



TRANSMITTAL MEMORANDUM

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TO: The Honorable Mayor & City Council

FROM: Delilah A. Walsh, General Manager Initials: 

DATE: May 7, 2024 File #: MGR24-318

RE: **KPU Sales, Marketing & Customer Service Division Manager's Report – April 2024**

Attached for City Council review is the April 2024 project status report from the KPU Sales, Marketing & Customer Service Division Manager. Should the City Council have questions regarding the division manager's report, staff can respond accordingly.

**MANAGER'S REPORT**  
**SALES, MARKETING & CUSTOMER SERVICE DIVISION**  
**April 2024**

KPU's internet accounts for April increased 2% over March. Internet accounts are 2% higher than last year. Standalone, no-phone internet subscribers increased by 15% over the prior year. Standalone internet accounts for 41% of internet accounts, as customers cut the phone lines, or choose to not use a phone line. TV accounts declined by 3%, which was a disappointment since KPU has been encouraging customers to disconnect TV in advance of the September 15 sunset date. KPU now has 23% fewer TV subscribers than April 2023. A very bright spot is the growth of managed residential routers, which increased 44% in the last 12 months. 25% of KPU internet residential subscribers have KPU routers.

KPUtv filmed the Kayhi men's and women's soccer using a fixed and a roaming camera at the field. All games were filmed and played on KPUtv, and live-streamed on KPUtv Eduvision. April 1st was the launch of KPU's second annual April fool's release. This year featured mermaid sightings around Ketchikan, and an actual merman, with faux researcher Dakotah Winnebago. Community response was very positive to this piece. Work was done on an upcoming feature on local tour companies, including the Lumberjack Show, Ward Cove, and Kawanti/Taquan. Filming was completed on a focus piece on the local group Ketchikan Youth for Change, and their sleep-out to bring awareness to student homeless students. A Basics cooking featuring Outpost Agriculture local greens was edited and will soon be ready for release.

KPUtv offered sponsorships to local businesses for Kayhi sports tournaments and games beginning in late 2022. The sponsor businesses are featured during the live-stream of the events, and in the follow up videos. Funding from the sponsorships goes to the school district in a specific fund intended to help the district replace its very aged filming equipment. This Spring, the funds are being used to purchase a PTZ (pan-tilt-zoom) camera that can be affixed to a fence or wall and which has a remote control unit. Sponsoring companies/businesses have already asked to sponsor sports going forward.

KPU assisted the City with social media in posting hiring posts for open positions, council meeting announcements, Commercial Landfill fee changes, Public Notices of a community DOT event,

DOT construction announcements, and the landfill's Spring Clean-Up info. KPU Telecommunication's social media consisted of job openings, hour changes, including the closure during an extended power outage, posting of the KPUtv April Fool's day video, and National Pet day. KPU Electric postings consisted of multiple power outage updates, with hours long messaging and management of information to the public during the several events. KPUTV's social media consisted of ads for the live-stream of games, a video covering credit literacy, a feature on The Ladder, which is a film produced by former Kayhi graduate Emilio Torres, plus compilations covering upcoming videos on TV and KPUTV+, as well as the April Fool's day video.

In April, KPUtv interviewed and hired the final IPTV camera tech for the open position after conducting a search for four months. The candidate had lived in Ketchikan previously and recently moved back. He is a skilled photographer and storyteller. Also in April, KPU customer service promoted Rye Denny from front counter to Customer Solutions Specialist to fill that open position. A background check is in process for Rye's replacement at the front counter. KPU Customer Service has a long history of training and promoting staff to higher positions not only within SM&CS but also to other KPU divisions and the City. KPU SM&CS and is responsible for recruiting and promoting 13 current employees in various areas of the City/KPU.