


I. KPU Sales, Marketing & Customer Service Division Manager's Report, May 2024



TRANSMITTAL MEMORANDUM

TO: The Honorable Mayor & City Council

FROM: Delilah A. Walsh, General Manager Initials: 

DATE: June 14, 2024 File #: MGR24-408

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

Attached for City Council review is the May 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
May 2024

KPU's internet accounts for May increased 1% over April. Internet accounts are 1% 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 only 6%, which was a disappointment since KPU has been encouraging customers to disconnect TV in advance of the September 15 sunset date. KPU now has 29% fewer TV subscribers than May 2024. Managed residential routers, continued to grow by over 40% in the last 12 months. 27% of KPU internet residential subscribers have KPU routers.

KPUTV filmed and live streamed the Kayhi graduation using three cameras and switching views so that closeups of each student was captured. A separate camera also captured each student right after they received their diploma and that put together separately as small slo-mo clips of every student's joy. The primary piece included a splice of the senior produced look-back video so that viewers on TV and the internet could see the video that showed each student as a child, their plans after graduation, and senior events they all participated in. There were many thanks from the public for the live stream. Revilla graduation was also filmed, and both graduations were added to KPUTV+ so that people could rewatch. The video team also captured the last day paper toss event at Kayhi and that was included in the final graduation piece. Additional work continued on the upcoming feature on local tour companies, including the Lumberjack Show, Ward Cove, and Kawanti/Taquan. Additional filming was also done on the Salmon Walk tour and filming began on a feature of the new fire department Integrated Health Care unit. Kayhi Soccer, Baseball and Softball were also filmed and live-streamed on the internet, KPUTV+, and KPUTV.

The KPUTV+ app was launched earlier in 2024, but was not actively promoted until live-streaming of live events could be integrated. Now, live sports, live council and borough meetings and live school district meetings can be streamed. The app also has the latest video productions, as well as many favorite older productions. The app works on Apple phones and tablets, Android phones and tablets, Amazon Fire stick and now as of last week, Roku TVs and Roku streaming boxes.

KPU assisted the City with social media in posting hiring posts for open positions, council meeting announcements, Public Notices of DOT construction announcements, as well as a cross post of an electric scam post, cross post of KPUTV's last streaming workshop, and the cross post announcement of KPU's exit of VOD. KPU Telecommunication's social media consisted of job openings, hour changes, announcements of local scholarship recipients who benefited due to KPU's participation in state and national telecom organizations, graduation live stream announcements, advertisements of KPU's streaming event, Gig Gaming event, and KPU's disconnect your TV and win contest. KPU Electric postings consisted of a power update, an announcement that the geomagnetic storm would not affect KPU Electric and notice of a new electric disconnect scam. KPUTV's social media consisted of ads for the live stream of games, ads for the KPU live stream TV event in the mall, video ad for the gig gaming test event at the mall, graduation compilation features of students and the Kayhi paper toss, a plus compilations covering upcoming videos on TV and KPUTV+.