

# North Metro TV

March 2020 Update

## Program Production

In March, a total of 70 **new programs** were produced utilizing the North Metro facilities, funds, and services. This constitutes **49:30:00 hours of new programming**.

- 20 programs were produced by the public
- 28 programs were produced by NMTV staff
- 22 programs were produced by City staff



## Van Shoots

The HD truck was used for **13:15:00** hours of production. Events produced live and recorded for additional playbacks include:

- Girls Basketball: 5AAAA Championship: Park Center vs. Centennial
- Boys Basketball: 5AAAA Quarter-Final: Roseville vs. Spring Lake Park



## Workshops

Workshop	Instructor	Organization	Students
Screenwriting – Week 5	Eric Houston	General Public	5
Lecture Series – Mickey, Bugs, and Betty Boop: The Birth of Animation	Eric Houston	General Public @ North Metro TV	27
Screenwriting – Week 6	Eric Houston	General Public	6
<b>3 Workshops</b>			<b>38 Students</b>

## Home Movie Transfers

Home movie transfers have become one of our most popular services. Residents can transfer their family videos themselves for free, or pay NMTV to do it. NMTV can also transfer film, slides, and photos for a fee.

Month	Hours Transferred	Tapes	Film Reels	DVDs	Photos/Slides	Fees Paid
January	192.75	69	4	13	415	\$639.00
February	286	69	86	18	1,020	\$3,595.00
March	343.25	58	107	0	3,587	\$627.00
<b>TOTAL:</b>	<b>822.00</b>	<b>196</b>	<b>197</b>	<b>31</b>	<b>5,022</b>	<b>\$4,861.00</b>

## Public Usage Stats

For statistical purposes, the public access department documents total numbers of unique individuals and total hours of usage of the facility by the general public, every month. These numbers include regular users, class participants, individuals transferring videos, people who attend events, and any other public usage of the facility. The numbers do not take into account the many members of the public who work with any other NMTV department, such as news, sports, municipal, or educational.

Month	Unique Individuals	Total Usage Hours
January	131	504.75
February	155	636.5
March	59	466.75
<b>TOTAL PUBLIC USAGE:</b>		<b>1,608.00</b>

## Production Highlights

### NMTV News Highlights

Each week Danika Peterson and Rusty Ray create a news program that highlights events, people, issues, and information important to citizens of our Member Cities. Some March highlights include:

- Anoka County Leaders Discuss Homelessness and Housing
- Spring Lake Park High School Students Earning E.M.T. Certification
- Anoka-Hennepin Adult Basic Education Students Placed in School District Jobs
- State Lawmakers Join Law Enforcement to Introduce Bill to Boost Mental Health Resources
- Food Shelves Prepare For More Use
- Lino Lakes Resident Wants City to Reconsider Beekeeping Ordinance
- Rusty Ray Away
- Blaine Leaders Adapting to COVID 19 Concerns
- School Districts Distribute Meals to Students During COVID 19 Closure
- Dentists Continue to Treat Patients Best They Can Despite COVID 19 Closures
- CEAP Meals on Wheels Seek Assistance and Donations During COVID 19 Shutdown
- Cities React to COVID 19 By Finding New Ways to Do Business



In addition to daily playbacks of North Metro TV News on the cable systems, there are 626 local stories archived for viewers on the NMTV YouTube channel. The channel can be accessed through the [northmetrotv.com](http://northmetrotv.com) website.

### Meet Mike Johnson

NMTV is happy to introduce our new News Production Assistant, Mike Johnson. Mike comes to us with a boatload of experience. He was the News Director at CCX for 13 years, and spent quite a few years before that working for various affiliates across the country. He retired from CCX two years ago but has decided that he is tired of watching Wheel of Fortune and might want to make a little more news. We are extremely happy to have Mike on board.



## Helping Cities Get the Word Out



Everyone at North Metro TV has been working hard to make sure that the City channels are programmed and meetings are continuing, albeit with a different look. Municipal Producer, Trevor Scholl, worked with five cities to produce statements explaining what was happening at City Hall to residents. The News Team, Danika Peterson and Rusty Ray, worked with Blaine to produce the same type of program. They have also been producing a series of news stories related to the COVID 19 pandemic, including its effect on food shelves, schools, and local businesses. NMTV Video Engineer, Matt Waldron, and Programming Coordinator Michele Silvester, have put in tons of hours setting up equipment and software to take a Zoom feed and have it interface with our Tightrope master control system so meetings can continue to cablecast and stream on our channels. Studio Manager, Eric Houston, spent a day or so playing with Zoom and creating a usage manual for those

unfamiliar with the app to get started. He also created graphics for each city channel for use during Zoom meetings. Staff continue to work with cities to answer questions and test city equipment to make sure meetings go off without a problem.



## NMTV Programming Continues

In response to the COVID 19 virus we have had to produce programs a little differently. Instead of bringing people into the studio for interviews, or even for crewing a shoot, we have done what almost every other place of employment has done...turned to Zoom. By using the Zoom app our news team has been able to conduct interviews and anchor our weekly news program. The sports department produced their Sports Den Winter Finale the same way. They titled the show "Sports Den Quarantine: Stay Inside Your Den." Most staff are able to edit at home, so they access stored video on our servers, in some cases shoot new video with equipment they have taken home, edit the shows, and then upload the video file to a dropbox at NMTV. Michele is then able to download the file to our servers and schedule the program on the channels. Our public producers have also been given access to the dropbox so we can continue to program new public access programs as well. While quite a few of our event related programs such as Arrive Alive, TedX Talks, sports and graduations have been canceled, there is still plenty of programming out there. Plus, the longer this goes on, the more innovative staff will become. For example, the sports department is resubmitting classic games from the past to fill space on the channel. They are also taking this time to archive old games, that are on tape and dvd, to digital files. Everyone is busy!



## Having Some Fun

The News team decided to have some fun with a public service announcement. So earlier in the month, when we were all still working at the office, they employed the life-size paper cut-out of Rusty...that is a little over six feet tall... to demonstrate staying six feet apart. Why do we have a life-size cardboard cut-out of Rusty you wonder? Well, it was part of a promotion at his old TV job and he got to keep it when he left. It is now a beloved prop at NMTV. They're at 387 views on youtube.





## Lecture Series Continues

Instructor, Eric Houston, has been working to provide his lecture series remotely. Because of the pandemic, he was only able to teach 3 classes in March, and had to cancel eight. He experimented with Zoom, YouTube, and Facebook to figure out how best to present classes remotely and how to transmit audio from both the computer microphone and the audio from a program running on the computer. There are also some hiccups with fair-use video clips being blocked as copyrighted even though they fall under the fair-use doctrine. Things you didn't think you had to worry about...After some testing, at least two of the workshops can be offered remotely without much difficulty. Eric sent invitations, to the workshops, to community education programs, history centers, senior centers, libraries and schools. He has gotten an amazing response.

## City Productions

In March, Municipal Producer, Trevor Scholl, completed eight productions, including coverage of Lino Lakes' annual Guns and Hoses event, an in-depth look at the Lexington Fire Department, and productions from six cities explaining what each one is doing in regards to the COVID 19 pandemic. Programs completed include:

- GunsNHoses 2020
- Centerville COVID
- Spring Lake Park COVID
- Lino Lakes COVID
- Lexington COVID
- A Look Inside The Lexington Fire Department
- Circle Pines COVID
- Torg COVID Sales



New and ongoing projects include:

- Dasco Printing, business profile
- Circle Pines Tree Removal Meeting
- Small business impacts from the Corona Virus
- Grandma's House non-profit profile
- Spring Mayor's Minutes

Trevor touches base with contacts on a regular basis and also encourages Cities to contact him whenever they have an idea for a new show.

## Production equipment consulting for cities and schools

### Blaine

- No assistance required.
- **Centerville**
- 3.25.20: Tested Zoom meeting with Mark Statz. Reviewed steps for sending and recording a completely remote meeting for broadcast on the channels.
- 3.25.20: Black signal coming from city hall instead of meeting video. Asked city staff if Leightronix box was on right setting. Made the change and the video signal came on.

### Circle Pines

- 3.10.20: Attended meeting to assist Patrick Wilson with any issues. Provided additional training. Showed him how to open up the panel and manually direct a show using two cameras. Problems came up during the meeting with the Ross LCS. Called Ross. They said they had never seen this happen before. Shut down the 1RU switcher panel and turned it back on and it all fired up as normal. Patrick did great and should be able to handle many issues going forward.
- 3.20.20: Talked with Patrick Antonen regarding live streaming broadcast options for meeting playback.

### Ham Lake

- 3.10.20: Fixed Camera 2. During NMTV staff training it was noticed that camera 2 wouldn't work. Seemed to be a Dashboard issue. Losed one of the instances on Dashboard and camera 2 reappeared.
- 3.25.20: Assisted Denise Webster with Zoom account settings.

### Lexington

- No assistance required.
- **Lino Lakes**
- 3.10.20: Fixed the Ross controller. Rusty reported that the camera controller wasn't working. Unplugged the power, did a quick re-boot of the system. Seems to have fixed problem.
- 3.23.20: Stopped by City Hall to help with remote meeting set-up. Chambers acoustics caused a feedback problem. Determined best way to proceed for best audio.
- **Spring Lake Park**
- 3.23.20: Stopped by City Hall to help with remote meeting equipment set-up. Tested audio with no problems.
- 3.24.20: Camera issues. Wouldn't move. Camera protocol reverted to default setting so had to reassign the IP addresses to the correct cameras in the Broadcast Pix software.
- 3.24.20: Discussed Zoom remote meetings capabilities with Dan.
- **All Cities**
- 3.17.20: Establish Zoom streaming network for city meetings if done completely remotely. Purchased and programmed two Raspberry Pi units to accept a signal from Zoom. They are now ready to accept up to 4 different simultaneous streams from Zoom and create an inter-office network stream that the carousel can access using its alert function.
- 3.25.20: Emailed city administrators to report findings from Centerville Zoom test. Wrote instructions on how to set-up Zoom account to transfer recordings.

## City Channel 16 Playback Stats

City	Number of Times Programs Played	Hours Programmed on Channel
Blaine	182	193:01:12
Centerville	47	143:29:11
Circle Pines	250	160:52:16
Ham Lake	71	57:16:24
Lexington	110	102:09:53
Lino Lakes	123	128:20:36
Spring Lake Park	160	120:32:17
<b>Totals:</b>	<b>943 Program Playbacks</b>	<b>905:41:49 Hours of Video Programming on Channels</b>

## Programs Produced by the Public

Title	Producer	Runtime
Off Constantly: The Beatles	D. W. Bauer	00:26:15
Bad Movie Brothers (2 episodes)	Video Club/Eric Houston	01:06:02
Cornerstone Church	Rick Bostrom	00:33:50
Christ Lutheran Church (3 episodes)	Jacob Nessman/Chance Amundson	03:25:41
The Power of Love (4 episodes)	Rick Larson	02:00:00
LovePower (4 episodes)	Rick Larson	04:00:00
Christ Lutheran Church	Chance Amundson	01:02:05
Rice Creek Watershed District Meeting (2 episodes)	Theresa Stasica	02:32:20
Oak Park Community	David Turnidge	00:38:36
Hope Church	Cindy Hardy	00:48:58
<b>20 New Programs</b>		<b>16:33:47 New Hours</b>

## Programs Produced by NMTV Staff

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Title	Producer	Runtime
Anoka County Board Meeting (3/10/20)	T.J. Tronson	00:30:47
Anoka County Board Meeting (3/24/20)	T.J. Tronson	01:22:03
NMTV News (4 episodes)	Danika Peterson/Rusty Ray	01:24:00
NACE Empty Bowls Promo	Danika Peterson/Rusty Ray	00:30:00
Spring Lake Park HS Students Earn EMT	Danika Peterson/Rusty Ray	00:03:00
Blaine COVID 19	Danika Peterson/Rusty Ray	00:03:02
GunsNHoses 2020	Trevor Scholl	00:05:00
Centerville COVID	Trevor Scholl	00:09:25
Spring Lake Park COVID	Trevor Scholl	00:03:45
Lino Lakes COVID	Trevor Scholl	00:06:47
Lexington COVID	Trevor Scholl	00:04:08
A Look Inside the Lexington Fire Department	Trevor Scholl	00:07:30
Circle Pines COVID	Trevor Scholl	00:04:24
Torg COVID Sales	Trevor Scholl	00:04:00
Girls Basketball: 5AAAA Championship; Park Center/Centennial	Kenton Kipp/J. Millington	01:39:15
Boys Basketball: 5AAAA Quarter-Final: Roseville/Spring Lake Park	Kenton Kipp/J. Millington	01:39:04
Girls Basketball: 5AAAA Semi-Final: Centennial/Roseville	Kenton Kipp/J. Millington	01:25:07
Girls Hockey: 5AA SF: Blaine vs. Anoka/Spring Lake Park	Kenton Kipp/J. Millington	01:41:44
Girls Basketball: 5AAAA SF: Centennial/Roseville	Kenton Kipp/J. Millington	01:20:00
Sports Den (3 episodes)	Kenton Kipp/J. Millington	01:14:48
Athlete of the Week	Kenton Kipp/J. Millington	00:02:10
Sports Den Top Plays	Kenton Kipp/J. Millington	00:00:40
Game Highlights (3 episodes)	Kenton Kipp/J. Millington	00:08:04
<b>28 New Programs</b>		<b>09:53:53 New Hours</b>

## Programs Produced by City Staff

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Title	Producer	Runtime
Blaine City Council Meeting (3/2/20)	Blaine Staff	01:27:02
Blaine Planning Commission Meeting (3/10/20)	Blaine Staff	00:20:04
Blaine City Council Meeting (3/16/20)	Blaine Staff	00:41:57
Blaine Natural Resources Conservation Board Meeting (3/24/20)	Blaine Staff	01:05:15
Centerville City Council Meeting (3/11/20)	Centerville Staff	04:53:29
Centerville City Council Meeting (3/25/20)	Centerville Staff	01:35:51
Circle Pines City Council Meeting (3/10/20)	Circle Pines Staff	00:28:44
Circle Pines Emergency City Council Meeting (3/17/20)	Circle Pines Staff	00:27:55
Circle Pines Utility Commission Meeting (3/18/20)	Circle Pines Staff	00:43:56
Circle Pines City Council Meeting (3/24/20)	Circle Pines Staff	01:12:13
Ham Lake City Council Meeting (3/2/20)	Ham Lake Staff	00:28:06
Ham Lake Planning Commission Meeting (3/9/20)	Ham Lake Staff	01:16:00
Ham Lake City Council Meeting (3/16/20)	Ham Lake Staff	00:19:03
Lexington City Council Meeting (2/6/20)	Lexington Staff	00:23:00

Lexington City Council Meeting (2/20/20)	Lexington Staff	00:30:04
Lino Lakes City Council Meeting (3/9/20)	Lino Lakes Staff	01:39:46
Lino Lakes Planning and Zoning Commission Meeting (3/11/20)	Lino Lakes Staff	01:11:37
Lino Lakes City Council Meeting (3/23/20)	Lino Lakes Staff	02:22:06
Spring Lake Park City Council Meeting (3/2/20)	Spring Lake Park Staff	00:24:37
Spring Lake Park City Council Meeting (3/16/20)	Spring Lake Park Staff	01:07:03
Spring Lake Park Planning Commission Meeting (3/23/20)	Spring Lake Park Staff	00:17:33
Spring Lake Park Special City Council Meeting (3/23/20)	Spring Lake Park Staff	00:20:10
<b>22 New Programs</b>		<b>23:02:55 New Hours</b>

If you have any questions or comments regarding this monthly report please contact  
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