

North Metro TV

December 2021 Update

Program Production

In December, a total of 66 **new programs** were produced utilizing the North Metro facilities, funds, and services. This constitutes **54:30:00 hours of new programming**.

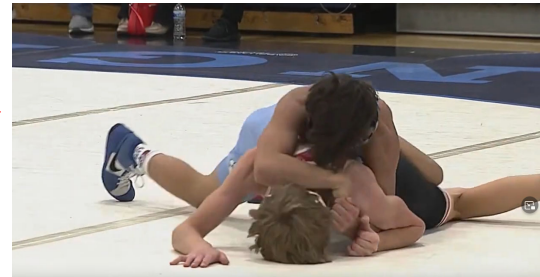
- 23 programs were produced by the public
- 40 programs were produced by NMTV staff
- 3 programs were produced by City staff



Van Shoots

The HD production truck was utilized for 21:30:00 hours of production in December. The following events were produced live and recorded for additional playback:

- Wrestling:
 - Coon Rapids vs. Blaine
 - Centennial vs. Blaine
 - Centennial vs. Blaine
- Boys Basketball: Spring Lake Park vs. Blaine
- Boys Swim & Dive: Blaine vs. Centennial



vMix Live Streaming Shoots

The vMix single camera production system was utilized to record/transmit five 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.

- Girls Basketball: Blaine vs. Spring Lake Park
- Girls Basketball: Eden Prairie vs. Centennial



Most Viewed YouTube Sporting Event

Boys Basketball: Spring Lake Park vs. Blaine
988 Views

Live Workshops

Workshop	Instructor	Organization	Students
Studio Tour	Eric Houston	General Public	2
Studio A	Eric Houston	Blaine High School Students	7
Lecture Class: Rudolph, Snoopy, and the Grinch: TV's Greatest Christmas Specials	Eric Houston	Blaine Parks and Recreation	5
Lecture Class: Christmas in Hollywood	Eric Houston	Crest View Senior Living	8
Editing	Eric Houston	General Public	1
5 Live Workshop			23 Students

VOD Workshop Views

Workshop	Type	# of Views	Hours Viewed
Great British Game Shows	Mini	31	1.5 hrs
We Love Lucy: The Lucille Ball Story	Full	235	22.5 hrs
The Immortal Ingrid Pitt	Mini	253	12.5 hrs
The Oscars: 90 Years of the Academy Awards	Full	77	11.5 hrs
Tim Curry Horror Picture Show	Mini	34	1 hrs
Back to the Eighties: The Decade's Biggest...	Full	NA	NA
James Bond: 50 Years of 007	Full	6	.25 hrs
Eurovision: A Celebration	Mini	3	.25 hrs
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	264	20 hrs
Superman: The Man of Steel on the Silver Screen	Full	3	.75 hrs
The Fantastic Four on the Silver Screen	Mini	4	.25 hrs
Christmas in Hollywood	Full	6	2 hrs
TV's Greatest Christmas Specials	Full	135	18 hrs
Chicago Christmas Classics	Mini	6,889	344.45 hrs
Let's Go Ghostbusters: Filmmation's Haunted Heroes	Mini	10	.25 hrs
Monster Movies of the 40s and 50s	Full	276	21 hrs
Monster Movies of the 20s and 30s	Full	21	1.5 hrs
The Presidency on Film JQA to JFK	Full	NA	NA
Monstervision: The Legend of Joe Bob Briggs	Mini	22	1.5 hrs
The Cult of Caroline Munro	Mini	1,905	79 hrs
The Marilyn Monroe Story	Full	79	13 hrs
Nick at Nite: A TV Viewer's Dream	Mini	19	.5 hrs
The Birth of Animation: Mickey, Bugs, and Betty...	Full	4	.25 hrs
Hollywood Goes to War: World War II	Full	19	4.5 hrs
Come on Down: Game Shows of the 70s and 80s	Full	46	2.5 hrs
The Quiz Show Scandals and Other Game Shows...	Full	81	17.5 hrs
The Three Stooges: Comedy's Heavy Hitters	Full	NA	NA
The Marx Brothers: Groucho, Harpo, Chico...	Full	74	4 hrs
Mary Pickford: The World's First Movie Star	Full	3	.25 hrs
Hollywood Goes to the Dogs: Lassie, Benji...	Full	6	.25 hrs
30 VOD Workshops		10,505 Total Views	581 Hours Viewed



Most Viewed YouTube Workshop

Chicago Christmas Classics
6,889 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
October	267,700	346,691	19,079	1,474	3,720,835
November	67,568	87,635	4,820	338	1,068,997
December	24,403	34,888	2,243	89	484,967
TOTAL:	616,354	844,095	66,669.95	3,080	11,554,453

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
October	6,525	22,452	5,837
November	4,900	10,949	1,291
December	3,224	8,024	1,151
TOTAL:	57,495	156,526	21,704

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
October	130.5	65	13	0	1,168	\$1,053.32
November	391.5	126	42	0	2,273	\$1,652.97
December	507.75	139	169	22	533	\$3,576.98
TOTAL:	4,282.75	1,119	909	253	9,672	\$20,813.54

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 December highlights include:

- Anoka County Sheriff Stuart Stepping Down At End of Current Term
- Blaine, Lexington Leaders at Odds Over Water System
- Lino Lakes Names Fitness Partner for Newly Name Activity Center
- SBM Santa Parade to Spread Cheer for 40th Year
- Anoka County Colleges Help Train National Guard for Nursing Shortage Duty
- Blaine Honors Volunteers for 40 Years as Police Reserve Officer
- Firefighters Busy During Holidays with Increased Risk of House Fires
- Anoka Hennepin School District Facing Staff Shortages in Hundreds of Positions
- Cities Disagree with Anoka County Leaders Over Watershed Board Appointment
- Fogerty Arena Enjoying Better Year and Welcomes New Restaurant
- Junior Councilmember Hopes to Create More Ties Between Centennial High School and Centerville
- Stormwater Project to Benefit Blaine Residents
- Local Businesses Give Gift of Healthy Food to Emergency Department Workers



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

Lino Lakes Names Fitness Partner for Newly Named Activity Center
1,013 Views

BHS Business Professionals of America

In what has become an annual event, Studio Manager and Instructor, Eric Houston worked with two groups of Blaine High School students who are members of the Business Professionals of America club. Each year, the students work together to create short news broadcasts which they enter into state and national competitions. The students start out with studio and field production training. Once they are trained, they use the equipment to record in-studio segments and also shoot stories on location. Finally, they edit the segments into a final project. This is the first year that two separate teams have completed their projects through NMTV. Holly Boisjolie, the faculty advisor for the students said, "Thank you again for working with our students,. We appreciate the continued partnership with you."



Record Home Movie Transfers

NMTV's Home Movie Transfer service had a monster month in December. It was the second most profitable month in the history of the program, surpassed only by a month last year that included a huge single order from Concordia College. This time around the orders came from many individual orders. In addition to the profitable month, 2021 saw the service earning over \$20,000 for the first time. The total of \$20,813 surpassed our previous high of \$13,216 in 2021.

Streaming Centennial School Concerts

Another area of expanding income generation for NMTV, is live streaming services. We have been working more frequently with various school clubs and teams to provide expanded recording and streaming services for events and games that would otherwise not be recorded. In December, the sports crew worked with Centennial schools to provide coverage and streaming services for three concerts. They included the Centennial High School Winter Choir Concert and the Centennial Middle School 8th and 7th Grade Band Concerts.



Sports Den Winter Premiere

Sports Director, Kenton Kipp, even without a Sports Producer Assistant, got the Sports Den weekly show up and running again in December, with the premiere of the Winter edition. The weekly sports wrap-up show covers the week's high school sports, including highlights from games and team stats. Winter sports include hockey, basketball, swimming & diving, and wrestling.



City Productions

In December, Municipal Producer, Trevor Scholl, completed four productions. The shows include two stories for the Blaine Police Department, a winter Mayor's Minutes, and a local business story. Trevor continued to work on updating city Brightsign players with current videos and information. Programs completed include:

- Blaine Police Department: Car Thefts
- Blaine Police Department: Fully Staffed
- Centerville Mayor's Minutes: Winter 2021
- Local Businesses Donate to Mercy Hospital



New and ongoing projects include:

- Winter Mayor's minutes
- Business profile: Burn Boot Camp
- Centerville Brightsign reformat
- Centerville Centerstage: Public Storage
- Forgotten Star Brewing feature
- Anoka County Library feature

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
Bad Movie Bros (2 episodes)	Eric Houston	01:05:11
Rice Creek Watershed District Meeting	Theresa Stasica	01:24:36
Christ Lutheran Church (6 episodes)	Chance Amundson	04:36:53
Lovepower (4 episodes)	Rick Larson	04:00:00
The Power of Love (4 episodes)	Rick Larson	02:00:00
Oak Park Community Church (4 episodes)	David Turnidge	02:25:18
Hope Church (2 episodes)	Parker Payne	01:56:47
23 New Programs		17:28:45 New Hours

NMTV Staff Programs

Title	Producer	Runtime
Anoka County Board Meeting (12/3/21)	T.J. Tronson	00:25:00
Anoka County Board Meeting (12/14/21)	T.J. Tronson	01:27:28
North Metro Cable Commission Meeting (12/15/21)	T.J. Tronson	00:16:54
NMTV News (4 episodes)	Danika Peterson/Rusty Ray	01:29:17
Blaine Honors Reserve Officer for 40 Years of Service	Danika Peterson/Rusty Ray	00:03:35
Blaine Police Department: Car Thefts	Trevor Scholl	00:02:36
Blaine Police Department: Fully Staffed	Trevor Scholl	00:04:25
Centerville Mayor's Minutes: Winter 2021	Trevor Scholl	00:04:30
Local Businesses Donate to Mercy Hospital	Trevor Scholl	00:02:55
Wrestling: Coon Rapids/Blaine	Kenton Kipp	00:49:27

Wrestling: Centennial/Coon Rapids	Kenton Kipp	00:55:18
Wrestling: Centennial/Blaine	Kenton Kipp	00:40:50
Boys Basketball: Spring Lake Park/Blaine	Kenton Kipp	01:28:43
Boys Swim & Dive: Blaine/Centennial	Kenton Kipp	02:17:00
Girls Basketball: Blaine/Spring Lake Park	Kenton Kipp	01:24:28
Girls Basketball: Eden Prairie/Centennial	Kenton Kipp	01:55:13
Sports Den Winter Season Premiere	Kenton Kipp	00:25:41
Centennial High School Winter Choir Concert	Kenton Kipp	01:45:37
Centennial Middle School 8 th Grade Band Concerts	Kenton Kipp	01:02:41
Centennial Middle School 7 th Grade Band Concerts	Kenton Kipp	01:05:52
23 New Programs		17:47:30 New Hours

City Meetings

Title	Producer	Runtime
Blaine City Council Meeting (12/6/21)	T.J. Tronson/John Murphy	01:58:19
Blaine Truth in Taxation Meeting (12/13/21)	T.J. Tronson	00:38:06
Blaine Planning Commission Meeting (12/14/21)	T.J. Tronson	00:56:21
Blaine City Council Meeting (12/20/21)	John Murphy	01:15:34
Centerville Park & Rec Meeting (12/1/21)	John Murphy	02:02:29
Centerville Planning & Zoning Meeting (12/7/21)	John Murphy	00:56:48
Centerville City Council Meeting (12/8/21)	Teresa Bender	03:10:49
Circle Pines City Council Meeting (12/14/21)	Matt Waldron	00:55:55
Circle Pines Utility Commission Meeting (12/15/21)	Patrick Willson	00:11:03
Ham Lake City Council Meeting (12/6/21)	Patrick Willson	00:45:17
Ham Lake Planning Commission (12/13/21)	Trevor Scholl	00:26:40
Ham Lake City Council Meeting (12/20/21)	Patrick Willson	00:13:11
Lexington City Council Meeting (12/2/21)	Lexington Staff	00:39:16
Lexington City Council Meeting (12/16/21)	Lexington Staff	00:13:40
Lino Lakes Environmental Board Meeting (11/30/21)	Anne Serwe	01:12:04
Lino Lakes Planning & Zoning Meeting (12/8/21)	Anne Serwe	00:52:15
Lino Lakes City Council Meeting (12/13/21)	Rusty Ray	00:38:10
Lino Lakes City Council Meeting (12/27/21)	Anne Serwe	00:12:54
Spring Lake Park City Council Meeting (12/6/21)	Emerson Rice	01:04:05
Spring Lake Park City Council Meeting (12/20/21)	Emerson Rice	01:04:11
20 New Programs		19:27:07 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.