

# North Metro TV

August 2021 Update

## Program Production

In August, a total of 65 **new programs** were produced utilizing the North Metro facilities, funds, and services. This constitutes **52:15:00 hours of new programming.**

- 23 programs were produced by the public
- 38 programs were produced by NMTV staff
- 4 programs were produced by City staff



## Van Shoots

The HD production truck was utilized for 20:45:00 hours of production in August. The following events were produced live and recorded for additional playback:

- Lino Lakes Blue Heron Days Parade
- Girls Tennis: Centennial vs. Blaine
- Boys Soccer: Centennial vs. Blaine
- Girls Soccer: Centennial vs. Blaine
- Volleyball: Roseville vs. Spring Lake Park



## vMix Live Streaming Shoots

The vMix streaming production system was not utilized in August.



## Most Viewed YouTube Sporting Event

Boys and Girls Soccer: Centennial vs. Blaine  
783 Views

## Live Workshops

Workshop	Instructor	Organization	Students
How to Make a TV Show: Week 3: Editing	Eric Houston	General Public	6
How to Make a TV Show: Week 4: Studio Shooting	Eric Houston	General Public	7
How to Make a TV Show: Week 5: Final Project Review	Eric Houston	General Public	6
<b>3 Live Workshops</b>			<b>19 Students</b>

## VOD Workshop Views

Workshop	Type	# of Views	Hours Viewed
Great British Game Shows *NEW*	Mini	31	2.5 hrs
We Love Lucy: The Lucille Ball Story	Full	23	2.5 hrs
The Immortal Ingrid Pitt	Mini	53	2.5 hrs
The Oscars: 90 Years of the Academy Awards	Full	29	7.25 hrs
Tim Curry Horror Picture Show	Mini	10	.75 hrs
Back to the Eighties: The Decade's Biggest...	Full	3	2.25 hrs
James Bond: 50 Years of 007	Full	N/A	N/A
Eurovision: A Celebration	Mini	N/A	N/A
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	624	73 hrs
Superman: The Man of Steel on the Silver Screen	Full	3	.75 hrs
The Fantastic Four on the Silver Screen	Mini	3	.5 hrs
Christmas in Hollywood	Full	2	.25 hrs
TV's Greatest Christmas Specials	Full	6	.75 hrs
Chicago Christmas Classics	Mini	142	6 hrs
Let's Go Ghostbusters: Filmmation's Haunted Heroes	Mini	17	.75 hrs
Monster Movies of the 40s and 50s	Full	172	12.25 hrs
Monster Movies of the 20s and 30s	Full	18	1.25 hrs
The Presidency on Film JQA to JFK	Full	N/A	N/A
Monstervision: The Legend of Joe Bob Briggs	Mini	16	1.5 hrs
The Cult of Caroline Munro	Mini	1403	58.5 hrs
The Marilyn Monroe Story	Full	635	100.5 hrs
Nick at Nite: A TV Viewer's Dream	Mini	37	1.75 hrs
The Birth of Animation: Mickey, Bugs, and Betty...	Full	5	1.5 hrs
Hollywood Goes to War: World War II	Full	16	2.5 hrs
Come on Down: Game Shows of the 70s and 80s	Full	49	6.5 hrs
The Quiz Show Scandals and Other Game Shows...	Full	162	41 hrs
The Three Stooges: Comedy's Heavy Hitters	Full	8	4.75 hrs
The Marx Brothers: Groucho, Harpo, Chico...	Full	78	11 hrs
Mary Pickford: The World's First Movie Star	Full	3	1.75 hrs
Hollywood Goes to the Dogs: Lassie, Benji...	Full	4	.25 hrs
<b>30 VOD Workshops</b>		<b>3,552 Total Views</b>	<b>344.75 Hours Viewed</b>



### Most Viewed YouTube Workshop

The Cult of Caroline Munro  
1,403 Views

## YouTube Stats

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Month	Viewers	Videos Viewed	Hours Watched	New Subscribers	Total Impressions
January	23,800	38,487	3,620.2	132	532,400
February	21,198	34,307	3,201	103	507,655
March	26,738	46,359	5,147	145	668,404
April	20,378	28,623	1,653	84	462,844
May	26,205	39,801	4,364	141	559,725
June	78,020	98,880	16,114	335	2,187,848
July	19,290	25,592	1,848.5	61	401,947
August	19,875	28,566	1,653	55	441,487
<b>TOTAL:</b>	<b>235,504</b>	<b>340,615</b>	<b>37,600.7</b>	<b>1,056</b>	<b>5,762,310</b>

## NMTV Website Stats

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Month	Number of Users	Number of Views	Live Stream Views
January	6,103	20,923	1,324
February	5,860	16,285	1,692
March	5,347	14,476	2,182
April	4,313	9,558	599
May	3,534	8,928	845
June	4,072	10,641	1,360
July	4,563	12,497	2,205
August	3,810	8,021	694
<b>TOTAL:</b>	<b>37,602</b>	<b>101,329</b>	<b>10,901</b>

## Home Movie Transfers

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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.

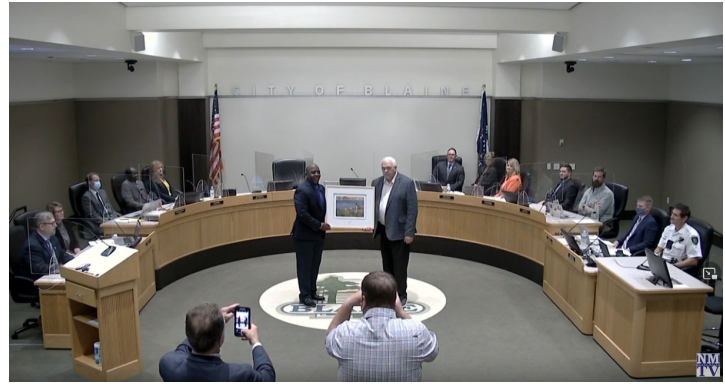
Month	Hours Transferred	Tapes	Film Reels	DVDs	Photos/Slides	Fees Paid
January	387	74	136	3	516	\$1,927.20
February	358	77	101	15	1,097	\$688.06
March	587.50	153	76	73	850	\$3,007.08
April	429	134	52	92	860	\$1,550.12
May	302.5	92	83	0	300	\$1,916.48
June	230.5	37	57	0	363	\$582.78
July	345.25	69	79	0	166	\$1,761.16
August	412.75	97	88	45	89	\$2,165.03
<b>TOTAL:</b>	<b>3,052.75</b>	<b>733</b>	<b>672</b>	<b>228</b>	<b>4,241</b>	<b>\$13,597.91</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 August highlights include:

- Anoka County Master Gardener: Fall Planting & Moving Flower Beds
- Farmers Markets Continue Providing Fresh Produce to North Metro Despite Challenges
- Blaine Receives State Funding to Begin Designs for Highway 65 Improvements
- Bikes for Kids Celebrates Ten Years, Says Goodbye to Leader
- Anoka Hennepin Struggling to Find Child Care Providers for Upcoming School Year
- North Metro Colleges Consider Mask Mandates as School Year Nears
- Local Gyms See Surging Interest Amid Olympic Gymnasts' Successes
- Anoka County Parks to Unveil Augmented Reality Enhanced Programs for Trails in 2022
- Lino Lakes Family Eager to Get Back to State Fair Food Stand Business
- Blaine Works Out Lucrative Land Deal with the State
- Lino Lakes to Offer Paid Fire Fighters More Money
- Ladies Golf Tournament Benefits Blaine Based Food Shelf Program
- Invictus Brewing Going All Solar Soon
- Former Mayor Tom Ryan Honored by League of Minnesota Cities at Blaine Council Meeting
- Efforts of Census Man Pay Dividends for City of Circle Pines
- Blain Census Results Show Larger Than Expected Growth
- Anoka County Master Gardener: Time to Harvest
- Anoka County Health Leaders Seeking Unvaccinated Groups With Clinics
- School Districts Make Masking Decisions Based on Evolving Numbers
- Lino Lakes Will Pay Consultant to Help Start Possible Hybrid Management of Fitness Center
- Long time Northtown Librarian Retires After Reaching Generations with Storytimes
- SBM/Centennial Fire Join Forces Under Unique Leadership Plan
- Family Keeps House Amid Major Lino Lakes Road Construction Process



In addition to daily playbacks of North Metro TV News on the cable systems, there are 927 local stories archived for viewers on the NMTV YouTube channel. The channel can be accessed through the [northmetrotv.com](http://northmetrotv.com) website.



### Most Viewed YouTube News Story

Family Keeps House Amid Major Lino Lakes Road Construction Process  
788 Views

### Commercial Projects

NMTV staff has been quite busy with commercial projects over the last couple of months. Over the summer we provided streaming services to the National Sports Center for several of their big events and recorded a parade for the City of Columbia Heights. A construction company in St. Paul is contracting with us to provide drone footage of various sites and Carleton College has hired us to provide drone footage of "move-in" day. Staff is also working on promos for the Anoka County Community Action Program and for the Minnesota Softball Military Appreciation Foundation. Finally, as always, the home movie film transfer service remains very popular.



## Ham Lake Website Project

Special Events Coordinator and UAS Remote Pilot, T.J. Tronson has been working with the City of Ham Lake to provide updated park and city photos for their website. T.J. has been utilizing both drone and standard field photography to provide the images. He has been taking photographs of every park in the city. Only nine parks left until the project is completed!



## Of Special Note...

Two things...first, the news team of Danika Peterson, Rusty Ray and Mike Johnson received an Award of Honor for the pandemic related promo "Stay a Rusty Ray Away." The award was presented by the National Association of Telecommunications Officers and Advisers (NATOA), a national advocacy group representing municipalities and cable commissions communications interests. The promo was submitted to NATOA's annual award competition. Second, Danika Peterson got a shout-out in an article in the Metro North Chamber of Commerce newsletter. In the Testimonial Time article written by Pam Powell, the Executive Director of Mom's Haven of Hope, Pam noted that the interview she did with Danika brought her together with a builder for her project.

## In Person Classes

Instructor, Eric Houston, wrapped up his five-week production series for public access users in August. The series focused on the basics of video production and included workshops covering cameras, tripods, microphones, editing, and studio shooting. The students got to utilize their newly acquired production skills by recording their own NMTV promo and by crewing an original in-studio talk show. All of the completed projects are currently playing on the public channel. Pictured to the left are five of the six graduates of our first live class series in over a year. Eric will be offering the classes again beginning in October.



## City Productions

In August, Municipal Producer, Trevor Scholl, completed three productions and took a two week vacation. The shows include two projects he's been working on for a while with the City of Blaine and a piece on the MN Craft Brewers Guild at the State Fair. Programs completed include:

- Blaine Police Department Awards 2021
- POR Level 3: Sex Offender Video
- MN Craft Brewers Guild at the State Fair



New and ongoing projects include:

- Fall Mayor's minutes
- Blaine Economics promotion
- Oak Park community church disc golf
- Anoka County community action program promo
- Spring Lake Park street projects
- Centerville business profiles
- Circle Pines virtual tour

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.

## Public Access Programs

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Title	Producer	Runtime
NMTV New Talent Showcase: Class Project	Eric Houston	00:18:14
Bad Movie Bros	Eric Houston	00:28:40
Rice Creek Watershed District Meeting (3 episodes)	Theresa Stasica	03:47:54
Christ Lutheran Church (5 episodes)	Chance Amundson	04:33:26
Lovepower (4 episodes)	Rick Larson	04:00:00
The Power of Love (4 episodes)	Rick Larson	02:00:00
Oak Park Community Church (5 episodes)	David Turnidge	03:17:00
<b>23 New Programs</b>		<b>18:25:14 New Hours</b>

## NMTV Staff Programs

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Title	Producer	Runtime
Anoka County Board Meeting (8/10/21)	T.J. Tronson	00:29:29
Anoka County Board Meeting (8/24/21)	T.J. Tronson	00:51:52
NMTV News (3 episodes)	Danika Peterson/Rusty Ray	01:14:17
Blaine Police Department Awards 2021	Trevor Scholl	00:10:43
POR Level 3: Sex Offender Relocation Video: City of Blaine	Trevor Scholl	00:53:14
MN State Fair Craft Brewers Guild	Trevor Scholl	00:02:54
Lino Lakes Blue Heron Days Parade	Kenton Kipp/J. Millington	00:29:30
Girls Tennis: First Doubles: Centennial/Blaine	Kenton Kipp/J. Millington	01:13:02
Boys Soccer: Centennial/Blaine	Kenton Kipp/J. Millington	01:34:58
Girls Soccer: Centennial/Blaine	Kenton Kipp/J. Millington	01:03:30
Volleyball: Roseville/Spring Lake Park	Kenton Kipp/J. Millington	01:19:34
Sports Den: Fall Sports Episode 1	Kenton Kipp/J. Millington	00:14:06
<b>14 New Programs</b>		<b>09:37:09 New Hours</b>

## City Meetings

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Title	Producer	Runtime
Blaine City Council Meeting (8/2/21)	Trevor Scholl	01:07:45
Blaine Special EDA Meeting (8/9/21)	T.J. Tronson	00:21:19
Blaine Planning Commission Meeting (8/10/21)	T.J. Tronson	00:06:18
Blaine City Council Meeting (8/16/21)	T.J. Tronson	02:05:57
Blaine Natural Resources Conservation Board Meeting (8/17/21)	Trevor Scholl	00:22:47
Blaine Park Board Meeting (8/24/21)	Trevor Scholl	00:46:46
Centerville Park & Rec Meeting (8/4/21)	Dylan Salber	01:39:47
Centerville Planning & Zoning Meeting (8/10/21)	Dylan Salber	02:19:34
Centerville City Council Meeting (8/11/21)	Teresa Bender	01:37:34
Centerville EDA Meeting (8/18/21)	Dylan Salber	01:18:37
Centerville City Council Meeting (8/25/21)	Teresa Bender	00:41:41
Circle Pines City Council Meeting (8/10/21)	Patrick Willson	01:19:52
Circle Pines Utility Commission Meeting (8/18/21)	Patrick Willson	00:37:33
Circle Pines City Council Meeting	Patrick Willson	01:19:03

(8/24/21)		
Ham Lake City Council Meeting (8/2/21)	Patrick Willson	00:40:56
Ham Lake Planning Commission Meeting (8/9/21)	Patrick Willson	00:54:48
Ham Lake City Council Meeting (8/16/21)	Patrick Willson	00:46:07
Ham Lake Planning Commission Meeting (8/23/21)	Patrick Willson	01:08:11
Lexington City Council Meeting (8/5/21)	Lexington Staff	01:52:35
Lexington City Council Meeting (8/19/21)	Lexington Staff	00:16:25
Lino Lakes Park Board Meeting (8/4/21)	Anne Serwe	00:47:55
Lino Lakes City Council Meeting (8/9/21)	Anne Serwe	01:30:52
Lino Lakes Planning & Zoning Meeting (8/11/21)	Anne Serwe	01:19:23
Lino Lakes City Council Meeting (8/23/21)	Anne Serwe	00:19:39
Lino Lakes Environmental Board Meeting (8/25/21)	Anne Serwe	01:06:09
Spring Lake Park City Council Meeting (8/2/21)	Isaac Quick	00:20:02
Spring Lake Park City Council Meeting (8/16/21)	Isaac Quick	00:25:38
Spring Lake Park Planning Commission Meeting (8/23/21)	Isaac Quick	00:59:43
<b>28 New Programs</b>		<b>28:12:56 New Hours</b>

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