

North Metro TV

August 2022 Update

Program Production

In August, a total of **66 new programs** were produced utilizing the North Metro facilities, funds, and services. This constitutes **69:00:00 hours of new programming.**

- 22 programs were produced by the public
- 40 programs were produced by NMTV staff
- 4 programs were produced by City staff



Van Shoots

The HD production truck was utilized for 18:15:00 hours of production in August. The following events were produced live and/or recorded for additional playback:

- Lino Lakes Blue Heron Days Parade
- Girls Tennis: Centennial vs. Blaine
- Boys Soccer: Blaine vs. Centennial
- Girls Soccer: Blaine vs. Centennial



vMix Live Streaming Shoots

The vMix single camera production system was not utilized in August.



Most Viewed YouTube Sports Event

Boys and Girls Soccer: Blaine vs. Centennial
813 Views

VOD Workshop Views

| Workshop | Type | # of Views | Hours Viewed |
|--|------|--------------------------|---------------------------|
| Columbo: One More Thing | Mini | 1845 | 269 hrs |
| King of the Cowboys 4 – John Wayne | Mini | 40 | 3.5 hrs |
| King of the Cowboys 3 – Randolph Scott | Mini | 75 | 5 hrs |
| King of the Cowboys 2 – Autry/Rogers | Mini | 131 | 6.5 hrs |
| King of the Cowboys 1 – Strong and Silent | Mini | 23 | 1 hrs |
| Great British Game Shows | Mini | 36 | 1.25 hrs |
| We Love Lucy: The Lucille Ball Story | Full | 119 | 17.25 hrs |
| The Immortal Ingrid Pitt | Mini | 409 | 20 hrs |
| The Oscars: 90 Years of the Academy Awards | Full | 52 | 5.75 hrs |
| Tim Curry Horror Picture Show | Mini | 12 | .5 hrs |
| Back to the Eighties: The Decade's Biggest... | Full | NA | NA |
| James Bond: 50 Years of 007 | Full | 18 | 1.25 hrs |
| Eurovision: A Celebration | Mini | NA | NA |
| Yabba-Dabba-Do! The Fantastic World of Hanna... | Full | 471 | 53 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 | 14 | 2 hrs |
| Chicago Christmas Classics | Mini | 135 | 6.75 hrs |
| Let's Go Ghostbusters: Filmation's Haunted Heroes | Mini | 13 | .25 hrs |
| Monster Movies of the 40s and 50s | Full | 233 | 15.5 hrs |
| Monster Movies of the 20s and 30s | Full | 13 | .25 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 | 1457 | 61 hrs |
| The Marilyn Monroe Story | Full | NA | NA |
| Nick at Nite: A TV Viewer's Dream | Mini | 36 | 1.5 hrs |
| The Birth of Animation: Mickey, Bugs, and Betty... | Full | 10 | .5 hrs |
| Hollywood Goes to War: World War II | Full | 29 | 4 hrs |
| Come on Down: Game Shows of the 70s and 80s | Full | 75 | 2.5 hrs |
| The Quiz Show Scandals and Other Game Shows... | Full | 153 | 12 hrs |
| The Three Stooges: Comedy's Heavy Hitters | Full | NA | NA |
| The Marx Brothers: Groucho, Harpo, Chico... | Full | 60 | 5.5 hrs |
| Mary Pickford: The World's First Movie Star | Full | NA | NA |
| Hollywood Goes to the Dogs: Lassie, Benji... | Full | 8 | .25 hrs |
| 35 VOD Workshops | | 4,203 Total Views | 336.5 Hours Viewed |



Most Viewed YouTube Workshop

Columbo: One More Thing
1,845 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 |
| August | 47,542 | 59,753 | 2,281 | 61 | 394,342 |
| TOTAL: | 187,498 | 271,800 | 18,171.25 | 483 | 3,305,470 |

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 |
| August | 7,291 | 13,460 | 667 |
| TOTAL: | 61,061 | 99,424 | 8,898 |

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 |
| August | 332 | 52 | 118 | 0 | 149 | \$2,112.53 |
| TOTAL: | 2,271 | 570 | 468 | 104 | 2,081 | \$12,281.99 |

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:

- Lexington City Council Honors Long Time Member John Hughes, Selects Replacement
- Blaine Leaders Critical of School District Plan as More Changes Coming to Sunrise Elementary
- Blaine to Give Millions to National Sports Center for More Turf Fields
- Circle Pines Leaders Declare Former Down Under Site A Public Nuisance
- Mary Ann Young Center Provides Different Spin on Night to Unite
- Blaine Police Want Tighter Laws to Control Street Racing, Resulting in Violence
- Circle Pines Leaders to Decide What to Require Down Under Property Owners Fix
- Fix It Clinic Offers Assistance for Broken Down Household Goods
- Golf Tournament Raises Money to Benefit At Risk Youth
- Local Players Hoop it Up in Blaine for Chance at International Basketball Competition
- Blaine Police to Make Mental Health Position Full Time As Demand for Calls Grows
- A Look at Who's Running for City and School Board Races in November
- Rusty Ray's Farewell to North Metro TV
- Anoka County Library Patrons Can Read to a Dog



In addition to daily playbacks of North Metro TV News on the cable systems, there are **1,116 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

Circle Pines Leaders Declare Former Down Under Site a Public Nuisance
459 Views

Sports Den Premiere/Fall Sports

It's that time of year again! The sports crew is geared up and ready to go. They started off the fall season with a football preview episode of Sports Den. That first episode was pretty popular on YouTube with 456 views. Sports Den is our weekly high school sports highlight show. It includes highlights from games, analysis, and interviews with players and coaches. The fall sports season is also underway with coverage of girls tennis, soccer, volleyball, and of course, football.



Farewell to Rusty

Unfortunately for us, Rusty Ray, our beloved news reporter/anchor has resigned his position. He was offered a full-time news reporter position with News Talk 830 WCCO radio. While Rusty and his considerable skills will be greatly missed, we have begun the process to find a replacement for him. The job posting was published in mid-August, with a resume deadline of September 6th.



Closed Captioning Update

The long and trying road to providing closed captioning on all of our video platforms is thankfully coming to an end. In June all of the necessary equipment was installed along with a software update. We worked with a Tightrope/ENCO qualified technician to integrate both systems and we thought we were ready to go. Unfortunately there were issues with captioning on streaming channels. So, after a couple of months of back and forth between technical support and our technical folks, the problem was identified and resolved. So, the good news is that both of our closed captioning systems are working on the cable system and on our streaming platforms. We will be doing a soft roll-out of the service so that we can make sure it continues to function properly, and that staff is completely comfortable with the process of captioning programs. Providing closed captioning was a primary goal for 2022. Huge kudos to our NMTV technical staff (Matt Waldron and Michele Silvester) for all of the challenges they have overcome and their dogged perseverance in making closed captioning in the North Metro a reality.

Social Media

Studio Manager, Eric Houston, continues to work on developing and maintaining a fresh presence for NMTV on social media. He spent a bit of time in August making ads for our services to run on various platforms. He continues to regularly contribute new comments and information on Twitter, Facebook and NextDoor. In fact, this month NMTV was named a 2022 neighborhood favorite business by NextDoor users.



City Photo Shoots

Special Events Coordinator, T.J. Tronson, has been busy wrapping up two city photography projects. First, he completed the Rookery shoot with Lino Lakes. The city requested that he capture photos and steadicam video of the birthday room, pool, gym, locker room and workout area along with new images of the outside of the building and playground. All images were processed and shared with Lino Lakes. The video he shot is being held until a script is written for a video tour for the city website. T.J. will be editing and providing the voice-over for that video. Second, he provided Centerville with photos of city hall, the fire and police stations, public works and a memory care facility. All photos were processed and sent to the city. Centerville staff also requested banner size images for their website. T.J. created 10 options for their consideration.

City Productions

In August, Municipal Producer, Trevor Scholl, completed three productions. The shows include two stories from the state fair with local ties and one about the Blaine Police Department's Local Explorers program. Completed programs include:

- Blaine Explorers Program Looking for Youth Interested in Law Enforcement
- Blue Sun Soda Collaborate for New Popular State Fair Float
- Craft Brewers Guild Brings Together Fun and Education at the State Fair



New and ongoing projects include:

- Fall Mayor's Minutes
- 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 |
|--|-----------------|---------------------------|
| Bad Movie Bros | Eric Houston | 00:25:08 |
| Rice Creek Watershed District Meeting | Theresa Stasica | 00:31:23 |
| Christ Lutheran Church (5 episodes) | Chance Amundson | 04:41:05 |
| Christ Lutheran WOW Worship | Chance Amundson | 00:36:29 |
| Christ Lutheran VBS (2 episodes) | Chane Amundson | 00:45:49 |
| 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 | 01:51:41 |
| Hope Church On-Line | Parker Payne | 00:47:13 |
| 22 New Programs | | 15:38:48 New Hours |

NMTV Staff Programs

| Title | Producer | Runtime |
|---|---------------------------|---------------------------|
| Anoka County Board Meeting (8/9/22) | T.J. Tronson | 00:19:00 |
| Anoka County Board Meeting (8/23/22) | T.J. Tronson | 00:30:33 |
| NMTV News (4 episodes) | Danika Peterson/Rusty Ray | 01:18:59 |
| Conversations: Bernadette Foh: Executive Director of Mediation and Restoration Services | Danika Peterson/Rusty Ray | 00:17:48 |
| Conversations: Jeff Holmberg, Superintendent of Centennial Schools | Danika Peterson/Rusty Ray | 00:20:11 |
| Conversations: Dr. Jeff Ronneberg, Superintendent of Spring Lake Park Schools | Danika Peterson/Rusty Ray | 00:13:11 |
| Conversations: Dr. Kate Maguire, Interim Superintendent of Anoka Hennepin Schools | Danika Peterson/Rusty Ray | 00:16:55 |
| Blaine Police Department: Explorers Recruitment | Trevor Scholl | 00:05:53 |
| State Fair: Blue Sun | Trevor Scholl | 00:01:59 |
| State Fair: Brewed in MN | Trevor Scholl | 00:01:56 |
| Lino Lakes Blue Heron Days Parade | Kenton Kipp/Ted Leroux | 00:43:44 |
| Girls Tennis: Centennial/Blaine | Kenton Kipp/Ted Leroux | 01:36:02 |
| Girls Soccer: Blaine/Centennial | Kenton Kipp/Ted Leroux | 01:29:33 |
| Boys Soccer: Blaine/Centennial | Kenton Kipp/Ted Leroux | 01:52:16 |
| Sports Den: Football Preview | Kenton Kipp/Ted Leroux | 00:23:45 |
| 18 New Programs | | 09:31:55 New Hours |

City Meetings

| Title | Producer | Runtime |
|---|-----------------|---------------------------|
| Blaine City Council Meeting (8/1/22) | T.J. Tronson | 01:00:19 |
| Blaine Planning Commission Meeting (8/10/22) | T.J. Tronson | 01:50:16 |
| Blaine City Council Meeting (8/15/22) | Trevor Scholl | 00:57:44 |
| Blaine Natural Resources Conservation Board Meeting (8/16/22) | Trevor Scholl | 00:57:41 |
| Blaine Park Board Meeting (8/23/22) | Trevor Scholl | 01:23:40 |
| Centerville Park & Rec Meeting (8/3/22) | John Murphy | 02:12:00 |
| Centerville City Council Meeting (8/10/22) | Teresa Bender | 02:27:53 |
| Centerville Planning & Zoning Meeting (8/16/22) | Danika Peterson | 02:02:04 |
| Centerville EDA Meeting (8/17/22) | Rusty Ray | 01:39:15 |
| Centerville City Council Meeting (8/24/22) | Teresa Bender | 02:18:26 |
| Circle Pines City Council Meeting (8/10/22) | Patrick Willson | 01:53:13 |
| Circle Pines Utility Commission Meeting (8/17/22) | Danika Peterson | 00:10:22 |
| Circle Pines City Council Meeting (8/23/22) | Patrick Willson | 00:20:57 |
| Ham Lake City Council Meeting (8/1/22) | Ray Campos | 00:38:25 |
| Ham Lake City Council Meeting (8/15/22) | Patrick Willson | 00:11:29 |
| Ham Lake Planning Commission Meeting (8/22/22) | Patrick Willson | 00:50:57 |
| Lexington City Council Meeting (8/4/22) | Lexington Staff | 00:17:48 |
| Lexington City Council Meeting (8/18/22) | Lexington Staff | 00:20:12 |
| Lino Lakes Park Board Meeting (8/3/22) | Eric Houston | 01:27:59 |
| Lino Lakes City Council Meeting (8/8/22) | Anne Serwe | 01:34:03 |
| Lino Lakes Planning & Zoning Commission Meeting (8/10/22) | Anne Serwe | 03:37:40 |
| Lino Lakes City Council Meeting (8/22/22) | Anne Serwe | 00:45:20 |
| Lino Lakes Environmental Board Meeting (8/31/22) | Anne Serwe | 00:38:56 |
| Spring Lake Park City Council Meeting (8/1/22) | Zach Jester | 00:43:50 |
| Spring Lake Park City Council Meeting (8/15/22) | Zach Jester | 00:34:52 |
| Spring Lake Park Planning Commission Meeting (8/22/22) | Danika Peterson | 00:18:57 |
| 26 New Programs | | 31:24:18 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.