

# North Metro TV

May 2022 Update

## Program Production

In May, a total of **81 new programs** were produced utilizing the North Metro facilities, funds, and services. This constitutes **74:15:00 hours of new programming.**

- 29 programs were produced by the public
- 48 programs were produced by NMTV staff
- 4 programs were produced by City staff



## Van Shoots

The HD production truck was utilized for 36:15:00 hours of production in May. The following events were produced live and/or recorded for additional playback:

- Boys Lacrosse: Centennial vs. Blaine
- Baseball: Spring Lake Park vs. Centennial
- Baseball: Blaine vs. Centennial
- Softball: Blaine vs. Centennial
- Boys Volleyball: Blaine vs. Centennial
- Softball: 5AAAA SF: Maple Grove vs. Centennial



## vMix Live Streaming Shoots

The vMix single camera production system was utilized to record/stream 6 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.



- Adapted Softball: Anoka-Hennepin vs. North Suburban
- Girls Lacrosse: Blaine vs. Centennial
- Boys Lacrosse: Blaine vs. Spring Lake Park/Coon Rapids
- Girls Lacrosse: Spring Lake Park vs. Blaine
- Boys Lacrosse: Spring Lake Park/Coon Rapids vs. Centennial
- Girls Lacrosse: Centennial vs. Spring Lake Park



## Most Viewed YouTube Sporting Event

Softball: 5AAAA SF: Maple Grove vs. Centennial  
702 Views

## VOD Workshop Views

Workshop	Type	# of Views	Hours Viewed
Columbo: One More Thing	Mini	49	7.25 hrs
King of the Cowboys 4 – John Wayne	Mini	47	3.75 hrs
King of the Cowboys 3 – Randolph Scott	Mini	58	4 hrs
King of the Cowboys 2 – Autry/Rogers	Mini	63	4 hrs
King of the Cowboys 1 – Strong and Silent	Mini	18	2 hrs
Great British Game Shows	Mini	16	.75 hrs
We Love Lucy: The Lucille Ball Story	Full	108	13.5 hrs
The Immortal Ingrid Pitt	Mini	368	16.75 hrs
The Oscars: 90 Years of the Academy Awards	Full	83	12.75 hrs
Tim Curry Horror Picture Show	Mini	24	.75 hrs
Back to the Eighties: The Decade's Biggest...	Full	3	1 hr
James Bond: 50 Years of 007	Full	8	1.5 hrs
Eurovision: A Celebration	Mini	NA	NA
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	620	56.75 hrs
Superman: The Man of Steel on the Silver Screen	Full	NA	NA
The Fantastic Four on the Silver Screen	Mini	NA	NA
Christmas in Hollywood	Full	NA	NA
TV's Greatest Christmas Specials	Full	NA	NA
Chicago Christmas Classics	Mini	120	4.5 hrs
Let's Go Ghostbusters: Filmmaking's Haunted Heroes	Mini	10	.25 hrs
Monster Movies of the 40s and 50s	Full	258	17 hrs
Monster Movies of the 20s and 30s	Full	30	1.75 hrs
The Presidency on Film JQA to JFK	Full	3	.5 hrs
Monstervision: The Legend of Joe Bob Briggs	Mini	25	2 hrs
The Cult of Caroline Munro	Mini	1277	53 hrs
The Marilyn Monroe Story	Full	NA	NA
Nick at Nite: A TV Viewer's Dream	Mini	29	.75 hrs
The Birth of Animation: Mickey, Bugs, and Betty...	Full	9	2 hrs
Hollywood Goes to War: World War II	Full	53	9.75 hrs
Come on Down: Game Shows of the 70s and 80s	Full	62	5.75 hrs
The Quiz Show Scandals and Other Game Shows...	Full	774	206.5 hrs
The Three Stooges: Comedy's Heavy Hitters	Full	NA	NA
The Marx Brothers: Groucho, Harpo, Chico...	Full	55	4.5 hrs
Mary Pickford: The World's First Movie Star	Full	NA	NA
Hollywood Goes to the Dogs: Lassie, Benji...	Full	7	.25 hrs
<b>35 VOD Workshops</b>		<b>3,695 Total Views</b>	<b>265.0 Hours Viewed</b>



### Most Viewed YouTube Workshop

The Cult of Caroline Munro  
1,277 Views

## YouTube Stats

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Month	Viewers	Videos Viewed	Hours Watched	New Subscribers	Total Impressions
January	18,800	28,923	2,355	74	459,857
February	18,312	29,142	2,382	29	448,149
March	19,378	29,639	1,981.50	49	463,807
April	18,750	26,754	1,631.5	48	365,914
May	20,925	30,788	2,215.25	68	444,612
<b>TOTAL:</b>	<b>96,165</b>	<b>145,246</b>	<b>10,565.25</b>	<b>268</b>	<b>2,182,339</b>

## NMTV Website Stats

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Month	Number of Users	Number of Views	Live Stream Views
January	4,665	6,102	1,681
February	4,121	10,999	1,945
March	5,916	11,617	976
April	10,913	16,299	611
May	13,815	15,970	1,030
<b>TOTAL:</b>	<b>39,430</b>	<b>60,987</b>	<b>6,243</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	327.5	141	8	58	75	\$878.44
February	262.2	36	85	10	0	\$2,028.95
March	249.75	46	79	10	603	\$1,560.82
April	359.75	104	34	24	100	\$1,947.54
May	339.5	116	36	2	215	\$1,482.63
<b>TOTAL:</b>	<b>1,538.75</b>	<b>443</b>	<b>242</b>	<b>104</b>	<b>993</b>	<b>\$7,898.38</b>

## Production Highlights

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### 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 May highlights include:

- Centennial Lakes Police Unveil New Hybrid Squad Vehicles
- Rookery Activity Center Set to Open Thanks to Use of Federal COVID Relief Money in Lino Lakes
- Spring Lake Park EMS Students Participate in Mass Casualty Drill
- Blaine Grass Fire Burns 80 Acres of Land
- Thousands Enjoy Tradition of Minnesota's Fishing Opener



- Lino Lakes Leaders Working on Plans to Help Poorly Draining Sunset Avenue Neighborhood
- Johnsville Elementary Cafeteria Worker Names State's Best
- Hockey Non Profit Seeks to Get More People of Color Involved in Sport
- Connexus Energy Welcomes Flock of Sheep to Solar Array
- Centennial Schhols Seeking More Reading Corps Tutors to Help Elementary Students
- Anoka County Master Gardeners Open Busy Season with Plant Sale Fundraiser
- Blaine Veterans Park Ready for Memorial Day and More Additions to Monuments
- Gas Prices Causing Businesses and Local Governments Financial Pain
- Blaine Leaders Take Pitch for Funding to Fix Highway 65 to Capitol Hill
- Centennial Food Shelf Leaders Worry They're Too Difficult to Find for Clients in Need
- Centerville Approves Plan for Amazon Distribution Center, Bringing Hundreds of Jobs and Vans
- Lino Lakes Opens Rookery Activity Center
- North Metro TV's Mike Johnson Retires Again
- Lino Lakes Buys Used Fire Engine to Replace Damaged Ladder Truck
- University Avenue Elementary Students Plan Garden to Expand Learning About Food and Science
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In addition to daily playbacks of North Metro TV News on the cable systems, there are **1,073 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

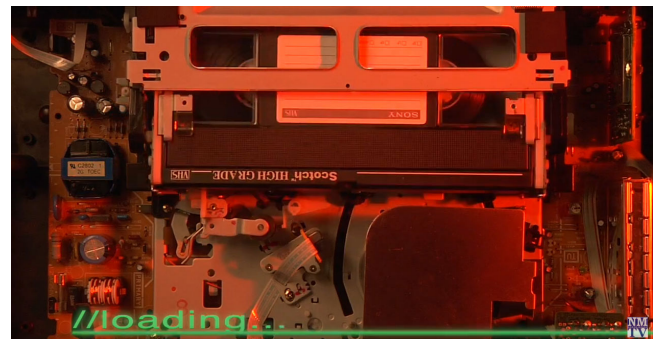
Centerville Approve Plans for Amazon Distribution Center  
1,130 Views

### Video Answer Man

Instructor, Eric Houston, is trying out a new service with Spring Lake Park Parks and Rec. He's calling it "Video Answer Man." This fall and winter, he will set up at City Hall for a three hour session. During that time, residents can come in and ask questions about anything (communications related) that they like. The questions might include setting up a home entertainment system, home movie transfers, public access, their phones, and computer issues. If people are interested in home movie transfers they will be able to get estimates and/or drop off orders. Eric will set some of the home movie transfer equipment for people to see. If there is enough interest in the sessions, we may expand to other venues.

### Social Media and Advertising

NMTV doesn't have a marketing budget, so we try to find ways to spread the word about our services in whatever free/inexpensive way we can. While we have been posting to social media platforms for a while, we are working to make sure that posts are being done consistently. Studio Manager, Eric Houston, has been heading up this renewed effort. He has been posting to Twitter up to three times a day, highlighting news stories, city videos, sports, and promos for our home movie transfer service and for other services we provide. He is also posting to Facebook, along with other departments, and the maximum posts to Next Door (2 per month). He has met with our news and sports departments to develop a strategy for posts related to their departments. Other steps this month include joining the Ham Lake Community Bulletin Board on Facebook, producing a new video promo for the home movie transfer service, and writing ads for the Blaine, Ham Lake, and Spring Lake Park newsletters promoting the home movie transfer service.





## More Fun Stats

Every month this report highlights the most popular Youtube video class, sporting event and news story, but sometimes there are other fun facts that don't get their due. For example:

- The most popular general video on Youtube, in May, was a story Trevor Scholl produced called "New Disc League Provides Options for Sober Players." It has been viewed 2,322 times so far.
- A concert from last month, the Blue Heron Elementary 4<sup>th</sup> Grade Program was viewed 861 times this month.
- Our most popular Master Gardener piece from last year continues to be "Planting Midget Cantaloupes in Pots." It was viewed 243 times in May. People really love itty bitty cantaloupes.
- The most read news story on our website (the written article...not the video) was "Amazon building in Centerville," read by 1,252 people.
- The second most read news story on our website was "Ham Lake Mayor Resigns," read by 755 people.
- Rusty was the most viewed staff profile. Eight people were curious.



## Rookery Photo Shoot

Special Projects Coordinator, T.J. Tronson, finished up his Rookery photography project for Lino Lakes by jumping into the pool with the swimmers to grab some under water shots. He used NMTV's GoPro. After the shoot, he enhanced all the photos and sent them to Lino Lakes staff.



## Podcast of Dreams Movie Podcast

As the producer of an expansive film and television history repertoire, Studio Manager, Eric Houston, has a pretty extensive knowledge of the topic. In May, he was invited to be the guest on the "Podcast of Dreams" movie podcast. They talked about the vampire movie, "Near Dark" and Eric advertised NMTV and our services. The episode will release some time in June. He was able to record the video portion of the show and received permission to play it on the public access channel.

## City Productions

In May, Municipal Producer, Trevor Scholl, completed five productions. The shows include several episodes of Business Matters and coverage of a Level 3 POR meeting for the City of Blaine's website. Trevor also provided technical support for a Blaine Facebook Town Hall. Completed programs include:

- Business Matters: Thorne Bros Fishing
- Business Matters: Vocate
- Thorne Bros Custom Rods
- Sober League Disc Golf
- Level 3 POR (Blaine website only)



New and ongoing projects include:

- Ham Lake Mayor's Minutes
- Blaine PD traffic ride along
- Additional summer Mayor's Minutes
- Circle Pines energy efficient plumbing
- Blaine Facebook live town halls

Trevor touches base with contacts on a regular basis and also encourages Cities to contact him with ideas for new videos.

## Public Access Programs

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Title	Producer	Runtime
Bad Movie Bros	Eric Houston	00:36:19
Rice Creek Watershed District Meeting (2 episodes)	Theresa Stasica	02:35:32
Christ Lutheran Church (8 episodes)	Chance Amundson	06:11:38
Lovepower (6 episodes)	Rick Larson	06:00:00
The Power of Love (6 episodes)	Rick Larson	03:00:00
Oak Park Community Church (5 episodes)	David Turnidge	03:22:42
Hope Church	Parker Payne	00:49:14
<b>29 New Programs</b>		<b>22:35:25 New Hours</b>

## NMTV Staff Programs

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Title	Producer	Runtime
Anoka County Board Meeting (5/10/22)	T.J. Tronson	00:38:19
Anoka County Board Meeting (5/24/22)	T.J. Tronson	01:16:04
NMTV News (4 episodes)	Danika Peterson/Rusty Ray	01:30:08
Catalytic Converter Theft Prevention Devices Available	Danika Peterson/Rusty Ray	00:01:51
Centennial Lakes Police Unveil Hybrid Cars	Danika Peterson/Rusty Ray	00:02:16
Business Matters: Vocate	Trevor Scholl	00:05:24
Business Matters: Thorne Bros Fishing	Trevor Scholl	00:06:15
Thorne Bros Custom Rods	Trevor Scholl	00:04:27
Sober League Disc Golf	Trevor Scholl	00:03:15
Level 3 POR (Blaine Website Only)	Trevor Scholl	00:44:00
Boys Lacrosse: Centennial/Blaine	Kenton Kipp/Ted Leroux	01:31:15
Baseball: Spring Lake Park/Centennial	Kenton Kipp/Ted Leroux	01:12:31
Baseball: Blaine/Centennial	Kenton Kipp/Ted Leroux	02:42:09
Softball: Blaine/Centennial	Kenton Kipp/Ted Leroux	01:35:41
Boys Volleyball: Blaine/Centennial	Kenton Kipp/Ted Leroux	01:38:17
Softball: 5AAAA SF: Maple Grove/Centennial	Kenton Kipp/Ted Leroux	02:07:56
Adapted Softball: Anoka Hennepin/North Suburban	Kenton Kipp/Ted Leroux	00:59:56
Girls Lacrosse: Blaine/Centennial	Kenton Kipp/Ted Leroux	01:23:07
Boys Lacrosse: Blaine/Spring Lake Park-Coon Rapids	Kenton Kipp/Ted Leroux	01:53:02
Girls Lacrosse: Spring Lake Park /Blaine	Kenton Kipp/Ted Leroux	01:33:28
Boys Lacrosse: Spring Lake Park-Coon Rapids/Centennial	Kenton Kipp/Ted Leroux	01:37:29
Girls Lacrosse: Centennial/Spring Lake Park	Kenton Kipp/Ted Leroux	01:20:15
<b>25 New Programs</b>		<b>24:07:05 New Hours</b>

## City Meetings

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Title	Producer	Runtime
Blaine City Council Meeting (5/2/22)	T.J. Tronson	00:40:02
Blaine Planning Commission Meeting (5/10/22)	T.J. Tronson	00:42:31
Blaine City Council Meeting (5/16/22)	Trevor Scholl	01:05:07
Blaine Natural Resources Conservation	Trevor Scholl	01:35:41

Board Meeting (5/17/22)		
Blaine Park Board Meeting (5/24/22)	Trevor Scholl	00:27:40
Centerville Planning & Zoning Meeting (5/3/22)	John Murphy	02:42:55
Centerville Park & Rec Meeting (5/4/22)	John Murphy	02:26:48
Centerville City Council Meeting (5/11/22)	Teresa Bender	01:25:43
Centerville EDA Meeting (5/18/22)	John Murphy	01:44:26
Centerville City Council Meeting (5/25/22)	Teresa Bender	03:24:26
Circle Pines Park Board Meeting (5/3/22)	Patrick Willson	00:25:59
Circle Pines City Council Meeting (5/10/22)	Rusty Ray	00:39:16
Circle Pines Utility Commission Meeting (5/18/22)	Patrick Willson	00:11:21
Circle Pines City Council Meeting (5/24/22)	Patrick Willson	00:25:19
Ham Lake City Council Meeting (5/2/22)	Patrick Willson	00:26:13
Ham Lake Planning Commission Meeting (5/9/22)	Patrick Willson	00:08:48
Ham Lake City Council Meeting (5/16/22)	Patrick Willson	00:22:26
Ham Lake Planning Commission Meeting (5/23/22)	Patrick Willson	00:30:14
Lexington City Council Meeting (5/5/22)	Lexington Staff	00:19:21
Lexington City Council Meeting (5/18/22)	Lexington Staff	00:09:11
Lino Lakes Environmental Board Meeting (5/4/22)	Anne Serwe	01:11:33
Lino Lakes City Council Meeting (5/9/22)	Anne Serwe	00:33:45
Lino Lakes Planning & Zoning Commission Meeting (5/11/22)	Anne Serwe	01:23:19
Lino Lakes City Council Meeting (5/23/22)	Anne Serwe	01:00:54
Spring Lake Park City Council Meeting (5/2/22)	Emerson Rice	00:48:17
Spring Lake Park City Council Meeting (5/16/22)	Emerson Rice	01:01:56
Spring Lake Park Planning Commission Meeting (5/23/22)	Danika Peterson	01:56:00
<b>27 New Programs</b>		<b>27:49:11 New Hours</b>

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