

North Metro TV

September 2021 Update

Program Production

In September, a total of 71 **new programs** were produced utilizing the North Metro facilities, funds, and services. This constitutes **70:30:00 hours of new programming.**

- 17 programs were produced by the public
- 50 programs were produced by NMTV staff
- 4 programs were produced by City staff



Van Shoots

The HD production truck was utilized for 60:45:00 hours of production in September. The following events were produced live and recorded for additional playback:

- Girls Swimming & Diving: Anoka vs. Centennial
- Volleyball: Maple Grove vs. Centennial
- Girls Tennis: St. Anthony vs. Spring Lake Park
- Girls Swimming & Diving: Spring Lake Park vs. Blaine
- Football: Totino Grace vs. Centennial
- Boys and Girls Soccer: Spring Lake Park vs. Centennial
- Football: Irondale vs. Spring Lake Park
- Volleyball: Blaine vs. Spring Lake Park
- Boys and Girls Soccer: Blaine vs. Spring Lake Park



vMix Live Streaming Shoots

The vMix single camera production system was utilized to record/transmit 2 sporting events. The vMix system requires significantly fewer staff members, than the production truck. vMix crews are spread out over multiple locations and connected via the internet.

- Football: Chanhassen vs. Spring Lake Park
- Football: Maple Grove vs. Centennial



Most Viewed YouTube Sporting Event

Football: Maple Grove vs. Centennial
2,099 Views

Live Workshops

Workshop	Instructor	Organization	Students
Lecture: The Marilyn Monroe Story	Eric Houston	Mary Ann Young Center	10
1 Live Workshop			10 Students

VOD Workshop Views

Workshop	Type	# of Views	Hours Viewed
Great British Game Shows	Mini	25	3.25 hrs
We Love Lucy: The Lucille Ball Story	Full	52	4.25 hrs
The Immortal Ingrid Pitt	Mini	79	5 hrs
The Oscars: 90 Years of the Academy Awards	Full	35	8 hrs
Tim Curry Horror Picture Show	Mini	14	.5 hrs
Back to the Eighties: The Decade's Biggest...	Full	4	2 hrs
James Bond: 50 Years of 007	Full	7	.5 hrs
Eurovision: A Celebration	Mini	N/A	N/A
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	574	53 hrs
Superman: The Man of Steel on the Silver Screen	Full	N/A	N/A
The Fantastic Four on the Silver Screen	Mini	N/A	N/A
Christmas in Hollywood	Full	2	.75 hrs
TV's Greatest Christmas Specials	Full	15	1.25 hrs
Chicago Christmas Classics	Mini	120	6 hrs
Let's Go Ghostbusters: Filmmakers' Haunted Heroes	Mini	8	.5 hrs
Monster Movies of the 40s and 50s	Full	234	24 hrs
Monster Movies of the 20s and 30s	Full	49	2.5 hrs
The Presidency on Film JQA to JFK	Full	N/A	N/A
Monstervision: The Legend of Joe Bob Briggs	Mini	13	1 hrs
The Cult of Caroline Munro	Mini	2395	100 hrs
The Marilyn Monroe Story	Full	192	32 hrs
Nick at Nite: A TV Viewer's Dream	Mini	39	1.25 hrs
The Birth of Animation: Mickey, Bugs, and Betty...	Full	13	1 hrs
Hollywood Goes to War: World War II	Full	26	6.5 hrs
Come on Down: Game Shows of the 70s and 80s	Full	38	3.25 hrs
The Quiz Show Scandals and Other Game Shows...	Full	100	17.5 hrs
The Three Stooges: Comedy's Heavy Hitters	Full	N/A	N/A
The Marx Brothers: Groucho, Harpo, Chico...	Full	79	6.25 hrs
Mary Pickford: The World's First Movie Star	Full	7	.25 hrs
Hollywood Goes to the Dogs: Lassie, Benji...	Full	4	1 hrs
30 VOD Workshops		4,134 Total Views	291.5 Hours Viewed



Most Viewed YouTube Workshop

The Cult of Caroline Munro
2,395 Views

YouTube Stats

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
September	21,179	34,266	2,927.25	123	518,344
TOTAL:	256,683	374,881	40,527.95	1,179	6,280,654

NMTV Website Stats

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
September	5,244	13,772	2,524
TOTAL:	42,846	115,101	13,425

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	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
September	200.5	56	13	3	1,457	\$932.36
TOTAL:	3,253.25	789	685	231	5,698	\$14,530.27

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 September highlights include:

- Ham Lake Senator Benson Announces Bid for GOP Gubernatorial Nomination
- Senator Jerry Newton Announces Retirement
- Interview With Anoka Hennepin School District Superintendent David Law
- Interview With Centennial School District Interim Superintendent Jeff Holmberg
- Governor Walz Welcomes Blaine Students Back to School
- Anoka County Crime Lab Wins National Recognition
- Centennial Lakes PD CERT Program Looking for Volunteers
- Anoka County Master Gardener: Protecting the Fall Harvest
- Blaine Students receive NASA Update About Upcoming Moon Missions
- Friends of Anoka County Library Getting Ready for First Ever Book Sale to Benefit Branches
- Bikes for Kids Celebrates 10 Years with Community Celebration
- Two Anoka Hennepin Schools Named Blue Ribbon Schools by US Department of Education
- Centennial Lakes Officer Patrols the Trails
- Girls Soccer Player is Winning Games for Bengal Boys Football
- Blaine Businessman Identifies with Afghan Refugees
- Blaine Historical Society Publishes Book
- State Bonding Tour Stops in Blaine



In addition to daily playbacks of North Metro TV News on the cable systems, there are 941 local stories archived for viewers on the NMTV YouTube channel. The channel can be accessed through the northmetrotv.com website.



Most Viewed YouTube News Story

Girls Soccer Player is Winning Games for Bengals Boys Football
547 Views

Meet the Superintendents

News Producer, Rusty Ray, sat down with Centennial Schools' Interim Superintendent Jeff Holmberg and Anoka Hennepin Schools' Superintendent David Law in early September. They discussed the upcoming school year and issues facing the school districts, such as COVID-19 mitigation plans and responses to concerns over racial equity. Both interviews are playing on the channels and are available on the NMTV Youtube channel.



Election Programming

The News team of Danika Peterson and Rusty Ray has been hard at work organizing and scheduling all of North Metro TV's election related productions. They have contacted all fourteen candidates for the available elected offices in the North Metro service area. Everyone was invited to submit a bio for the NMTV website and to schedule an in-studio interview with Rusty. The bios are posted on the NMTV website, and the videos are playing on the relevant channels and Youtube.

A Corny Conundrum

NMTV's two public access production assistants, through the Anoka County youth program, have completed work on their second news video. This fun story centers on the discovery of one stalk of corn growing behind the NMTV dumpster enclosure. The guys conducted interviews with staff, an Anoka County Master Gardener, and an interested neighbor. The point of the story was to discover how the corn stalk got there. After some educated speculation from the Master Gardener, the neighbor filled in the blanks. The guys did all of the shooting, writing, and editing. It is a very well done and pretty funny video. The Director of the youth program, Darcy Hokkanen, said after watching the video, "I cannot tell you how much joy this brought me this morning. Your station is going way above and beyond giving these young men this opportunity. How fun!" It can be found on the NMTV Youtube page.



Trevor Shout Out

Last month, Municipal Producer, Trevor Scholl completed a program for the Blaine Police Department which he had spent quite a bit of time shooting and editing. He received a very nice letter of thanks from Chief of Police, Brian Podany extending sincere thanks from the entire police department for the work he did in creating the staff video. Chief Podany thanked Trevor for being accomodating to the unique staffing schedules of the officers, and coming in on multiple dates and times so everyone could participate. The Chief told Trevor that he made it comfortable and fun for those who were a bit apprehensive about being recorded, and that the final product turned out amazing. Trevor does good work!

City Productions

In September, Municipal Producer, Trevor Scholl, completed three productions. The shows include a piece on Spring Lake Park's street improvement project, a business profile, and a promo. In addition to program production, Trevor also updated videos on all seven cities' Brightsign players. Programs completed include:

- Spring Lake Park Street Improvement Project
- Oak Park Community Church Disc Golf
- SACA Hops for Hunger 9.0 Promo



New and ongoing projects include:

- Fall Mayor's minutes
- Blaine Economics promotion
- Anoka County Community Action Program promo finalization
- Forgotten Star Brewing
- Centerville business profiles
- Circle Pines virtual tour
- All City Brightsign player video updates

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

Title	Producer	Runtime
Rice Creek Watershed District Meeting (2 episodes)	Theresa Stasica	02:50:30
Christ Lutheran Church (4 episodes)	Chance Amundson	03:45:13
Lovepower (4 episodes)	Rick Larson	04:00:00
The Power of Love (4 episodes)	Rick Larson	02:00:00
Oak Park Community Church (3 episodes)	David Turnidge	01:59:55
17 New Programs		14:35:38 New Hours

NMTV Staff Programs

Title	Producer	Runtime
Anoka County Board Meeting (9/14/21)	T.J. Tronson	01:02:05
Anoka County Board Meeting (9/28/21)	T.J. Tronson	01:32:08
NMTC Meeting (9/15/21)	T.J. Tronson	00:12:41
NMTV News (4 episodes)	Danika Peterson/Rusty Ray	01:34:20
Organization Profile: Oak Park Disc Golf	Trevor Scholl	00:02:08
Spring Lake Park Street Projects	Trevor Scholl	00:04:42
Hops for Hunger Promo	Trevor Scholl	00:00:45
Volleyball: Roseville/Spring Lake Park	Kenton Kipp/J. Millington	01:14:13
Girls Swim & Dive: Anoka/Centennial	Kenton Kipp/J. Millington	02:18:16
Volleyball: Maple Grove/Centennial	Kenton Kipp/J. Millington	01:46:49
Girls Tennis: St. Anthony/Spring Lake Park	Kenton Kipp/J. Millington	01:30:56
Girls Swimming & Diving: Spring Lake Park/Blaine	Kenton Kipp/J. Millington	02:11:07
Football: Totino Grace/Centennial	Kenton Kipp/J. Millington	01:57:00
Football: Chanhassen/Spring Lake Park	Kenton Kipp/J. Millington	01:42:10
Boys Soccer: Spring Lake Park/Centennial	Kenton Kipp/J. Millington	01:30:57
Girls Soccer: Spring Lake Park/Centennial	Kenton Kipp/J. Millington	01:31:46
Football: Irondale/Spring Lake Park	Kenton Kipp/J. Millington	02:02:01
Football: Maple Grove/Centennial	Kenton Kipp/J. Millington	01:45:30
Volleyball: Blaine/Spring Lake Park	Kenton Kipp/J. Millington	01:17:05
Boys Soccer: Blaine/Spring Lake Park	Kenton Kipp/J. Millington	01:20:23
Girls Soccer: Blaine/Spring Lake Park	Kenton Kipp/J. Millington	01:29:08
Sports Den (4 episodes)	Kenton Kipp/J. Millington	01:18:58
28 New Programs		28:15:26 New Hours

City Meetings

Title	Producer	Runtime
Blaine Traffic Commission Meeting (9/7/21)	T.J. Tronson	00:54:10
Blaine City Council Meeting (9/8/21)	T.J. Tronson	02:02:15
Blaine Planning Commission Meeting (9/14/21)	T.J. Tronson	00:45:59
Blaine City Council Meeting (9/20/21)	Trevor Scholl	01:01:40
Blaine Park Board Meeting (9/28/21)	Trevor Scholl	00:32:04
Centerville Park & Rec Meeting (9/1/21)	Teresa Bender	01:47:19
Centerville Planning & Zoning Meeting (9/7/21)	Trevor Scholl	02:41:33
Centerville City Council Meeting (9/8/21)	Teresa Bender	01:40:58
Centerville EDA Meeting (9/15/21)	Rusty Ray	01:22:21

Centerville City Council Meeting (9/22/21)	Teresa Bender	01:52:21
Circle Pines City Council Meeting (9/14/21)	Patrick Willson	01:03:11
Circle Pines Utility Commission Meeting (9/15/21)	Patrick Willson	00:16:28
Circle Pines City Council Meeting (9/28/21)	Patrick Willson	00:26:13
Ham Lake City Council Meeting (9/7/21)	Patrick Willson	00:21:57
Ham Lake Planning Commission Meeting (9/13/21)	Patrick Willson	00:40:47
Ham Lake City Council Meeting (9/20/21)	Patrick Willson	00:54:48
Ham Lake Planning Commission Meeting (9/27/21)	Patrick Willson	01:21:14
Lexington City Council Meeting (9/2/21)	Lexington Staff	00:09:18
Lino Lakes Park Board Meeting (9/1/21)	Anne Serwe	01:58:26
Lino Lakes Planning & Zoning Meeting (9/8/21)	Anne Serwe	01:16:23
Lino Lakes City Council Meeting (9/13/21)	Anne Serwe	00:26:04
Lino Lakes City Council Meeting (9/27/21)	Anne Serwe	00:18:03
Lino Lakes Environmental Board Meeting (9/29/21)	Anne Serwe	00:45:30
Spring Lake Park City Council Meeting (9/7/21)	Isaac Quick	00:54:52
Spring Lake Park City Council Meeting (9/20/21)	Isaac Quick	00:16:56
Spring Lake Park Planning Commission Meeting (9/27/21)	Danika Peterson	01:43:19
26 New Programs		27:34:09 New Hours

If you have any questions or comments regarding this monthly report please contact
Heidi Arnson at 763.231.2801 or harnson@northmetrotv.com.