


c. KPU Sales, Marketing and Customer Service Division Manager's Report – August 2024

TRANSMITTAL MEMORANDUM

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TO:	The Honorable Mayor & City Council	Initials:	
FROM:	Delilah A. Walsh, General Manager	File #:	MGR24-582
DATE:	September 12, 2024	Mtg. #:	09/19/24 MRc
RE:	KPU Sales, Marketing and Customer Service Division Manager's Report – August 2024		

Attached for City Council review is the August 2024 project status report from the KPU Sales, Marketing and 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
August 2024

KPU's internet accounts for August increased slightly despite cable disconnections. Some customers who are dropping cable are opting to not keep internet, although the majority have upgraded their speeds. 72% of KPU's customers now have switched to the higher internet speed which provides a better experience for them and allows faster streaming, better gaming, better online class experience, and better videoconferencing. Total internet accounts are still 1% higher than last year. Unlimited data added to KPU internet accounts increased by 5% over last year, and managed residential WiFi increased by 36% over last year. TV accounts declined by 18% from the previous month in advance of the sunset of KPUTV in September. KPU now has 54% fewer TV subscribers than in August 2023. The remaining TV customers have chosen to keep KPUTv until service ends. Many have already acquired a streaming service but the KPU Customer Service and Marketing staff still assist KPU customers with streaming demos and questions in the mall office since many of them are unfamiliar with apps. Some have opted to change to an easier streaming platform such as DirecTV streaming from more challenging options like Roku. KPU still dispatches techs to assist with streaming questions in-home.

KPU Marketing updated the exclusively copyrighted Ketchikan Anthem song that was originally produced in 2017 with fresh new imagery. Mountain and water vistas, Ketchikan citizens enjoying arts, outdoors, festivals and events were used in this rendition. The new music video was released to the public on August 29th to help bolster the community spirit after the devastating slide hit Ketchikan on August 25th. The music video was released on social media, and will be uploaded to the KPUTv YouTube channel.

KPUTv created a feature piece on Blueberry Festival focusing on music and interviewing local musician Chaz Gest. They also produced a piece on Blueberry Festival, and traveled to Metlakatla to film the Founders Day Festival. A Basics with Jason Pizza oven was also produced. Additional "B" Roll footage was filmed for future use while the weather was sunny, including imagery of the Rock statue, fishing boats, fishermen mending nets, locals at the distillery.

KPU business sales group continued to increase sales of hosted business products to local businesses. KPU increased hosted wireless APs and managed cameras and firewalls by 2% over the prior month, which was a 36% increase over last year.

KPU SM&CS Division Manager Kim Simpson is a member of the NTCA Rural Broadband Marketing board. She hosted the annual Fall board meeting in Ketchikan in August. There were 25 attendees and more than 45 visitors associated with the meeting. The group toured KPU business customer sites such as Cape Fox, Ward Cove, Bush Pilots, Rain Forest Sanctuary, Salmon Falls and others to view the infrastructure and see KPU's array of business products. The board meeting was held at Ted Ferry Civic center, with speakers Mayor Dave Kiffer, Chamber Executive Director Michelle O'Brien, Kim Simpson with a KPU overview, Jason Baldwin with tips and tricks with AI and video, and Jeremy Yoder discussing marketing. Every attendee added an extra 2-7 days to their visit. This time was spent fishing, visiting Misty Fjords, shopping, dining and participating in tours, which all added revenue to the Ketchikan economy. The board declared the trip the single best board meeting they had ever had.

KPU assisted the City with social media in posting hiring posts for open positions, council meeting announcements, Public Notices of DOT construction, information on becoming a local election worker, voter registration reminders, Tourism Listening sessions as well as EOC posts regarding the landslide emergency. KPU Telecommunication's social media consisted of job openings, office closures, information on disaster assistance for the landslide, fiber cut updates. KPU marketing assisted KPU Electric with outage notifications, and job postings. KPUTV's social media consisted of information on the upcoming Paymentus payment platform coming soon, a feature of the Integrated Healthcare Unit, and information on the Landslide Awareness forum. plus compilations covering upcoming videos on TV and KPUTV+.

When the August 25, 2024 landslide occurred, SM&CS Division Manager was activated as one of the PIO for the EOC. Kim produced social media posts and press releases for the EOC which were posted on both the Borough and the City social media. During the first week of the emergency, more than 40 communications were created and released. She also assisted in communicating with the affected homeowners regarding emergency assistance, how to restore power, when and how

they could return to their homes. She partnered with media manager Jason Baldwin to film an interview with the fire crew who participated in the landslide event, as well as the Montiver couple, who had their dogs rescued from their destroyed home. Jason then edited the videos, which were released to local social media and also to the national press. One, the Montiver dog rescue, went viral across not only the community but also across the US. Jason edited dashcam footage provided by a local citizen to demonstrate brown water vs. clear, as an indicator of how to recognize a potential landslide in another viral video. KPUtv orchestrated a multi streaming event featuring state geologists, NOAA/NWS, and other experts answering questions obtained by the PIOs on landslides and emergency readiness. This was viewed on KPUtv, KPUtv+ app, YouTube, and Facebook Live.