

North Metro TV

July 2022 Update

Program Production

In July, a total of **112 new programs** were produced utilizing the North Metro facilities, funds, and services. This constitutes **105:45:00 hours of new programming**.

- 25 programs were produced by the public
- 83 programs were produced by NMTV staff
- 4 programs were produced by City staff

Van Shoots

The HD production truck was utilized for 12:45:00 hours of production in July. The following events were produced live and/or recorded for additional playback:

- USA Cup Soccer Opening Ceremonies
- Centerville Fetes des Lacs Parade

vMix Live Streaming Shoots

The vMix single camera production system was utilized to record/stream 44 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.

- USA Cup Soccer: July 8, 2022: 8 Games
- USA Cup Soccer: July 9, 2022: 8 Games
- USA Cup Soccer: July 10, 2022: 6 Games
- USA Cup Soccer: July 13, 2022: 4 Games
- USA Cup Soccer: July 14, 2022: 6 Games
- USA Cup Soccer: July 15, 2022: 6 Games
- USA Cup Soccer: July 16, 2022: 6 Games



Most Viewed YouTube Sports Event

USA Cup Soccer
4,643 Live Views

VOD Workshop Views

Workshop	Type	# of Views	Hours Viewed
Columbo: One More Thing	Mini	297	44.5 hrs
King of the Cowboys 4 – John Wayne	Mini	26	2 hrs
King of the Cowboys 3 – Randolph Scott	Mini	65	4.5 hrs
King of the Cowboys 2 – Autry/Rogers	Mini	114	6 hrs
King of the Cowboys 1 – Strong and Silent	Mini	20	1.5 hrs
Great British Game Shows	Mini	27	1.5 hrs
We Love Lucy: The Lucille Ball Story	Full	93	9 hrs
The Immortal Ingrid Pitt	Mini	343	15.75 hrs
The Oscars: 90 Years of the Academy Awards	Full	72	11.5 hrs
Tim Curry Horror Picture Show	Mini	11	.25 hrs
Back to the Eighties: The Decade's Biggest...	Full	8	.25 hrs
James Bond: 50 Years of 007	Full	9	1.5 hrs
Eurovision: A Celebration	Mini	NA	NA
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	557	55.75 hrs
Superman: The Man of Steel on the Silver Screen	Full	4	.75 hrs
The Fantastic Four on the Silver Screen	Mini	NA	NA
Christmas in Hollywood	Full	NA	NA
TV's Greatest Christmas Specials	Full	6	.25 hrs
Chicago Christmas Classics	Mini	125	6.75 hrs
Let's Go Ghostbusters: Filmmation's Haunted Heroes	Mini	5	.25 hrs
Monster Movies of the 40s and 50s	Full	262	15.25 hrs
Monster Movies of the 20s and 30s	Full	16	2 hrs
The Presidency on Film JQA to JFK	Full	NA	NA
Monstervision: The Legend of Joe Bob Briggs	Mini	17	1 hrs
The Cult of Caroline Munro	Mini	1721	71.75 hrs
The Marilyn Monroe Story	Full	NA	NA
Nick at Nite: A TV Viewer's Dream	Mini	23	.5 hrs
The Birth of Animation: Mickey, Bugs, and Betty...	Full	11	.75 hrs
Hollywood Goes to War: World War II	Full	31	5.5 hrs
Come on Down: Game Shows of the 70s and 80s	Full	39	2 hrs
The Quiz Show Scandals and Other Game Shows...	Full	234	68.25 hrs
The Three Stooges: Comedy's Heavy Hitters	Full	NA	NA
The Marx Brothers: Groucho, Harpo, Chico...	Full	47	2 hrs
Mary Pickford: The World's First Movie Star	Full	NA	NA
Hollywood Goes to the Dogs: Lassie, Benji...	Full	13	.25 hrs
35 VOD Workshops		4,196 Total Views	331.25 Hours Viewed

Most Viewed YouTube Workshop

The Cult of Caroline Munro
1,721 Views



YouTube Stats

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
June	21,792	34,138	3,073	104	382,258
July	21,999	32,663	2,252	50	346,531
TOTAL:	139,956	212,047	15,890.25	422	2,911,128

NMTV Website Stats

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
June	5,440	10,253	1,040
July	8,900	14,724	948
TOTAL:	53,770	85,964	8,231

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	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
June	96.5	24	8	0	0	\$592.42
July	303.75	51	100	0	939	\$1,678.66
TOTAL:	1,939	518	350	104	1,932	\$10,169.46

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 July highlights include:

- Laborer's Training Center in Lino Lakes Helps Workers Find Careers
- Food Shelf Leaders Call This the "hungeriest Summer Ever"
- NMDOT Moving Forward With Safety Planning for Highway 65 and University Avenue
- Ham Lake Farmers Market Promotes Local Products and Support
- Teams from Ukraine at Target USA Cup Visit North Metro for More than Just Soccer
- Now Legal THC Products Selling Quickly at North Metro Stores
- Circle Pines Wins Supreme Court Decision Against Anoka County Regarding Watershed District Appointment
- 3M Open Brings More Kids to Golf Through Special Initiatives
- Blaine Police Put Safety Plans in Place for 3M Open Crowds
- MN Twins Transform Circle Pines Diamond into Field of Dreams for One Night
- Blaine Leaders Take Advantage of 3M Open Stage to Sell City to Businesses
- Law Enforcement Officers Train in Jiu Jitsu to Help Reduce Potentially Dangerous Encounters
- Blaine Brings More Variety to Performance in the Park
- Blaine Considers Big Changes Near 105th Avenue



In addition to daily playbacks of North Metro TV News on the cable systems, there are **1,105 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

MN Twins Transform Circle Pines Diamond into Field of Dreams
372 Views

Local Decision 2022: Primaries

It doesn't happen every year, but, occasionally we have primary races to cover. This year, Danika Peterson and Rusty Ray produced "Meet the Candidate" interviews for the Blaine City Council Ward 1 Special Election, Ward 1, and Ward 3 races. Each candidate was given the opportunity to individually share their vision for their community during a short in-studio interview with host, Rusty Ray. The interviews were combined into single programs, for each Ward race for cable, but the individual



interviews were posted separately to Youtube, where they have received 839 views.

Special Events Coordinator, T.J. Tronson, worked with the League of Women Voters to record their candidate debates. Debates included candidates for Blaine City Council races and the Anoka County Sheriff race.

USA Cup Soccer

It has been a long-time tradition for the NMTV sports crew to provide week long coverage of the USA Cup Soccer tournament. Our presence at the event hasn't changed, but the way we cover it has. The production truck is no longer the tool of choice, except for the Opening Ceremonies. Instead, the more nimble vMix system was used to live stream 44 individual soccer matches. With the production truck, we would only be able to set up on one field and would have to stay at that spot all day. With the more portable vMix streaming process, multiple crews could be at various fields and move very easily from one spot to the next. We also worked with the National Sports Center to provide live streaming services for the Opening Ceremonies, for both their website and ours.



More Summer Events

July is one of our busier months for summer events. In addition to the week-plus long coverage of the USA Cup Soccer tournament, our News Crew and Municipal Producer recorded news stories and interviews at the 3M Open. We also sent the HD production truck to record the Centerville Fetes des Lacs parade...along with Rusty Ray to help out with the announcing duties. According to Rusty, it was a lot of fun!



Closed Captioning Update

We continue to make very tiny strides toward providing closed captioning on all of our platforms. NMTV staff has done all that we can regarding the installation of the equipment and software. We were finally able to get a technician who understands both the ENCO and Tightrope captioning systems to work out communication bugs between the two. Unfortunately more debugging and fine-tuning is required. In the meantime, Programming Coordinator Michele Silvester is working with our staff who record City meetings to verify that the service is working during live meetings. Testing will continue on all of the systems that are functioning. Adopting closed captioning may be one of the most complicated things we have ever done, but with the great technical team we have at North Metro TV, it will be up and operational....soon.

New Senior History Service

In July, Studio Manager, Eric Houston, debuted a new service called "Film Your History" as a complement to our current Home Movie Transfer service. One day each month, he opens the studio to local seniors, so they can come in and record their personal histories and family stories for free. Each family gets 20 minutes of free studio time and a free DVD of their video. They can also purchase extras, like additional time, duplicate copies, and custom DVD labels. For the first month, we advertised through the Mary Ann Young Center and the city of Blaine. Eric has reached out to the



rest of the Member Cities to begin spreading the word for future dates. He has also arranged to advertise through the Anoka County History Center.

Response to the service has been very enthusiastic, with seniors and city and county staff praising our efforts. For our first Film Your History day, we played host to four groups with 7 total individuals. The seniors were all Blaine residents interested in recording their life stories for their children and grandchildren. They included a couple who stressed the importance of faith in their marriage, a woman who traced her family history back two generations, a woman who, along with her husband, raised a blended family, and a woman who worked as a psychiatric nurse and even knew Ernest Hemmingway. The first session resulted in three completed videos and \$123.19 in fees collected for extras. We have sessions scheduled for every month through the end of the year.

"This project sounds fantastic! I'm grateful for people in the community helping to make some great history." – Rebecca Ebnet-Desens, Executive Director, Anoka County Historical Society

"What a tremendous idea! You are truly serving the community." Shelley Johnson, Director, City of Blaine Mary Ann Young Center

City Productions

In July, Municipal Producer, Trevor Scholl, completed three productions. The shows include two episodes of Mayor's Minutes and a story on Centerville's Main Street Market. In addition to video productions, Trevor shot photos of the market and Bald Eagle Waterski Show for Centerville's new website, completed a first cut of a BPD program for review by the BPD, and updated Lexington's Brightsign. Completed programs include:

- Blaine Mayor's Minutes: Summer 2022
- Centerville Mayor's Minutes: Summer 2022
- Main Street Market
- Main Street Market and Bald Eagle Waterski Show photography for Centerville website
- Updated Lexington's Brightsign to remove outdated video
- Shot all interviews and footage and completed a first cut for review of the BPD Explorers program video



New and ongoing projects include:

- Ham Lake Mayor's Minutes
- Blaine PD Explorers Recruitment video completion
- Business profiles
- Additional city explorer programs
- Fall city events
- 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

Title	Producer	Runtime
Snack Stars	Eric Houston	00:29:41
Bad Movie Bros	Eric Houston	00:28:26
Rice Creek Watershed District Meeting (2 episodes)	Theresa Stasica	01:37:14
Christ Lutheran Church (4 episodes)	Chance Amundson	03:51:25
Christ Lutheran WOW Worship	Chance Amundson	00:32:47

Christ Lutheran Story Time (2 episodes)	Chane Amundson	00:57:08
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	02:51:54
Hope Church On-Line	Parker Payne	00:58:14
25 New Programs		17:46:49 New Hours

NMTV Staff Programs

Title	Producer	Runtime
Anoka County Board Meeting (7/12/22)	T.J. Tronson	00:31:35
Anoka County Board Meeting (7/26/22)	T.J. Tronson	00:32:26
League of Women Voters: Blaine City Council Ward 1 Special Election Forum	T.J. Tronson	00:39:25
League of Women Voters: Blaine City Council Ward 1 Forum	T.J. Tronson	00:46:54
League of Women Voters: Blaine City Council Ward 3 Forum	T.J. Tronson	00:49:24
League of Women Voters: Anoka County Sheriff Forum	T.J. Tronson	01:02:56
NMTV News (3 episodes)	Danika Peterson/Rusty Ray	01:04:06
Local Decision 2022: Blaine City Council Ward 3 Primary	Danika Peterson/Rusty Ray	00:41:45
Local Decision 2022: Blaine City Council Ward 1 Special Election Primary	Danika Peterson/Rusty Ray	00:42:45
Local Decision 2022: Blaine City Council Ward 1 Primary	Danika Peterson/Rusty Ray	00:29:42
Main Street Market	Trevor Scholl	00:02:50
Centerville Mayor's Minutes Summer 2022	Trevor Scholl	00:04:49
Blaine Mayor's Minutes Summer 2022	Trevor Scholl	00:05:22
Centerville Fetes Des Lacs Parade	Kenton Kipp/Ted Leroux	00:33:53
USA Cup Opening Ceremonies	Kenton Kipp/Ted Leroux	00:26:03
USA Cup Soccer: WSEU Red/Iowa ODP	Kenton Kipp/Ted Leroux	00:52:37
USA Cup Soccer: Wright County/Wings	Kenton Kipp/Ted Leroux	00:53:43
USA Cup Soccer: Tri City/Firebirds	Kenton Kipp/Ted Leroux	01:03:28
USA Cup Soccer: Oshawa/Jaguars	Kenton Kipp/Ted Leroux	01:05:30
USA Cup Soccer: Thunder/Gitchi Gummi	Kenton Kipp/Ted Leroux	01:01:52
USA Cup Soccer: Firebirds/Villareal	Kenton Kipp/Ted Leroux	00:59:43
USA Cup Soccer: WIUFC/Magic	Kenton Kipp/Ted Leroux	01:01:19
USA Cup Soccer: Tempo/EC Valley	Kenton Kipp/Ted Leroux	01:04:52
USA Cup Soccer: GGFSC/Gitchi Gummi	Kenton Kipp/Ted Leroux	00:56:29
USA Cup Soccer: Winnipeg/Iowa	Kenton Kipp/Ted Leroux	00:55:50
USA Cup Soccer: Iowa/Central Navy	Kenton Kipp/Ted Leroux	00:52:41
USA Cup Soccer: Splash/Storm	Kenton Kipp/Ted Leroux	00:54:59
USA Cup Soccer: Iowa/Elgin	Kenton Kipp/Ted Leroux	00:52:46
USA Cup Soccer: West Lawn/Sporting MN	Kenton Kipp/Ted Leroux	00:58:00
USA Cup Soccer: Magic/Interstate	Kenton Kipp/Ted Leroux	01:02:27
USA Cup Soccer: MTA/MN Eclipse	Kenton Kipp/Ted Leroux	01:04:19
USA Cup Soccer: Harvard/Wings Elite	Kenton Kipp/Ted Leroux	00:55:12
USA Cup Soccer: Manitou/Wings Elite	Kenton Kipp/Ted Leroux	0:18:10
USA Cup Soccer: N. Suburban/HUSC	Kenton Kipp/Ted Leroux	00:53:43
USA Cup Soccer: Gladiators/Tempo	Kenton Kipp/Ted Leroux	00:57:06
USA Cup Soccer: Bears/Sporting MN	Kenton Kipp/Ted Leroux	01:16:07
USA Cup Soccer: Iowa East/Iowa Central	Kenton Kipp/Ted Leroux	01:16:07
USA Cup Soccer: Denver/Rudbeckianska	Kenton Kipp/Ted Leroux	01:30:36
USA Cup Soccer: STMA/W. WI	Kenton Kipp/Ted Leroux	01:47:12
USA Cup Soccer: Lincoln/Park Valley	Kenton Kipp/Ted Leroux	01:14:15
USA Cup Soccer: LA/MN Rush	Kenton Kipp/Ted Leroux	01:12:21
USA Cup Soccer: WYO/STMA	Kenton Kipp/Ted Leroux	01:14:54

USA Cup Soccer: Manitou/GSA	Kenton Kipp/Ted Leroux	01:14:03
USA Cup Soccer: CASSA/Lorenskog	Kenton Kipp/Ted Leroux	01:28:10
USA Cup Soccer: JaHbat/CRUNLS	Kenton Kipp/Ted Leroux	01:23:50
USA Cup Soccer: Vardar/Xolos	Kenton Kipp/Ted Leroux	01:35:17
USA Cup Soccer: Chicago/Coledio	Kenton Kipp/Ted Leroux	01:18:00
USA Cup Soccer: St. Croix/NOSC	Kenton Kipp/Ted Leroux	01:25:53
USA Cup Soccer: Lakeville/Keliix	Kenton Kipp/Ted Leroux	01:24:15
USA Cup Soccer: Elgin/Maple Brook	Kenton Kipp/Ted Leroux	01:25:10
USA Cup Soccer: Ukraine/Lorenskog	Kenton Kipp/Ted Leroux	01:26:00
USA Cup Soccer: Raiders/WYO	Kenton Kipp/Ted Leroux	01:15:09
USA Cup Soccer: Campton/Fusion	Kenton Kipp/Ted Leroux	01:15:57
USA Cup Soccer: Fusion/Edina	Kenton Kipp/Ted Leroux	01:07:05
USA Cup Soccer: DSP/Michigan	Kenton Kipp/Ted Leroux	01:05:24
USA Cup Soccer: Summit/Raiders	Kenton Kipp/Ted Leroux	01:08:25
USA Cup Soccer: Manitou/St. Paul	Kenton Kipp/Ted Leroux	01:06:12
USA Cup Soccer: Sporting MN/W. Mont	Kenton Kipp/Ted Leroux	01:15:52
USA Cup Soccer: NOSC Sahara/Fire SC	Kenton Kipp/Ted Leroux	01:06:10
61 New Programs		60:07:14 New Hours

City Meetings

Title	Producer	Runtime
Blaine City Council Meeting (7/6/22)	T.J. Tronson	01:48:50
Blaine Planning Commission Meeting (7/12/22)	T.J. Tronson	00:13:11
Blaine City Council Meeting (7/18/22)	Trevor Scholl	01:46:30
Centerville Park & Rec Meeting (7/6/22)	John Murphy	02:30:35
Centerville City Council Meeting (7/11/22)	Teresa Bender	02:02:19
Centerville Planning & Zoning Meeting (7/19/22)	Matt Waldron	01:23:45
Centerville EDA Meeting (7/20/22)	Eric Houston	02:32:00
Centerville City Council Meeting (7/27/22)	Teresa Bender	01:02:01
Circle Pines City Council Meeting (7/12/22)	Trevor Scholl	00:33:33
Circle Pines Utility Commission Meeting (7/20/22)	Rusty Ray	00:07:13
Circle Pines City Council Meeting (7/26/22)	Patrick Willson	01:53:58
Ham Lake City Council Meeting (7/5/22)	Patrick Willson	00:34:23
Ham Lake Planning Commission Meeting (7/11/22)	Rusty Ray & Ray Campos	00:09:45
Ham Lake City Council Meeting (7/18/22)	Patrick Willson	00:20:06
Ham Lake Planning Commission Meeting (7/25/22)	Patrick Willson	00:22:30
Lexington City Council Meeting (7/7/22)	Lexington Staff	00:04:11
Lexington City Council Meeting (7/20/22)	Lexington Staff	00:12:19
Lino Lakes Park Board Meeting (7/6/22)	Anne Serwe	01:55:34
Lino Lakes City Council Meeting (7/11/22)	Anne Serwe	00:04:18
Lino Lakes Planning & Zoning Commission Meeting (7/13/22)	Anne Serwe	02:44:08
Lino Lakes City Council Meeting (7/25/22)	Anne Serwe	00:16:50
Lino Lakes Environmental Board Meeting (7/27/22)	Anne Serwe	01:48:52
Spring Lake Park City Council Meeting (7/5/22)	Zach Jester	00:53:58
Spring Lake Park City Council Meeting (7/18/22)	T.J. Tronson	01:03:55

Spring Lake Park Planning Commission Meeting (7/25/22)	Zach Jester	00:10:07
Centennial Fire District Fire Steering Committee Meeting (7/21/22)	Patrick Willson	01:10:03
26 New Programs		27:54:57 New Hours

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