

Program Production

In April, **102 new programs** were produced using the North Metro TV facilities, funds, and services. That's **87 hours of new programming**.

- 41 programs were produced by the public
- 59 programs were produced by NMTV staff
- 2 programs were produced by city staff



Truck Shoots

As spring sports exploded onto the field, the HD production truck was used for 41.75 hours of production. The following events were produced live and/or recorded for additional playback:

- Baseball – Blaine at Centennial (4/4)
- Softball – Spring Lake Park at Blaine (4/5)
- Boys Lacrosse – Blaine at Centennial (4/15)
- Girls Lacrosse – Centennial at Spring Lake Park (4/17)
- Baseball – Spring Lake Park at Blaine (4/22)
- Girls Lacrosse – Spring Lake Park at Blaine (4/24)
- Softball – Centennial at Spring Lake Park (4/30)



vMix Live Streaming Shoots

Staff used the vMix single camera production system to record and stream 1 event. The vMix system requires significantly fewer staff members than the production truck. Often, a single staff member can film and stream a game live, all at the same time.

- Girls Lacrosse – Centennial at Blaine



Most Watched Sports Video on Social Media

Pride of the Pines
Official Trailer

3,286 views

Live, In Person Classes

Eric Houston hosted six live, in person classes this past month.

- 4/3 – Movie History Class
 - The Marilyn Monroe Story
 - At The Mary Ann Young Center
 - 27 attendees
- 4/4 - Camera Training – 2 attendees
- 4/9 – Studio Training – 3 attendees
- 4/11 – Studio Training – 2 attendees
- 4/17 – Broadband Class
 - How to Write an Email
 - At The Mary Ann Young Center
 - 4 attendees
- 4/18 – Camera Training – 3 attendees



VOD Class Views

Over the last several years, Eric Houston has created an archive of VOD Movie History Classes on YouTube. This chart represents the top 10 videos of the month in terms of views.

Class	Type	# of Views	Hours Viewed
The Cult of Caroline Munro	Mini	2,228	74.25 hrs
Columbo: One More Thing	Mini	1,719	200.5 hrs
Diana Rigg: Avenger	Mini	1,148	105.25 hrs
The Immortal Ingrid Pitt	Mini	344	14.25 hrs
Chicago Christmas Classics	Mini	257	11.75 hrs
The Marx Brothers: Groucho, Harpo, Chico...	Full	239	11 hrs
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	219	44.75 hrs
Monster Movies of the 40s and 50s	Full	209	8.75 hrs
King of the Cowboys 2 – Autry/Rogers	Mini	170	9.25 hrs
The Quiz Show Scandals and Other Game Shows...	Full	163	36 hrs

The Movie Man Eric Archive is home to 36 VOD classes. This month, those classes received **7,379 total views with 602 total hours watched.**

Short Form Videos on Social Media

Each month, North Metro TV produces several short form videos. These include individual news stories, municipal videos, sports highlight reels, and more. These videos air in between scheduled programming on Channels 15 and 16. They are also posted across all of our social media accounts, including YouTube, Facebook, and X (formerly Twitter).

Title	Producer	Views Across All Social Media	Length
Dome Deflation Day at the NSC	Eric Nelson	5,851	2 minutes
Bunker Hills Makeover Includes Plenty of Updates	Eric Nelson	3,764	4 minutes
Pride of the Pines Official Trailer	Kenton Kipp	3,286	2 minutes
North Metro Student Stampedes Her Way Past Barriers and Stereotypes	Eric Nelson	2,745	4 minutes
Roundabout construction underway at Main Street and Sunset Avenue	Danika Peterson	2,154	1 minutes
Home Improvement Grants Available in Blaine	Danika Peterson	1,729	2 minutes

Highlights - Baseball - Blaine at Centennial (4/4)	Kenton Kipp and Ted Leroux	1,298	2 minutes
Tour of Honor Visits Blaine's Veterans Memorial Park	Danika Peterson and Eric Nelson	942	4 minutes
Missed the Eclipse	Eric Houston	767	1 minute
It's Cone Zone Time for a Busy North Metro Road	Eric Nelson	754	3 minutes
Highlights - Girls Lacrosse - Centennial at Spring Lake Park (4/17)	Kenton Kipp and Ted Leroux	752	2 minutes
Highlights - Softball - Centennial at Spring Lake Park (4/30)	Kenton Kipp and Ted Leroux	741	2 minutes
Student of the Month: Valery Molinares	Danika Peterson and Trevor Scholl	647	4 minutes
Highlights - Softball - Spring Lake Park at Blaine (4/5)	Kenton Kipp and Ted Leroux	603	2 minutes
Centennial Football Screening of Pride of the Pines	Kenton Kipp	460	2 minutes
Suddenly Everything Went Dark...	Kenton Kipp and Ted Leroux	397	2 minutes
Highlights - Boys Lacrosse - Blaine at Centennial (4/15)	Kenton Kipp and Ted Leroux	366	2 minutes
Centennial Lakes Baseball Clean Up	Eric Nelson	358	3 minutes
Blaine Non-profit Works to Help Felines in Need	Trevor Scholl	276	4 minutes
Highlights - Baseball - Spring Lake Park at Blaine (4/22)	Kenton Kipp and Ted Leroux	199	2 minutes
Anoka-Hennepin Budget Impasse Resolved But DEI Future Still Foggy	Eric Nelson	177	8 minutes
Highlights - Girls Lacrosse - Spring Lake Park at Blaine (4/24)	Kenton Kipp and Ted Leroux	164	2 minutes
Future Ramsey Café Will Shed Light on Human Trafficking	Eric Nelson	51	3 minutes
Blaine Water Service Line Inventory Survey	Trevor Scholl	17	2 minutes
24 New Short Form Videos		28,498 Total Views	37 minutes

We're extremely proud of all of the attention our short form videos are getting on social media! Last month, views across all social media totaled 4,811 views, which we thought was pretty good. This month's total of 28,498 views represents a nearly 500% increase!

YouTube Stats

Month	Viewers	Videos Viewed	Hours Watched	New Subscribers	Total Impressions
January	18,260	25,412	1,379	67	299,264
February	20,070	28,271	1,426	53	313,072
March	27,800	38,100	1,514	31	299,100
April	22,600	32,600	2,111	90	342,800
TOTAL:	88,730	124,383	6,430	241	1,254,236

NMTV Website Stats

After working with our web designers, we have regained access to full webpage statistics.

Month	Number of Users	Number of Views	Live Stream Views
January	NA	NA	NA
February	NA	NA	NA
March	8,794	NA	NA
April	9,700	17,713	3,002
TOTAL:	18,494	17,713	3,002

Home Movie Transfers

Home movie transfers are one of our most popular public 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	Transfer Hours	Tapes	Film Reels	DVDs	Photos/ Slides	Fees Paid
January	578.5	129	88	131	0	\$2,321.46
February	147.75	51	20	66	2	\$2,753.93
March	116.25	35	5	27	47	\$1,160.17
April	189.5	48	21	30	0	\$930.96
TOTAL:	1,032	263	134	224	49	\$7,166.52

Station Highlights

NMTV News Highlights

Each week, Danika Peterson and Eric Nelson craft a variety of news stories that highlights events, people, issues, and information important to citizens of our Member Cities. Some April highlights include:

- Bunker Hills Makeover Includes Plenty of Updates
- North Metro Student Stampedes Her Way Past Barriers and Stereotypes
- Student of the Month: Valery Molinares



In addition to daily playbacks of North Metro TV News on the cable systems, there are **1,325 local stories** archived for viewers on the **NMTV YouTube channel**. The channel can be also be accessed through northmetroTV.com.



Most Viewed Online News Story

Dome Deflation Day at the NSC

5,851 Views

Centennial Cougars Championship Documentary

It was our privilege last year to cover the Centennial Cougar's Football State Championship Season from beginning to end. Throughout the season, part-time sports videographer Alex Battles captured the action from the sidelines, recording every moment in beautiful detail. Over the last several months, Alex has worked with Sports Director Kenton Kipp to craft the footage, along with great new interviews, into a documentary chronicling that unforgettable season. Pride of the Pines is now available to watch on cable channel 15, YouTube, and northmetrotv.com. It has been receiving rave reviews from just about



everyone, including from the players who got to see a special sneak preview at Centennial High School. Kenton also created a pair of trailers to promote the documentary and posted them all to social media. To date, Pride of the Pines and its associated videos have racked up an impressive 6,500 views.

Conversations

Conversations is a recurring NMTV News series, featuring longer, sit down interviews about issues that impact our community. This month, Danika Peterson and Eric Nelson sat down with Peter Lindstrom, the Metropolitan Council representative for Blaine, Circle Pines, Lexington, and Spring Lake Park. They discussed the Met Council's mission, area water quality, and how the council sets standards for municipal growth.

Batting Clean-Up

Spring cleaning got a boost from some great weather in April and News Producer Eric Nelson caught one particularly fun day on video. Eric visited Lexington Memorial Park to see volunteers from the Centennial Lakes Baseball and Softball Programs clean the fields. Parents, players, and coaches from t-ball to little league participated in the clean up, teaching kids the importance of caring for the fields while making new friends. The video can be found on all of our social media feeds.



City History

Events Coordinator TJ Tronson is a bit of a history buff and he's been having a great time recently delving into the histories of our member cities. TJ is currently hard at work on a five episode series covering the history of Centerville. He's also been in contact with Chandra Peterson at Circle Pines in anticipation of their upcoming 75th anniversary. Ultimately, TJ would like to tackle each city in a series of videos celebrating their unique and fascinating stories.

Highway 65

Spring isn't the only season in full bloom in the North Metro; construction season is here, too. The North Metro News Team of Danika Peterson and Eric Nelson released a pair of stories this month, outlining what residents can expect from the long awaited construction on Highway 65. And viewers are evidently eager for information on the project. The two videos received a combined 3,000 views this month across all social media. A pair of text only posts also received significant attention with an impressive 288 comments, 1,619 shares, and 552 reactions.

Tour of Honor

Danika Peterson met two motorcyclists at Blaine's Veterans Memorial Park in April. The duo are part of the Tour of Honor, a program that sees motorcycle enthusiasts, many of them veterans themselves, visit memorial sites across the US. This year, the tour is highlighting a bench at Veterans Memorial Park honoring Senior Chief Petty Officer Thomas Valentine, who grew up in Ham Lake. Blaine expects to see hundreds of cyclists visit the park this year to pay their respects. Danika's video is available on all of our social media channels.



City Productions

As always, Municipal Producer Trevor Scholl has several new videos in production, all of them highlighting the projects and initiatives of our great cities. This month, Trevor put the finishing touches on the long gestating Blaine Police Department Community Outreach video and hopes to debut it in May. He also visited SNAP'T feral cat rescue in Blaine and completed another video for the City of Blaine promoting their water line service inventory survey.



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
Christ Lutheran Church (5 episodes)	Chance Amundsen	4 hours 29 minutes
Christ Lutheran Church Worship Message (5 episodes)	Chance Amundsen	2 hours 29 minutes
Glen Cary Lutheran Church Worship (5 episodes)	Vincent Schneider	4 hours 54 minutes
Lord of Life (5 episodes)	Jean Stauffer	4 hours 52 minutes
Lovepower (4 episodes)	Rick Larson	4 hours
Ocean Talk: Insight by T	Tom Bogren	22 minutes
Power of Love (4 episodes)	Rick Larson	2 hours
Rice Creek Watershed District Meeting (2 episode)	Theresa Stastica	1 hour 26 minutes
The Hidden Truth (5 episode)	Paul Dendy	4 hours 55 minutes
What Does the Bible Say (5 episodes)	George DeGidio	2 hours 28 minutes
41 New Programs		32 New Hours



NMTV Staff Full Length Programs

Title	Producer	Runtime
Baseball - Blaine at Centennial (4/4)	Kenton Kipp and Ted Leroux	1 hour 54 minutes
Baseball - Spring Lake Park at Blaine (4/22)	Kenton Kipp and Ted Leroux	2 hours 19 minutes
Boys Lacrosse - Blaine at Centennial (4/15)	Kenton Kipp and Ted Leroux	1 hour 46 minutes
Conversations with Peter Lindstrom: Metropolitan Council	Danika Peterson and Eric Nelson	30 minutes
Girls Lacross - Centennial at Blaine (4/15)	Kenton Kipp and Ted Leroux	1 hour 23 minutes
Girls Lacrosse - Centennial at Spring Lake Park (4/17)	Kenton Kipp and Ted Leroux	1 hour 36 minutes
Girls Lacrosse - Spring Lake Park at Blaine (4/24)	Kenton Kipp and Ted Leroux	1 hour 36 minutes
NMTV News	Danika Peterson and Eric Nelson	27 minutes
Softball - Centennial at Spring Lake Park (4/30)	Kenton Kipp and Ted Leroux	1 hour 50 minutes
Softball - Spring Lake Park at Blaine (4/5)	Kenton Kipp and Ted Leroux	1 hour 59 minutes
10 New Programs		16 New Hours



City Meetings

Title	Producer	Runtime
Ham Lake City Council Meeting (4/1)	Payton Nelson	12 minutes
Blaine City Council Meeting (4/1)	TJ Tronson	3 hours 5 minutes
Spring Lake Park City Council Meeting (4/1)	Eric Houston	33 minutes
Blaine City Council Workshop (4/1) (Not Televised)	TJ Tronson	1 hour 30 minutes
Centerville Planning and Zoning Commission Meeting (4/2)	John Murphy	56 minutes
Centerville Parks and Recreation Commission Meeting (4/3)	John Murphy	1 hour 41 minutes
Lexington City Council Meeting (4/4)	City Staff	24 minutes
Ham Lake Planning Commission Meeting (4/8)	Trevor Scholl	15 minutes
Lino Lakes City Council Meeting (4/8)	Anne Serwe	34 minutes
Anoka County Board Meeting (4/9)	TJ Tronson	2 hours 11 minutes
Circle Pines City Council Meeting (4/9)	Trevor Scholl	1 hour 10 minutes
Blaine Planning Commission Meeting (4/9)	TJ Tronson	1 hour 41 minutes
Centerville City Council Meeting (4/10)	John Murphy	1 hour 44 minutes
Lino Lakes Planning & Zoning Commission Meeting (4/10)	Anne Serwe	1 hour 19 minutes
Ham Lake City Council Meeting (4/15)	Payton Nelson	3 minutes
Spring Lake Park City Council Meeting (4/15)	Eric Houston	27 minutes
Blaine City Council Meeting (4/15)	Trevor Scholl	3 hours 4 minutes
Blaine Natural Resources Board Meeting (4/16)	Trevor Scholl	47 minutes
Centerville Economic Development Authority (EDA) Meeting (4/17)	John Murphy	1 hour 23 minutes
Centennial Fire District Steering Committee Meeting (4/18)	Ray Flint	1 hour 48 minutes
Lexington City Council Meeting (4/18)	City Staff	17 minutes
Lino Lakes City Council Meeting (4/22)	Anne Serwe	1 hour 52 minutes
Spring Lake Park Planning Commission Meeting (4/22)	Ray Flint	33 minutes
Anoka County Board Meeting (4/23)	TJ Tronson	1 hour 58 minutes
Circle Pines Utility Commission Meeting (4/23)	Ray Flint	27 minutes
Circle Pines City Council Meeting (4/23)	Ray Flint	51 minutes
Blaine Park Board Meeting (4/23)	Trevor Scholl	1 hour 11 minutes
Centerville City Council Meeting (4/24)	John Murphy	1 hour 6 minutes
Lino Lakes Environmental Board Meeting (4/24)	Anne Serwe	1 hour 39 minutes
29 New Programs		33 New Hours

If you have any questions or comments regarding this monthly report please contact Eric Houston (at 763-231-2803 or eric@northmetrotv.com) or Danika Peterson (at 763-231-2810 or danika@northmetrotv.com).