

Program Production

In May, **109 new programs** were produced using the North Metro TV facilities, funds, and services. That's **87 hours of new programming**.

- 32 programs were produced by the public
- 75 programs were produced by NMTV staff
- 2 programs were produced by city staff



Truck Shoots

The HD production truck was used for 28.75 hours of production. The following events were produced live and/or recorded for additional playback:

- Adapted Softball CI - Anoka-Hennepin at Centennial/Spring Lake Park (5/1)
- Boys Tennis – Andover at Spring Lake Park (5/8)
- Boys Volleyball – Blaine at Spring Lake Park (5/14)
- Softball Sect 7AAAA Round 1 – Coon Rapids at Blaine (5/22)
- Girls Lacrosse Sect 7A Round 1 – Coon Rapids at Centennial (5/28)
- Boys Lacrosse Sect 7A Round 1 – Grand Rapids-Greenway at Centennial (5/28)



vMix Live Streaming Shoots

Staff used the vMix single camera production system to record and stream 3 events. 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.

- Boys Volleyball – Spring Lake Park at Centennial (5/16)
- Girls Lacrosse Sect 7A Round 1 – Anoka at Blaine (5/28)
- Boys Lacrosse Sect 7A Round 1 – Spring Lake Park/CR at Blaine (5/28)



Most Watched Sports Video on Social Media

Highlights
Softball – Coon Rapids at Blaine

4,304 views

Live, In Person Classes

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

- 5/8 – Introductory Tour
 - 3 attendees
- 5/24 – Introductory Tour
 - 4 attendees
- 5/29 – Lecture Class
 - Hollywood Goes to the Dogs
 - Mary Ann Young Center
 - 18 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	5,694	166 hrs
Columbo: One More Thing	Mini	2,140	249.75 hrs
Diana Rigg: Avenger	Mini	1,752	146 hrs
The Immortal Ingrid Pitt	Mini	385	17.75 hrs
The Marx Brothers: Groucho, Harpo, Chico...	Full	317	15.75 hrs
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	285	39.25 hrs
Monster Movies of the 40s and 50s	Full	179	8.25 hrs
King of the Cowboys 2 – Autry/Rogers	Mini	171	9.25 hrs
Chicago Christmas Classics	Mini	170	7.75 hrs
The Quiz Show Scandals and Other Game Shows...	Full	137	32 hrs

The Movie Man Eric Archive is home to 36 VOD classes. This month, those classes received **11,881 total views with 789.25 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
Asia Mall at Northtown Mall	Danika Peterson	60,777	2 minutes
Madinah Lakes Proposal Brings Hundreds to City Hall	Danika Peterson	5,009	4 minutes
Blaine Entertainment District Announcement	Eric Nelson	4,581	3 minutes
Highlights: Softball - Coon Rapids at Blaine	Ted Leroux	4,304	2 minutes
Carnival Brawl Turns Chaotic	Eric Nelson	1,188	3 minutes
Centennial HS Grads Return to Blue Heron Elementary	Eric Nelson	838	3 minutes
SBM Fire Department Training Burn (5/23)	Eric Houston	775	1 minute
Spring Lake Park High School Program Gives Students a Career Jump Start	Eric Nelson	653	5 minutes

Anoka County Wants Residents to Take a "Walk in the Park"	Eric Nelson	650	4 minutes
Darth Vader's Home Movies	Eric Houston	617	2 minutes
Blaine Garage Sale Season	Eric Nelson	596	2 minutes
Minnesota Fishing Opener 2024	Danika Peterson	586	1 minute
Centerville History: A Wonderful Place to Grow Up	TJ Tronson	527	2 minutes
Blaine High School Alumn Caleb VanArragon's Golf Career Is Trending Up	Eric Nelson	401	3 minutes
Walk for Animals	Trevor Scholl	345	4 minutes
Business Matters: Griswold Home Care	Trevor Scholl	340	5 minutes
Minnesota 65 Gets \$4M for Intersection Upgrade	Eric Nelson	331	3 minutes
The Norwegian Church: Anna and Christian Gillund	Eric Houston	301	3 minutes
Scouts of America Rocket Launch Day	TJ Tronson	272	2 minutes
Cute Goslings in Blaine MN	Eric Houston	227	1 minute
Lino Lakes Approves New Water Treatment Plant	Danika Peterson	210	2 minutes
Shelley Johnson Will Retire from Mary Ann Young Center	Danika Peterson, Eric Nelson, and Trevor Scholl	186	5 minutes
Highlights: Boys & Girls Lacrosse Centennial	Ted Leroux	176	2 minutes
Jonathan S. Laflamme's Amazing Solo	TJ Tronson	148	1 minute
Mike Murphy Appointed to Lexington City Council	Danika Peterson	146	1 minute
Emerald Ash Borer NMTV PSA	TJ Tronson	71	2 minutes
Golden Lake Pavilion Rental	Trevor Scholl	35	1 minute
Charles Barkley in Blaine	Trevor Scholl	30	1 minute
Tower Days Promo	Trevor Scholl	29	1 minute
Senior Safety Fair	Trevor Scholl	25	2 minutes
31 New Short Form Videos		84,374 Total Views	71 minutes

Social media views exploded in May! Our 84,374 views represent a 196% increase over April's views (28,498) and a whopping 1,656% increase over March (4,811 views), when we started this program.

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
May	27,600	37,700	2,013	81	426,400
TOTAL:	116,330	162,083	8,443	322	1,680,636

NMTV Website Stats

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
May	5,000	10,964	4,111
TOTAL:	23,494	28,677	7,113

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
May	206.5	61	46	5	0	\$742.83
TOTAL:	1,238.5	324	180	259	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 highlights include:

- Centennial High School Grads Return to Blue Heron Elementary
- Carnival Brawl Turns Chaotic
- Lino Lakes Approves New Water Treatment Plant
- Mary Ann Young Center Director Shelley Johnson Will Retire



In addition to daily playbacks of North Metro TV News on the cable systems, there are **1,338 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

Asia Mall at Northtown

60,777 Views

Asia Mall at Northtown

A news story produced by Danika Peterson was not only the most popular video on our social media channels this month, it is the most popular video we have posted since we began our new emphasis on short form video content. The story on the new Asia Mall coming to Blaine garnered an impressive 60,777 views in May. The video was particularly popular on Facebook, with 827 reactions (including 820 likes) and 141 comments. It is also a great example of a local story that viewers cannot find anywhere else as North Metro TV was the only television outlet present at the news conference.

Centerville History

TJ Tronson delved into the history of Centerville this month with the video "A Wonderful Place to Grow Up." The video, which features interviews with five long-time Centerville residents, is the first of a series of at least four videos recounting tales of the city. Since TJ began working on the videos, one of the participants, Robert Barrett, passed away. A sort of added bonus of the project was that TJ was able to provide his family with a video of Robert's full interview, sharing stories of his childhood. As one might imagine, they were delighted to have it. TJ has very much enjoyed working on the project and intends to create similar videos for each of our member cities.



NMTV Celebrates May the 4th

North Metro TV celebrated Star Wars Day (also known as May the 4th) with a brand new video. The short features News Producer Eric Nelson as Darth Vader as the famous film villain tries to get NMTV to transfer his home movies. Produced by Eric Houston and TJ Tronson, the video served several purposes, including creating fun, highly topical content for the channel and social media, serving as an evergreen promo for our home movie transfer service, and offering a team building opportunity for staff.



Music at Centennial Schools

Kenton Kipp and the sports team took a break from the ballfield this month with a trio of videos covering Centennial Schools musical events. Kenton and his crew filmed the Centennial High School Choir Cabaret, the Centennial Middle School Spring Concert, and the Centennial High School Encore Choir Concert. All of the programs are available to watch on YouTube, offering grandparents and other distant family friends the chance to watch the students sing their hearts out. More than 1,200 people have watched the three videos. They are also the last three events of a seven event package that the school district hired us for last September.

LaMotte Park Rocket Launch

TJ Tronson joined Scouts of America Pack 232 at Centerville's LaMotte Park for their annual rocket launch. Boys and girls aged kindergarten through fifth grade teamed with MASA (Minnesota Amateur Spacemodeler Association) to learn about aerodynamics and STEM subjects through the fun and excitement of a model rocket. TJ had a blast (pardon the pun) and the kids loved seeing themselves on TV.



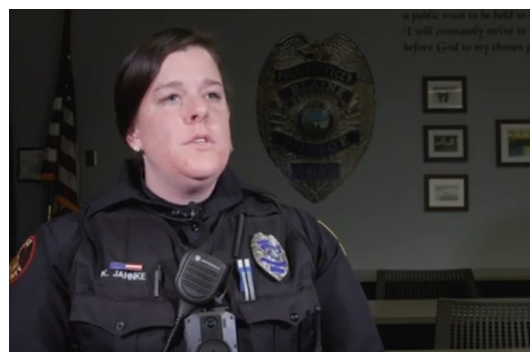
Memorial Day Ceremony

North Metro TV was proud to cover this year's Memorial Day ceremony at Veterans Memorial Park of Blaine. The solemn event featured a keynote speech from retired Brigadier General Joseph P. Kelley and the final military honors for John Rice, namesake of the Blaine VFW. The hour long program is airing on Channel 15 and is available on YouTube.



Police Recruitment

This month, Municipal Producer Trevor Scholl completed his long in the works Community Outreach video for the Blaine Police Department. Fourteen months in the making, Trevor attended multiple police sponsored events and conducted more than a dozen interviews to make this video a reality. Designed to encourage volunteerism amongst new BPD recruits, the video highlights such initiatives as Polar Plunge, the Citizens Academy, the Explorers Program, and the Summer Safety Camp. Trevor provided the department with a version of the video to use internally and edited a special, public facing version for air on channel 15.



City Productions

In addition to the Police Recruitment video, Trevor Scholl also highlighted Griswold Homecare, a local company that, amongst other things, helps the elderly with visits from therapy dogs. He also filmed the recent Walk for Animals, the SBM Fire Senior Safety Fair, and created promos for Tower Days and the Pavilions at Golden Lake Park.

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
NMTV News (3 episodes)	Danika Peterson and Eric Nelson	1 hour 18 minutes
Adapted Softball CI Anoka-Hennepin at Centennial/Spring Lake Park (5/1)	Kenton Kipp and Ted Leroux	1 hour 10 minutes
Boys Tennis Andover at Spring Lake Park (5/8)	Kenton Kipp and Ted Leroux	1 hour 48 minutes
Centennial High School Choir Cabaret (5/10)	Kenton Kipp and Ted Leroux	1 hour 20 minutes
Boys Volleyball Blaine at Spring Lake Park (5/14)	Kenton Kipp and Ted Leroux	1 hour 18 minutes
Boys Volleyball Spring Lake Park at Centennial (5/16)	Kenton Kipp and Ted Leroux	58 minutes
Softball Sect 7AAAA Round 1 Coon Rapids at Blaine (5/22)	Kenton Kipp and Ted Leroux	1 hour 28 minutes
Centennial Middle School Spring Concert (5/23)	Kenton Kipp and Ted Leroux	1 hour 51 minutes
Centennial High School Choir Concert (5/28)	Kenton Kipp and Ted Leroux	2 hour 29 minutes
Boys Lacrosse Sect 7A Round 1 Grand Rapids-Greenway at Centennial (5/28)	Kenton Kipp and Ted Leroux	1 hour 59 minutes
Girls Lacrosse Sect 7A Round 1 Coon Rapids at Centennial (5/28)	Kenton Kipp and Ted Leroux	1 hour 27 minutes
Boys Lacrosse Sect 7A Round 1 Spring Lake Park/CR at Blaine (5/28)	Kenton Kipp and Ted Leroux	1 hour 30 minutes
Girls Lacrosse Sect 7A Round 1 Anoka at Blaine (5/28)	Kenton Kipp and Ted Leroux	1 hour 21 minutes
15 New Programs		20 New Hours



City Meetings

Title	Producer	Runtime
North Metro Telecommunications Commission Special Meeting (5/1)	TJ Tronson	29 minutes
Centerville Park and Recreation Committee Meeting (5/1)	Trevor Scholl	2 hours 39 minutes
Lexington City Council Meeting (5/2)	City Staff	31 minutes
Lino Lakes Workshop (5/6) (Not Televised)	Anne Serwe	3 hours 52 minutes
Blaine City Council Meeting (5/6)	TJ Tronson	2 hours 44 minutes
Blaine City Council Work Session (5/6) (Not Televised)	TJ Tronson	1 hour 30 minutes
Ham Lake City Council Meeting (5/6)	Payton Nelson and Collin Kyro	30 minutes
Spring Lake Park City Council Meeting (5/6)	Matt Waldron	51 minutes
Centerville Planning and Zoning Commission Meeting (5/7)	Colin Branch	4 hours 20 minutes
Circle Pines Park Board Meeting (5/7)	Eric Nelson	2 minutes
Centerville City Council Meeting (5/8)	Colin Branch	1 hour 57 minutes
Lino Lakes Planning and Zoning Commission Meeting (5/9)	Anne Serwe	1 hour 32 minutes

Lexington Special City Council Meeting (5/9)	City Staff	15 minutes
Blaine City Council Work Session (5/13) (Not Televised)	Trevor Scholl	30 minutes
Lino Lakes City Council Meeting (5/13)	Anne Serwe	1 hour 34 minutes
Ham Lake Planning Commission Meeting (5/13)	Payton Nelson and Collin Kyro	24 minutes
Circle Pines City Council Meeting (5/14)	Ray Flint	22 minutes
Blaine Planning Commission Meeting (5/14)	Trevor Scholl	1 hour 48 minutes
Anoka County Board Meeting (5/14)	TJ Tronson	1 hour 54 minutes
Centerville EDA Meeting (5/15)	Colin Branch	2 hours 5 minutes
Lexington City Council Meeting (5/16)	City Staff	30 minutes
Spring Lake Park City Council Meeting (5/20)	Ray Flint	27 minutes
Ham Lake City Council Meeting (5/20)	Collin Kyro	28 minutes
Blaine City Council & EDA Meeting (5/20)	Trevor Scholl	1 hour 34 minutes
Anoka County Board Meeting (5/28)	TJ Tronson	40 minutes
Lino Lakes Workshop (5/28) (Not Televised)	Anne Serwe	1 hour 6 minutes
Lino Lakes City Council Meeting (5/28)	Anne Serwe	1 hour 56 minutes
Circle Pines Utility Commission Meeting (5/28)	Danika Peterson	9 minutes
Circle Pines City Council Meeting (5/28)	Danika Peterson	27 minutes
Spring Lake Park City Planning Commission Meeting (5/28)	Ray Flint	26 minutes
Lino Lakes Environmental Board Meeting (5/29)	Anne Serwe	2 hours 23 minutes
31 New Programs		40 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).