Licensee: Wild West Shirt Works

HOT DAWG
- Greatest Increase: Tailgate Clothing Co

LEADERS OF THE PACK
- Highest Performing Licensees:
  - Non-Apparel (under $100,000): Fabrique Innovations
  - Non-Apparel (over $100,000): EA Sports
  - Apparel (under $100,000): Campus Drive
  - Apparel (over $100,000): Nike

2011 - 2012 Emerging retailers:

SUSTAINED STRATEGIC EXTERNAL PARTNERSHIPS OVER THE COURSE OF THE YEAR, INCLUDING:
- The Collegiate Licensing Company
- Fair Labor Association (Board Member)
- International Collegiate Licensing Association
- Pac-12 Marketing and Business Development
- UW Licensees and Retailers
- Workers’ Rights Consortium

TRADEMARKS AND LICENSING MAINTAINS INVOLVEMENT WITH THE FOLLOWING COUNCILS AND WORKGROUPS:
- Advisory Committee for Trademarks and Licensing
- Fair Labor Association Code of Conduct Working Group, Monitoring Committee for Responsible Sourcing, and Third Party Complaint Working Group
- Sponsorship Advisory Committee
- Supplier Corporate Responsibility Working Group

FOR CASE STUDIES, PLEASE SEE PAGE 30

SUSTAINED STRATEGIC INTERNAL PARTNERSHIPS OVER THE COURSE OF THE YEAR, INCLUDING:
- Attorney General’s Office
- Intercollegiate Athletics
- University Advancement
- University Marketing
- UW Alumni Association
- UW Foster School of Business
- UW Housing and Food Services
- UW Medicine
- UW Purchasing

2011-2012 highlights

10% growth
Achieved royalty growth of 10% to $1.56 million, UW’s largest annual royalty collection in the history of the program.

28th ranked
Ranked 28th among Collegiate Licensing Company’s 160+ colleges and universities.

3rd ranked
Ranked third in total gross licensing revenue in Pac-12 Conference.

36 new licensees
Strategic brand growth with 36 successful new licensees.

50,000+ hits
Launched the DawgsintheHouse.com social media campaign, which drew 50,000+ YouTube hits.

6,667 license plates
Grew the number of UW license plates on the road to 6,667 through successful campaign partnership with UWAA.

Fran’s Chocolates became a UW licensee in 2012 and earned accolades as the highest performing new licensee. Fran Bigelow, pictured, graduated from the UW in 1965 and began crafting and selling her artisan chocolates in 1982. Her salted caramels are shipped throughout the world and are a favorite of President Obama. The UW is the only school for which she creates licensed product.
UWTV’s mission is to harness the power of video communications to showcase the UW’s contributions in the state of Washington and worldwide. In addition to telling the stories of discovery, scholarship and campus life at the UW, UWTV supports the University by creating compelling video-based programming and acquiring third-party content that aligns with UWTV’s programming philosophy.

WORKING TO HARNESSTHE POWER OF VIDEO COMMUNICATIONS, UWTV SUPPORTS UW UNITS THROUGH THE FOLLOWING SERVICES:

- Video production
- Audio video support, design and consulting
- Digital asset management
- Crewing for Pac-12 events on UW campus
- DVD duplication and sales
- Husky Cable (on-campus cable television service)
- Marketing, sponsorship and promotion of video content
- Satellite distribution of UWTV to communities around the world
- Live broadcast capabilities to any network worldwide

UWTV’S KEY PARTNERSHIPS INCLUDE:

- COE/Department of Oceanography: UWTV partners with the College of the Environment and Department of Oceanography in support of the Ocean Observatories Initiative (OOI). For more than seven years, UWTV has provided technical support for OOI missions (satellite communications, data storage) as well as video production and distribution services.
- MCDM: UWTV partners with the Master of Communication in Digital Media program on the production of “Media Space” and “Four Peaks.”
- UW ICA: UWTV provides video production crew and manages in-venue video for Alaska Airlines Arena at Hec Edmundson Pavilion. UWTV also collaborates with UW ICA on the creation of original video content such as documentaries and shorts, live sports production/telecasts and marketing/messaging.
- UWIT: UWTV has an ongoing collaboration with UWIT to support Husky Cable, OOI and KEXP. UWTV transitioned its MediaAMP unit into UWIT in FY12 and MediaAMP continues to support UWTV’s video platform.
- UW Medicine: UWTV partners with UW Medicine and many of its units to create award-winning programming and compelling video content for web distribution.

YEAR AT A GLANCE

UWTV supported the UW’s 150th anniversary celebrations through the creation of 30-second and 60-second on-air segments sharing pieces of Husky history; these “Timeline” pieces also aired on KOMO4.

ADDITIONAL HIGHLIGHTS FROM THE YEAR INCLUDE:

- Broadcast of live women’s sports (16 events), including volleyball and women’s basketball, along with delayed broadcasts of eight women’s gymnastics meets. The broadcasts were accompanied by a multi-media promotional campaign.
- Production of 10-part documentary series, “Greatest Moments at Husky Stadium,” for air on UWTV.
- Production of “Greatest Moments at Husky Stadium” DVD set and “Commencement 2012” DVD for retail sales.
- Created a new partnership with KOMO4 to air “UW[360]” during a 13-week run in late spring. The show had strong Nielsen ratings and achieved a 1.2 rating on KOMO4 in late May, the highest rating ever for a UWTV production.
- Redeployed 4-person MediaAMP team to UWIT where it is now far better positioned to be a central resource to campus.
- Engaged in ongoing dialogue and planning with the Pac-12 Network in preparation for the launch of the Pac-12 national network.
- Provided in-venue production support for UW ICA, resulting in cost savings for both units and providing enhanced collaboration around live television broadcasts of women’s athletics.
- Established relationship with Topics Entertainment, a DVD reseller, for the purpose of retail distribution of UWTV content (e.g., “Greatest Moments at Husky Stadium”).
- Participated in University-wide coordinated sponsorship efforts.
- Established dialogue with Comcast to explore partnership in a variety of areas including HD channel position.

FOR CASE STUDIES, PLEASE SEE PAGE 32

KEXP 90.3 FM SEATTLE

A dynamic arts organization that provides rich music experiences on the air, online and on the streets, KEXP is a service of the University of Washington, who holds the station’s FCC license. KEXP’s vision is “a world where music connects and inspires people everywhere, creating meaning and understanding in our lives.” Through podcasts, events, an award-winning blog, in-studio sessions and more, KEXP connects people with music.

2011-2012 highlights

432,000 monthly viewers

UWTV’s monthly audience nearly doubled over the last three years, reaching 432,000 monthly viewers in 2012.

60% awareness

UWTV is recognized and familiar to over 60% of television viewers in the Puget Sound Region.

13 weeks

Aired “UW[360]” for 13 weeks through a new partnership with KOMO4.

572 in-studio sessions

In 2011, KEXP broadcast a record-setting 572 in-studio sessions and archived each one on KEXP.org within a matter of hours.
The Office of Federal Relations (OFR) sought to engage University of Washington Tacoma leadership and University of Washington Bothell leadership with federal stakeholders on issues and initiatives unique to each of their respective campuses. With multiple interest groups—UW leadership, congressional members and their respective staffs, and strategic federal agencies/divisions—OFR was challenged with identifying initiatives and message points that would resonate across the board while meeting the individual objectives of each campus.

UW Tacoma

The approach: UW Tacoma leadership attends the annual Pierce County/Tacoma Chamber Fly-In each year. While the Chamber typically drives the agenda, OFR identified the three-day meeting as an opportunity to specifically promote UW Tacoma priorities and strategic federal agencies/divisions—OFR was established a strategy for introducing UW Tacoma’s emphasis on veterans and the military family—OFR identified the three-day meeting as an opportunity to specifically promote UW Tacoma agenda, OFR identified the three-day meeting as an opportunity to specifically promote UW Tacoma initiatives to federal stakeholders.

Working with Chancellor Friedman, Mike Wark, and other members of UW Tacoma leadership, OFR identified critical federal issues relevant to that campus. After developing four interconnecting “tent pole” issues—cyber security, entrepreneurship, workforce development, and environment, all with particular emphasis on veterans and the military family—OFR established a strategy for introducing UW Tacoma’s federal priorities during the Pierce County/Tacoma Chamber Fly-In. Select meetings were leveraged to promote UW Tacoma’s efforts. Individual meetings for Chancellor Friedman were arranged at the Pentagon, Department of Veterans Affairs (VA), Department of Homeland Security (DHS) and the National Science Foundation (NSF), as well as with Washington Congressional staff and House and Senate committee staff.

The result: Critical new relationships were formed and ongoing discussions with federal stakeholders continue as a result of initial meetings; future meetings are also planned. Moreover, UW Tacoma strengthened its relationship with Joint Base Lewis-McChord (JBLM) and Camp Murray, the campus is working to potentially host a military spouse workshop with the Military Officers Association of America (MOAA) in Tacoma.

UW Bothell

The approach: OFR suggested leveraging UW Bothell Chancellor Kenyon Chan’s annual trip to Washington, D.C. and broadening the meeting scope beyond the Washington Congressional delegation. In collaboration with UW Bothell leadership—namely Chancellor Chan, Kelly Snyder, Melissa Arias and Carolyn Brennan—four interconnecting “tent pole” issues were identified: environment, education research, veterans and entrepreneurship. These issues created the foundation for an agenda, and meetings were arranged at the Department of Education, Institute for Educational Studies (IES) and Department of Commerce; further meetings with Washington Congressional staff and House and Senate committee staff were also scheduled.

The result: Initial meetings successfully opened the door, leading to ongoing dialogue with federal stakeholders. Also, UW Bothell hosted IES Director John Eastin in Seattle and Bothell for a two-day discussion on the broad range of educational research taking place at the UW; national education stakeholders in the Seattle area were also engaged during the two-day period. This visit was initiated because of contacts that were made during Chancellor Chan’s visit to Washington, D.C.

WWAMI CONGRESSIONAL FIELD TRIP

The challenge: The WWAMI program, a partnership between the UW School of Medicine and the states of Washington, Wyoming, Alaska, Montana and Idaho, provides publicly supported medical education for the five-state region. Students spend their first year at their home state university and the second year in Seattle; they then have the opportunity to complete their third and fourth year requirements throughout the WWAMI states.

The Office of Federal Relations (OFR) was challenged with increasing awareness and understanding of the WWAMI program, the UW School of Medicine, and the importance of federal Graduate Medical Education (GME) funding.

The approach: Leveraging the milestone of WWAMI’s 40th anniversary, OFR used the opportunity to “reintroduce” the WWAMI program to congressional staff while highlighting the importance of GME funding. In partnership with the UW School of Medicine and WWAMI administrators, OFR organized a field trip for congressional staff in August 2011.

The three-day field trip—which included stops in Moscow, Idaho, Pullman, Washington, Spokane, Washington, and Seattle, Washington—was punctuated by briefings and tours that highlighted issues such as the benefits of the program sites, research efforts, student engagement and satisfaction, primary care workforce and GME funding. Informal activities facilitated one-on-one engagement between WWAMI representatives and congressional staff, resulting in stronger working relationships. The itinerary also included events with WWAMI students and faculty as well as UW School of Medicine representatives.

The result: A survey of participating congressional staff after the field trip illustrated the event’s success. All participants gave a 4 – 5 ranking (with 1 being “poor” and 5 being “excellent”). Participant comments indicated that the congressional staff were interested in more briefings during future trips, longer duration for the trip, and expanded opportunities to spend time with students and WWAMI administrators.

The field trip’s success provided OFR with the opportunity to actively engage with congressional staff in Washington, D.C. to advocate for protecting GME funding during the negotiations on deficit reduction through the Joint Select Committee for Deficit Reduction. While the Committee failed to make recommendations, OFR successfully lobbied Senators Murray and Baucus (MT) to get GME funding removed from the list of potential cost savings/cuts. The trip also engendered good working relations with congressional offices throughout the WWAMI region; as a result, many Congressional members created videos commemorating WWAMI’s 40th anniversary that were shared during anniversary celebrations in each of the states.

To see Congress members’ testimonies to WWAMI’s achievements and benefits, visit: uwmedicine.org/WWAMI/WWAMIConгрessionalFieldTrip/videos

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**STopping Further State Budget Cuts**

**The challenge:** The primary objectives during the 2012 legislative session were to “stop the cuts” to higher education and pass legislation granting the UW greater flexibility to manage its operations, generate revenue and reduce costs. The University’s state budget was cut by more than 50% in the preceding three years and the state revenue situation had yet to recover from the economic recession. Greater financial stability and operational flexibility were imperative for the UW to overcome the sustained economic recession.

**The approach:** Leading up to and during the 2012 session, UW External Affairs and the Office of State Relations developed an organization-wide messaging strategy to ensure top prioritization of higher education during the legislative session. External partners leveraged many of the message points and educational tools in their own statewide advocacy effort—including The Seattle Times Greater good Campaign, a year-long public education campaign aimed at reinforcing the broad positive contributions of Washington state’s higher education system on Washington’s job creation and quality of life.

**The results:** Through coordinated efforts within the UW and with partners, External Affairs successfully generated awareness for UW issues in a time of extremely limited resources, resulting in the first “no new cuts” budget for higher education since 2009. The UW also adopted a proactive, no-cost, solutions-oriented policy agenda for the 2012 session. Working with key partners in higher education and the business community, the UW provided legislators with policy proposals supporting new revenue and additional efficiency in higher education without new state money. The result was successful passage of SJR 8223, SB 6468, and HB 2585.

**OFFICE of STATE RELATIONS**

**BURKE GILMAN TRAIL EXPANSION PROJECT**

**The challenge:** The Burke Gilman Trail, which runs through approximately 2.5 miles of the UW campus and carries 3,000 – 4,000 cyclists and pedestrians daily, is in need of expansion and improvements to increase usability and safety. The Office of Regional and Community Relations sought to raise awareness and secure funding for the Burke Gilman Trail Expansion Project.

**The approach:** Working with Transportation Services, the Office of Regional and Community Relations presented the issue to the Seattle City Council, King County Council and Puget Sound Regional Council (PSRC).

**The result:** More than $3 million in funding from PSRC was successfully secured for the project. Though additional funding is still needed, this was a critical first step in improving the highly trafficked trail.

**RENTAL HOUSING REGISTRATION AND INSPECTION PROGRAM**

**The challenge:** The Office of Regional and Community Relations (RCR) wanted to address the UW’s long-standing concerns about conditions in some of the rental housing around campus.

**The approach:** Working with students, neighbors and tenant advocates, the Office of Regional and Community Relations helped the city craft a program to register and inspect housing. RCR also collaborated with UW Housing and Food Services to consider impacts to their operations.

**The result:** Whereas the City of Seattle previously relied on a complaint-based system, the new program proactively addresses potential issues to ensure that rental housing meets a basic standard of health and safety.

Learn more about the Seattle Rental Housing Registration and Inspection Program at: seattle.gov/dpd/Compliance/RentalHousing/Overview/default.asp

**BUILDING 9 REUSE PROJECT**

**The challenge:** Built between 1929 and 1938, Building 9 is a 223,000 square foot building that was used by the Navy for barracks and administration. After the Sand Point Naval Air Station closed in 1999, the UW received the building. Finding a financially sound way to give the structure new life has been a challenge due to its large size and complexity.

**The approach:** Concluding that housing would be the best reuse for Building 9, the Office of Regional and Community Relations worked with UW Real Estate to issue a request for qualifications and concepts (RFQ/C) for a private developer to renovate the facility. Coordinating closely with community members, the office also worked to keep stakeholders and neighbors informed throughout the process.

**The result:** The Office of Regional and Community Relations is engaged with the Seattle Office of Housing to make legislative changes that will enable the project to move forward. The project itself will preserve the historic building through adaptive reuse while providing a valued housing option in the community.
**UW TODAY**

**The challenge:** For decades, News and Information produced a weekly publication known as University Week. Even after migrating to an online-only publication, the model was considered outdated in this age of real-time worldwide communications, so the decision was made in 2011 to abandon the weekly model and publish news on the UW website on a daily basis in real time.

**The approach:** A new content management system built and managed by the University Marketing web team made it easy and seamless for non-tech-savvy users to post content on the web, a crucial element in real-time publishing. Among the hallmarks of the new site are engagement (visitors can add comments and “like” news stories), video, photo sharing, the current weather and various “feeds” (including Twitter, KEXP and KUOW). In addition, anyone can subscribe to both weekly and daily emails with the latest headlines, which also are available via RSS feeds.

**The result:** Page views to both the website and the accompanying flyers were handed out within minutes. With promotions on Facebook and coverage from UW Today, the giveaway gained traction prior to W Day. At the event, the 150 bells and they were paired with a flyer promoting bicycle safety. The bells were handed out during W Day, an on-campus event celebrating the UW’s founding.

**The approach:** To join in the commemoration of the UW’s 150th anniversary and leverage the opportunity to spread an important message, the Visitors Information Center worked with the Bicycle Program at Commuter Services and a UW preferred vendor to obtain 150 bicycle bells. The 150th logo was placed on the bells and they were paired with a flyer promoting bicycle safety classes. The bells were handed out during W Day, an on-campus event celebrating the UW’s founding.

**The result:** With promotions on Facebook and coverage from UW Today, the giveaway gained traction prior to W Day. At the event, the 150 bells and accompanying flyers were handed out within minutes.

**150 BICYCLE BELLS FOR 150 YEARS**

**The objective:** This project aimed to encourage alternative modes of transit in an effort to bolster sustainability, reduce the number of drivers to campus and promote bicycle safety.

**The approach:** With the “uwhuskies” YouTube channel, Digital Media can share original content with a variety of audiences. The “uwhuskies” channel also serves as the nexus for content from 50-plus other UW channels, and content is leveraged for related communications such as UW Today and the Faculty Staff Insider websites. Digital Media consults with other UW units on an ongoing basis to share best practices and discuss production and channel management techniques. Other consulting topics include search engine optimization (SEO), channel branding, subscription and community strategies and web embedding.

**The result:** Active since 2008, the UW’s YouTube channel grew over the past year at an average rate of 30 new subscribers per month for a total of 738 subscribers as of June 2012. As of that date, the channel received 212,000 total views, with the following original videos garnering the most attention: “Underwater Volcano” (36,000 views), “Snow Day” (13,000 views), and “Cedar Apartments” (11,000 views). Collectively, there have been 4.8 million views of UW-related channels, with 1.4 million of those belonging to Intercollegiate Athletics. Radio station KEXP has found a powerful market for its live studio recordings with 66 million views and more than 62,000 subscribers.

**GROWING THE UW’S YOUTUBE PRESENCE**

**The challenge:** Considering the UW’s unique ability to deliver original content on research topics, campus life, Northwest history, culture, sports, and a host of other topics, Digital Media wanted to create an outlet for these messages in video form while reaching a large and diverse audience of students, alumni, news media and the general public. Digital Media also aimed to share video streaming best practices with other UW units.

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**MANAGING COMMERCIAL STILL AND FILM PRODUCTION ON CAMPUS**

**The challenge:** As an institution of higher learning with 650 acres of beautiful buildings and grounds, the UW is a frequent choice for the filming of commercials, documentaries, photo catalogs and motion pictures. Digital Media is challenged with managing this resource while maintaining public access and generating revenue from location fees and rentals.

**The approach:** In 2004, the department began entering into contractual agreements with filmmakers outlining services and fees for the use of UW facilities. Over the past few years, Digital Media has collaborated with the State Film Office (Washington Filmworks) and the Seattle Mayor’s Office of Film and Music, increasing the interest and revenue from productions on campus.

**The result:** In 2011, Digital Media managed 32 productions, collecting $37,500 in location fee revenue and $11,450 in rental income for other units. The motion picture “21 and Over” generated $78,000 in parking revenues and fees for security and grounds services.

More information on filming on campus is available at: [www.washington.edu/mediarel/filming-on-campus/](http://www.washington.edu/mediarel/filming-on-campus/)
CELEBRATING THE UW’S 150TH ANNIVERSARY

The objective: The University of Washington commemorated its 150th year on November 4, 2011. This significant milestone provided a timely opportunity to celebrate with the community and recognize the UW’s accomplishments. The primary objectives of the 150th campaign were to raise positive awareness, demonstrate the UW’s vital impact, engage the UW family and facilitate broad participation.

The approach: While initial planning began in the fall of 2009—with an emphasis on creating an integrated campaign that would encourage participation from campus partners and enable units to lead their own efforts using the provided messaging and branding pillars—the focus shifted from planning to implementation in 2011.

University Marketing created a visual identity and messaging guide along with a number of tools to facilitate University-wide participation during the campaign. These tools included: promotional materials, factsheets, campaign videos, a photo collection, storybank, web header and footers, and more.

Highlights from the 150th campaign, which began in September and ran through June 2012, included:

- Media Kickoff – An event held at the Olympic Fairmont Hotel to formally kick off the year of 150th anniversary celebrations. Approximately 100 attended, including the governor, mayor and President Young. The kickoff garnered media coverage from all local TV networks, major print outlets and numerous online sources.
- Web page – A dedicated 150th anniversary webpage (uw.edu/150) was created and updated throughout the year. The site featured event listings, photos, videos, an interactive timeline and media and partner information.
- W Day (UW’s birthday) – A new on-campus event honoring the UW’s founding.
- HuskyFest – A new on-campus event held April 19 – 21.
- Sponsors – Secured corporate and media sponsors: T-Mobile, Microsoft, KING TV and The Seattle Times.
- Cross-campus integration – 150th celebrations included unique events and promotions at UW Tacoma and UW Bothell, as well as college/department celebrations (such as the College of Arts and Science’s “Timeless Awards”).

The result: The integrated campaign successfully engaged the community and garnered positive awareness for the UW. A survey of 500 Washington state voters showed that awareness of the UW’s anniversary increased from 26% to 48%.

Other results highlights include:

- Earned media: More than 50 unique stories appeared in print, online and broadcast media outlets featuring the UW’s 150th anniversary. KING-TV’s “Evening Magazine” aired unique segments about the UW in honor of the anniversary.
- 150th anniversary website: Between September 12, 2011, and July 1, 2012, the 150th anniversary website garnered 82,000 visits and 142,000 page views. More than 670 contributions were made to the interactive timeline, where the general public was invited to share their stories about the UW and the region.
- Council for Advancement and Support of Education (CASE) Awards: Earned numerous District VII Communications Awards, including three gold awards.
- W DAY

The objective: As a key component of the UW’s 150th anniversary celebrations, W Day was created to celebrate the University’s founding. The event encouraged people everywhere—including on-campus, regionally, internationally and online—to show their “Purple Pride” and engage with the UW.

The approach: To promote W Day, University Marketing employed a fully integrated marketing strategy. This included developing a graphic identity, special events at multiple locations, a web presence, e-communications, social media promotions, advertisements and public relations opportunities.

The on-campus event on November 4 included t-shirt and cupcake giveaways as well as a live broadcast from radio station KR. As sponsors of the UW’s 150th anniversary, T-Mobile and Microsoft also conducted giveaways.

The result: W Day drew more than 5,000 people to Red Square. The UW Facebook page gained 7,500-plus fans in the month leading up to W Day, an increase of 101% over the previous month. UW Facebook page views on W Day were the largest ever at 7,355. On Twitter, @UW gained 1,300-plus followers in October due promotional efforts. More than $111,000 in earned media coverage was received from local media on this day alone.

HUSKYFEST

The objective: Another new on-campus event developed as part of the UW’s 150th anniversary celebrations, HuskyFest sought to: generate broad campus participation, raise positive awareness, engage the UW community and create a signature UW spring event.

The approach: To engage a large and diverse audience—including students, alumni, donors, UW neighbors and more—HuskyFest offered three days of music, tours, exhibits, lectures and other events.

Schools, colleges, units and organizations all across the UW participated. The College of Arts & Sciences alone had 22 departments represented in their Dean’s Club Recipient showcases. Additionally, another 21 UW groups staged lectures, events, displays, open houses and more.

The result: HuskyFest successfully engaged the UW community, attracting a broad audience and encouraging engagement in a range of events. More than 26,000 students, faculty, staff, alumni and visitors spent time in Red Square during the three-day event. An additional 10,000 – 15,000 people attended activities across campus.

Other noteworthy campus results included:

- Attendance at the Burke Museum on Saturday was 880, up from the typical 100-150.
- More than 250 people attended admissions tours.
- Poplar Hall tours attracted approximately 350 people.

Between April 9 and 21, the HuskyFest website received nearly 38,000 visits and 128,000 page views. The most popular page was the events listings page with 21,000 page views.

HuskyFest also generated social media engagement:

- More than 1 million people viewed unique, HuskyFest-focused content associated with our Facebook page during the week of HuskyFest.
- More than 6,630 clicked to viewread individual HuskyFest posts on Facebook.
- More than 7,650 unique visitors clicked through to view a Facebook photo album of HuskyFest; 427 then shared photos through their own Facebook account.
- A single HuskyFest preview message on Facebook had 202,168 impressions and nearly 400 click-throughs.
- UW live tweeted all day Saturday, driving traffic to unit activities and sharing positive experiences from the community.
**DAWGS IN THE HOUSE**

**The objective:** Trademarks and Licensing (T&L) wanted to capitalize on the UW's 150th anniversary celebrations to inspire Husky pride and incent an incremental increase in licensed product sales.

**The approach:** To generate passion for the purple and gold with a national music audience, T&L tapped into the musical talent of several renowned UW alums—Gregory “Preach” Christine, former University of Washington offensive lineman and established musician; Sol, Seattle hip-hop artist; Jake One, who has laid down beats for artists such as 50 Cent and De La Soul; and Prometheus Brown, also known as “Geo” or Geologic of Blue Scholars.

The four artists collaborated to create a new Husky anthem, Dawgs in the House, and accompanying music video in which they modeled trendy Husky apparel. UW alum from Big Time Hype handled the video production and Kotis Design, a business born in a UW fraternity house, produced Dawgs in the House gear.

All funds generated by iTunes downloads and sales of related apparel were donated to Husky Promise, a program that guarantees full tuition coverage for eligible Washington state students.

**The result:**
- More than 50,000 Dawgs in the House YouTube hits.
- Recording named as one of The Hip-Hop Top 5 in the Northwest.
- The campaign was featured at the CLC National Conference as a “great idea for fueling your licensing program.”
- The Original Retro Brand 150th Collection and other College Vault gear worn by the artists was picked up by new local retailers.
- Dawgs in the House successfully generated funds for Husky Promise.

**DAWG DAYS OF DECEMBER**

**The objective:** This campaign aimed to grow seasonal sales of licensed product and increase the Real Dawgs Wear Purple social media fan base.

**The approach:** During the campaign, T&L provided suggestions of Husky products for holiday giving. A different licensed product was featured on the Real Dawgs Wear Purple Facebook page each weekday in December leading up to Christmas. To encourage engagement and spark viral interest, the featured product was given away daily to a follower who “liked” the post.

**The result:** During Dawg Days of December, fans’ interaction with the Real Dawgs Wear Purple Facebook page post views increased 365% and post feedback increased 968%.

**UW LICENSE PLATE PROMOTION**

**The objective:** T&L’s goal was to generate funds for the UW General Scholarship Fund by increasing the number of UW license plates on the road.

**The approach:** Parents of 2010 and 2011 incoming freshmen as well as 2011 graduates were offered a “FREE” UW specialty license plate. Research reveals that the average driver retains their specialty plate for an average of seven years. With each annual renewal the vehicle owner donates $28 to the UW General Scholarship Fund. UW Alumni Association (UWAA) offered to fund a free UW license plate—a $47.75 value—to this select group. For those accepting the offer, UWAA pays for the plate replacement fee and the first year’s donation to the UW General Scholarship Fund. A variety of communication channels were employed to promote this offer.

**The result:** The promotion resulted in 400 new UW license plates out on the road—bringing the total to more than 6,667. The resulting seven-year donation to the UW General Scholarship fund from this promotion is $78,400 ($11,200 from the UWAA and $67,200 from the vehicle owners).
**“GREATER MOMENTS AT HUSKY STADIUM”**

**The objective:** Before the two-year renovation of Husky Stadium commenced, UWTV wanted to create a new sports documentary program to coincide with the last Husky football season in the “old” stadium. The program aimed to reach all Husky athletics fans, including students, athletes, alumni and the local community who lived within earshot of the stadium anytime during the past 91 years.

**The approach:** UWTV developed a 10-part series featuring historical footage and Husky legends sharing their memories of the games, events and people they encountered on the field. The series began airing in the fall of 2011, coinciding with the UW football season and providing a unique history of the stadium to an audience who would never see it quite the same way again.

**The result:** The on-air show received attention in local sports blogs, including those from The Seattle Times, as well as Husky fan sites. In addition, Nielsen ratings showed a significant increase in the viewership of the prime-time timeslot on weeknights when the show aired.

After the series’ initial success, UWTV worked with Topics Entertainment to create a packaged DVD collectors’ set featuring all 10 episodes. Over 20,000 copies of the DVD were distributed by the University Book Store, area Costco and Bartell Drugs Stores.

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**“UW|360” ON KOMO4**

**The objective:** UWTV sought to reach a larger audience for “UW|360,” a magazine-style show that profiles the people, programs and community connections that define the University of Washington.

**The approach:** UWTV approached local ABC affiliate KOMO4 to begin a broadcast partnership for the UWTV-produced series while providing KOMO4 with local, timely content. After repackaging “UW|360” episodes to fit KOMO4’s commercial time requirements, the 13-week run kicked off on March 24, 2012 with an appearance by the show’s host, Carolyn Douglas, on the 4 p.m. KOMO news show. UWTV also created a landing page for the show including links to more information on each of the show topics.

**The result:** Competing against the NCAA basketball finals airing on a competing station, “UW|360” on KOMO4 proved to be viable counter content to March Madness, rating as the second highest program in the timeslot for many weeks (and trailing only to the live NCAA sports broadcasts). Show ratings remained strong, and UWTV earned its highest Nielsen rating yet with a 1.2 on May 26. Due to the positive show feedback and elevated ratings, UWTV has entered into an extended partnership with KOMO4 for the spring of 2013.