

Program Production

In July, **113 new programs** were produced using the North Metro TV facilities, funds, and services. That's **100 hours of new programming**.

- 39 programs were produced by the public
- 73 programs were produced by NMTV staff
- 1 programs were produced by city staff



Truck Shoots

The HD production truck was used for 12 hours of production. The following event was produced live and/or recorded for additional playback:

- USA Cup Opening Ceremonies (7/16)
- Centerville Fete des Lacs Parade (7/20)



vMix Live Streaming Shoots

Staff used the vMix single camera production system to record and stream 27 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.

- 27 USA Cup Games – **Paid Events**



Most Watched Sports Video on Social Media

USA Cup Live Stream
7/13

1,100 views



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
Columbo: One More Thing	Mini	2,645	320 hours
The Cult of Caroline Munro	Mini	1,083	40.5 hours
Diana Rigg: Avenger	Mini	855	82 hours
The Immortal Ingrid Pitt	Mini	352	14.75 hours
The Marx Brothers: Groucho, Harpo, Chico...	Full	284	13 hours
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	242	22 hours
Monster Movies of the 40s and 50s	Full	173	7.25 hours
Batman's Greatest Villains	Mini	94	8.25 hours
The Quiz Show Scandals and Other Game Shows...	Full	78	20 hours
The Oscars: 90 Years of the Academy Awards	Full	45	8 hours

The Movie Man Eric Archive is home to 36 VOD classes. This month, those classes received **6,323 total views with 566.5 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
Local Restaurant Supports First Responders	Danika Peterson	819	2 minutes
Wargo Nature Center's New ADA Accessible Playground	TJ Tronson	698	3 minutes
Lino Lakes City Council Moratorium	Eric Nelson	675	2 minutes
Charley Robertson Mental Health Mural	Trevor and Eric Nelson	411	3 minutes
Centerville Main Street Market	Eric Nelson	361	3 minutes
Aquatore Bandshell Ribbon Cutting	Trevor Scholl	352	3 minutes
Ham Lake Fire Station Number 3	Trevor Scholl	344	3 minutes
3M Open Preview	Eric Nelson	266	3 minutes
Centennial Community Band	TJ Tronson	241	3 minutes
Anneke Drafted by PWHL Toronto	Eric Nelson	227	4 minutes
Ham Lake Freedom Festival Fireworks Finale	TJ Tronson	213	1 minute
Aquator Bandshell at the Blaine Festival (News Story)	Eric Nelson	206	2 minutes
Ham Lake Farmers Market Promo	TJ Tronson	195	2 minutes
3M Open: Sports City USA	Eric Nelson and Trevor Scholl	158	3 minutes
The Norwegian Church: Mads and Lena Gilbertson	Eric Houston	150	4 minutes
Ham Lake Fire Department Grand Opening (News Story)	Eric Nelson	117	2 minutes
Golf 4 All Day - 3M Open	Eric Nelson	95	3 minutes
USA Cup Montage	Eric Nelson and Trevor Scholl	90	5 minutes

Blue Heron Days Promo 2024	Trevor Scholl	8	1 minute
20 New Short Form Videos		5,626 Total Views	52 minutes

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
June	36,200	44,100	3,580	133	422,200
July	33,100	40,500	2,481	107	358,200
TOTAL:	185,630	246,683	14,504	562	2,461,036

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
June	5,600	13,797	6,095
July	6,200	12,522	4,558
TOTAL:	35,294	54,996	17,766

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
June	361.5	160	30	58	0	\$1,696.49
July	388.5	142	4	59	0	\$2,561.50
TOTAL:	1,988.5	626	214	376	49	\$12,167.34

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:

- Lino Lakes City Council Moratorium
- The Charley Robertson Mental Health Mural at USA Cup
- Puck Dreams Come True for North Metro Hockey Star



In addition to daily playbacks of North Metro TV News on the cable systems, there are **1,357 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

Guns 'N Hoses: Local Restaurant Supports First Responders

819 Views

USA Cup

Kenton Kipp, Ted Leroux and their intrepid sports crew once again brought their talents to the soccer field for the 2024 USA Cup Soccer Tournament. This year, the team covered 27 games and the Opening Ceremonies, creating 28 new programs and 36 new hours of content for the channel. As has been the case for the last couple of years, USA Cup hired us to provide this coverage, paying \$16,750. That is about the same as what we made in 2023, but, this year, we actually covered only half as many games and leveraged the vMix production system, rather than the truck, to further lower overhead costs. In the end, NMTV staff was able to provide excellent coverage that the client loved, produce exciting new content for ourselves, and make a tidy sum.



Centennial Community Band

TJ Tronson produced a toe tapping new video profiling the Centennial Community Band. This unique musical group welcomes members from across the north metro who wish to continue making music well after high school has ended. The band practices once a week and plays concerts across the Twin Cities.



Main Street Market

News Producer Eric Nelson visited the opening day for Centerville's popular Main Street Market. Eric met vendors and shoppers during a warm and wonderful night. Each year sees more and more vendors attend, with most from right here in the north metro. The market also features a number of special events over the course of the summer and North Metro TV will be back next month, when the shoppers' furry friends join them for a night of shopping and community on Main Street.

Ham Lake Farmers Market

TJ Tronson also got in on the summer market season by visiting the Ham Lake Farmers Market and Artisan Market in the Mickman Brothers parking lot. TJ interviewed attendees, while creating a fun and spritely promo video to help point Ham Lakers to the vibrant weekly market.

3M Open

"Blaine is sports city USA!" That's what Governor Tim Walz had to say when interviewed by News Producer Eric Nelson at this year's 3M Open. The annual PGA tournament gets more and more exciting every year and NMTV is always on hand. Eric Nelson and Trevor Scholl covered the event, capturing interviews with famous faces and city officials to highlight the massive economic impact both the 3M Open and USA Cup have on the city of Blaine.



ADA Playground

TJ Tronson was at it again, this time with a video showcasing Wargo Nature Center's new ADA friendly playground. TJ combined interviews with Anoka County Commissioner Julie Jeppson and gorgeous drone footage to celebrate this accessible, inclusive playground. It's an informative and touching story that will help tell parents about a new and safe place for their kids to play.



City Productions

This month, Municipal Producer Trevor Scholl visited Ham Lake's newest fire station. Fire Station Number 3 serves the city's southeast corner, reducing reaction time for fire and traffic accidents by 5 to 10 minutes. Trevor visited the new station and interviewed the fire chief, who was rightly proud of the facility and his firefighters.

Trevor also attended the ribbon cutting of Blaine's new \$4 million Aquatore Park Band Shell. He captured footage of the beautiful new structure and spoke to city parks staff as part of the kick off to this year's Blaine Festival. He was also instrumental in supporting news coverage this month.



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 Worship (4 episodes)	Chance Amundsen	3 hours 45 minutes
Christ Lutheran Church Worship Message (4 episodes)	Chance Amundsen	1 hour 58 minutes
Glen Cary Lutheran Church (5 episodes)	Vincent Schneider	4 hours 39 minutes
Hope Church (4 episodes)	Al Gorace	3 hours 56 minutes
Lord of Life (5 episodes)	Jean Stauffer	4 hours 37 minutes
Lovepower (4 episodes)	Rick Larson	4 hours
Power of Love (4 episodes)	Rick Larson	2 hours
Rice Creek Watershed District Meeting (2 episodes)	Theresa Stasica	1 hour 33 minutes

The Hidden Truth (3 episodes)	Paul Dendy	2 hours 54 minutes
What Does the Bible Say (4 episodes)	George Degidio	2 hours 28 minutes
39 New Programs		32 New Hours



NMTV Staff Full Length Programs

Title	Producer	Runtime
USA Cup Game 2: Magic Soccer FC vs Futbol Consultants (7/12)	Kenton Kipp and Tedd Leroux	1 hour 11 minutes
USA Cup Game 3: Soo City United vs Gitchi Gummi (7/12)	Kenton Kipp and Tedd Leroux	1 hour 3 minutes
USA Cup Game 4: Firebirds SC vs Sao Paulo FC (7/12)	Kenton Kipp and Tedd Leroux	1 hour 4 minutes
USA Cup Game 5: Magic Soccer FC vs Chicago Inferno (7/13)	Kenton Kipp and Tedd Leroux	1 hour 23 minutes
USA Cup Game 6: Boreal FC vs Tri-State Soccer Academy (7/13)	Kenton Kipp and Tedd Leroux	55 minutes
USA Cup Game 7: Manitou FCC vs Firebirds SC (7/13)	Kenton Kipp and Tedd Leroux	52 minutes
USA Cup Game 8: Thunder Bay Chill vs EPSC (7/13)	Kenton Kipp and Tedd Leroux	1 hour 15 minutes
USA Cup Game 9: Thunder Bay Chill Royal vs Tempo Rain (7/14)	Kenton Kipp and Tedd Leroux	1 hour 22 minutes
USA Cup Game 10: Interstate SC vs Boreal FC (7/14)	Kenton Kipp and Tedd Leroux	1 hour 22 minutes
USA Cup Game 11: Gitchi Gummi vs MC Legends (7/14)	Kenton Kipp and Tedd Leroux	1 hour 11 minutes
USA Cup Game 12: Inter AC Select vs Sporting Academy (7/14)	Kenton Kipp and Tedd Leroux	1 hour 10 minutes
USA Cup Game 13: Arsenal FC vs Edmonton Juventus (7/16)	Kenton Kipp and Tedd Leroux	1 hour 24 minutes
USA Cup Game 14: EARJ Panthers vs Lake FC (7/16)	Kenton Kipp and Tedd Leroux	1 hour 26 minutes
USA Cup Game 15: Academy Sports Club vs Sports Academy (7/16)	Kenton Kipp and Tedd Leroux	1 hour 22 minutes
USA Cup Opening Ceremonies (7/16)	Kenton Kipp and Tedd Leroux	1 hour 14 minutes
USA Cup Game 17: Iceland vs TNT Elite (7/17)	Kenton Kipp and Tedd Leroux	1 hour 27 minutes
USA Cup Game 18: BTB FC vs Necaxa FC (7/17)	Kenton Kipp and Tedd Leroux	1 hour 26 minutes
USA Cup Game 19: Olympic Flame FC vs Kingston FA (7/17)	Kenton Kipp and Tedd Leroux	1 hour 27 minutes
USA Cup Game 20: Roa vs South Simcoe United FC (7/18)	Kenton Kipp and Tedd Leroux	1 hour 28 minutes
USA Cup Game 21: Leahi SC vs Ballyclare Comrades (7/18)	Kenton Kipp and Tedd Leroux	1 hour 29 minutes
USA Cup Game 22: Lethbridge FC vs Team Chicago (7/18)	Kenton Kipp and Tedd Leroux	1 hour 24 minutes
NMTV News	Eric Nelson and Trevor Scholl	24 minutes
USA Cup Game 23: Helenites Sports Club vs Maple Brook SC (7/19)	Kenton Kipp and Tedd Leroux	1 hour 25 minutes

USA Cup Game 24: Utah Surf vs Minneapolis United (7/19)	Kenton Kipp and Tedd Leroux	1 hour 52 minutes
USA Cup Game 25: Maple Brook SC vs Team Chicago (7/19)	Kenton Kipp and Tedd Leroux	1 hour 22 minutes
USA Cup Game 26: Twin Cities Rush vs St Croix Academy (7/20)	Kenton Kipp and Tedd Leroux	1 hour 15 minutes
USA Cup Game 27: Texarkana SC vs St. Croix Academy (7/20)	Kenton Kipp and Tedd Leroux	1 hour 25 minutes
USA Cup Game 28: Oshawa Kicks vs Academy Sports Club (7/20)	Kenton Kipp and Tedd Leroux	1 hour 30 minutes
Centerville Fete des Lacs Parade (7/20)	Kenton Kipp and Tedd Leroux	40 minutes
Anoka County Board Meeting (7/23)	TJ Tronson	1 hour
30 New Programs		38 New Hours



City Meetings

Title	Producer	Runtime
Blaine City Council Meeting (7/1)	TJ Tronson	1 hour 17 minutes
Blaine City Council Workshop (7/1) (Not Televised)	TJ Tronson	1 hour 30 minutes
Ham Lake City Council Meeting (7/1)	Collin Kyro	30 minutes
Lino Lakes City Council Workshop (7/1) (Not Televised)	Anne Serwe	1 hour 15 minutes
Spring Lake Park City Council Meeting (7/1)	Matt Waldron	1 hour 5 minutes
Blaine City Council Workshop (7/8) (Not Televised)	TJ Tronson	2 hours 30 minutes
Lino Lakes City Council Meeting (7/8)	Anne Serwe	2 hours 29 minutes
Blaine Planning Commission Meeting (7/9)	TJ Tronson	40 minutes
Centerville Planning & Zoning Meeting (7/9)	Colin Branch	2 hours 58 minutes
Circle Pines City Council Meeting (7/9)	Ray Flint	25 minutes
Centerville City Council Meeting (7/10)	Colin Branch	2 hours 27 minutes
Blaine City Council Meeting/EDA (7/15)	Trevor Scholl and Eric Nelson	1 hour 27 minutes
Blaine City Council Workshop (7/15) (Not Televised)	Trevor Scholl	1 hour 45 minutes
Ham Lake City Council Meeting (7/15)	Eric Houston	9 minutes
Spring Lake Park City Council Meeting (7/15)	Ray Flint	30 minutes
Centerville EDA Meeting (7/17)	Colin Branch	51 minutes
Centennial Fire District Steering Committee Meeting (7/18)	TJ Tronson	1 hour 26 minutes
Lexington City Council Meeting (7/18)	City Staff	29 minutes
Lino Lakes City Council Meeting (7/22)	Anne Serwe	2 hours 12 minutes
Blaine Park Board Committee Meeting (7/23)	Trevor Scholl	1 hour 8 minutes
Circle Pines City Council Meeting (7/23)	Ray Flint	48 minutes

Circle Pines Utilities Commission Meeting (7/23)	Ray Flint	8 minutes
Centerville City Council Meeting (7/24)	Colin Branch	2 hours 3 minutes
Lino Lakes Environmental Board Meeting (7/31)	Anne Serwe	1 hour 1 minute
24 New Programs		31 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).