

SUCCESS STORY



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WASHINGTON STATE PUBLIC AFFAIRS TV NETWORK



A sunset view outside the TVW building in downtown Olympia, Washington sets the stage for another day into the video history books at TVW.

Founded in 1993 by Denny Heck, a former legislator and Chief of Staff to Washington Governor Booth Gardner, along with Stan Marshburn, a veteran Washington state government official, TVW was formed to fill the void left by traditional news media's waning coverage of the state capitol affairs to provide every citizen with unbiased, unfiltered access to state government deliberations. TVW made history with the first-ever televised state court proceeding when it went on the air on April 10, 1995, by televising a death penalty case being heard by the Washington State Supreme Court. Since TVW's inception, they have covered all three branches (legislative, executive, judicial) of the state government, as well as any public policy events of statewide significance. TVW, a non-profit organization, is funded approximately \$2.5M annually by a contract-for-service to the Washington State Legislature and receives over \$11M per year in contributions from Washington's cable television industry. Once the largest robotic TV camera facility in the world, TVW maintains 39 robotic cameras in 4 buildings on the Capitol Campus in Olympia, along with 3 mobile production vans covering events in all corners of the state. However, only 40% of TVW's programming is



legislative coverage; 25% is state agencies, commissions and boards; 15% elections and misc. events; 15% non-governmental public policy events; and 5% is Supreme Court. TVW's state-of-the-art control room

assists in producing 2,000+ hours annually of original program material. While most of TVW's programming is unedited, TVW produces other programs such as Inside Olympia, The Docket, Pacific Northwest Technology tour and more. TVW is a cable-only network which can be seen in 99% of the cable households in Washington state, approximately 3.5 million viewers. All of the events covered by TVW are available in streaming video

and/or audio on TVW's website, www.tvw.org. In 2006, TVW moved to their new Jeannette C. Hayner Media Center and upgraded their equipment to digital technology with over \$6M in state appropriation and private donations. Some of the updated equipment was purchased from CUC Broadcast, which included a variety of media asset management servers for video ingest, index, low-res proxy browsing, audio ingest, indexing, along with an automated LT03 hi-res video library for long-term archive. CUC's *ClipStor/NAS* server is the heart of TVW's low-res proxy media gateway, managing and serving up over 8TB+ of hi-res video and audio content over a fibre-channel SAN. CUC worked closely with TVW's IT Director, Scott Freeman. CUC continues to provide TVW with ongoing hardware and software technology upgrades, as well as on-site support and maintenance.



Denny Heck served as TVW president until 2003, when Cindy Zehnder, an ex-Teamster's driver and former dockworker who worked her way to become another former Chief Clerk of the State House of Representatives, joined TVW as president and CEO. Cindy was recruited last October by Governor Chris Gregoire as his new Chief of Staff, leaving an opening for new TVW President and CEO Greg Lane. A former deputy chief of staff for Washington State Attorney General Rob McKenna, Mr. Lane officially joined TVW in April 2008.

TVW proudly supports the mission of The National Association of Public Affairs Networks (NAPAN), which was created to establish and expand in all 50 states, non-commercial television networks that are devoted to providing citizens with fair



and un-filtered access to their state government. NAPAN is committed to the launch and long-term viability of networks in all 50 states by the year 2015.

CUC is proud to be a part of the TVW history and continues to proactively support the work of NAPAN for the expansion of non commercial networks devoted to providing citizens with access to unbiased information.

