



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: OCTOBER 18, 2016**
FROM: CITY MANAGER'S OFFICE **WARDS: ALL**
SUBJECT: RIVERSIDETV AND AWARD RECOGNITION

ISSUE:

The City of Riverside government access TV channel, known as RiversideTV, recently completed a rebrand and was named the *Government Media Outlet of the Year* by the American Advertising Federation – Inland Empire chapter.

RECOMMENDATIONS:

That the City Council receive and file this report.

BACKGROUND:

RiversideTV (previously known as GTV or Government TV) provides video and media support to the City of Riverside. The primary role is to provide video coverage of City Council meetings and identified committee meetings. In addition to this role, the RiversideTV team also creates programming that showcases the unique qualities of the City, highlighting events and activities that promote quality of life and add value to the residents, business owners and the public.

GTV (now RiversideTV) was combined with the Office of Communications under the City Manager's Office in 2015. Alongside new leadership, this reorganization has been instrumental in working toward the following goals:

1. Create new and exciting content that showcases the City
2. Increase viewership of videos across the three cable channels airing Riverside TV (AT&T channel 99, Spectrum channel 3 and Frontier channel 21), WatchRiverside.com and City of Riverside YouTube channel.

In order to successfully achieve the goals above, it was necessary to rebrand GTV and create a brand that is Riverside-centric and residents and business owners can get excited about the content. The new name, logo and branding was identified as RiversideTV.

The new logo is:



DISCUSSION:

RiversideTV has received the following awards in 2016:

- A. Southern California and Nevada chapter of the National Association of Television Officers and Advisors (SCAN NATOA):
- **First Place** – Promotional Video – “This is Riverside;
 - **First Place** – Sports Event Coverage Game of the Week – Poly vs. North 2015
 - **Second Place** – Best Use of Animation or Motion Graphics – Grow Riverside
 - **Second Place** – Public Service Announcement – Riverside Police Department Recruitment
- B. American Advertising Federation Inland Empire awarded RiversideTV as *Government Media Outlet of the Year*.

RiversideTV continues to produce informative, education, and entertaining content to showcase the City to Riverside and to tell *our* story.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

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Approved by: Al Zelinka, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachment: Presentation