

Program Production

In August, **109 new programs** were produced using the North Metro TV facilities, funds, and services. That's **80 hours of new programming**.

- 49 programs were produced by the public
- 58 programs were produced by NMTV staff
- 2 programs were produced by city staff



Truck Shoots

The HD production truck was used for 5 hours of production. The following event was produced live and/or recorded for additional playback:

- Lino Lakes Parade 2024 – Blue Heron Days



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.

- Football: Moorhead at Spring Lake Park (8/30)



Most Watched Sports Video on Social Media

Sports Den 2024 Football Season Preview

371 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	2,628	328.5 hours
The Cult of Caroline Munro	Mini	1,248	47 hours
Diana Rigg: Avenger	Mini	1,086	95 hours
The Marx Brothers: Groucho, Harpo, Chico...	Full	301	11.25 hours
The Immortal Ingrid Pitt	Mini	228	8.5 hours
Monster Movies of the 40s and 50s	Full	199	10 hours
Batman's Greatest Villains	Mini	136	12.5 hours
King of the Cowboys 2 – Austry/Rogers	Mini	133	6 hours
Chicago Christmas Classics	Mini	126	5.25 hours
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	123	14.25 hours

The Movie Man Eric Archive is home to 36 VOD classes. This month, those classes received **6,633 total views with 589.5 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
Brodzinski Brothers Hockey Camp	Eric Nelson	4,785	3 minutes
Blaine High School Star Matt Hendricks Is New GM of Iowa Wild	Eric Nelson	2,827	3 minutes
Tamblyn Family Named Anoka County Farm Family of the Year	Danika Peterson	2,728	2 minutes
Blaine Night to Unite	Eric Nelson	1,970	3 minutes
Guns-N-Hoses Adds a Golf Tournament	Danika Peterson	1,707	2 minutes
Anoka County Opens Road Safety Survey	Danika Peterson	1,627	3 minutes
Centerville History Ep. 3 - The Tavern	TJ Tronson	853	2 minutes
Main St. Market Pet Day	Trevor Scholl	845	3 minutes
Car Seat Safety	Eric Nelson	713	2 minutes
Lino Lakes Night to Unite	TJ Tronson	687	2 minutes
Blaine Safety Camp 2024	TJ Tronson	618	4 minutes
Law Enforcement Teams with Special Olympics to Raise Money with Donuts	Trevor Scholl	376	2 minutes
Golden Lake De-Listing Celebration	Eric Nelson	345	3 minutes
Business Matters: Curious Crow	Trevor Scholl	308	5 minutes
Bark in the Park	Danika Peterson	245	2 minutes
Wargo Wildflower Bloom	Eric Nelson	218	4 minutes
New Amphitheater Coming to Wargo Nature Center	Eric Nelson	199	2 minutes
State Fair Brewers Guild	Trevor Scholl	181	3 minutes
No Wake for Golden Lake	Eric Nelson	163	2 minutes
State Fair Equine Therapy	Trevor Scholl	159	3 minutes

Centennial Lakes Bike Rodeo	TJ Tronson	156	2 minutes
Foxtail Hollows	Trevor Scholl	140	2 minutes
Local Decision 2024 - Election Preview	Danika Peterson and Eric Nelson	118	4 minutes
Minnesota State Fair Blaine Express Bus	Eric Nelson	116	3 minutes
State Fair 4-H	Trevor Scholl	112	4 minutes
Animal Human Society Llama Visit	Trevor Scholl	91	1 minute
26 New Short Form Videos		22,287 Total Views	71 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
August	21,000	38,000	1517.5	61	344,500
TOTAL:	206,630	284,683	16,021	623	2,805,536

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
August	5,200	9,700	1,941
TOTAL:	40,494	64,696	19,707

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
August	70	20	0	28	50	\$2,000.86
TOTAL:	2,049.5	646	214	404	99	\$14,168.20

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:

- Anoka County Opens Road Safety Survey
- Car Seat Safety
- Wargo Wildflowers in Bloom

In addition to daily playbacks of North Metro TV News on the cable systems, there are **1,372 local stories** archived for viewers on the **NMTV YouTube channel**. The channel can also be accessed through northmetrotv.com.



Most Viewed Online News Story

Brodzinski Brothers Hockey Camp

4,785 Views

Night to Unite

Night to Unite is always a great opportunity for our local police and fire departments to talk to community members in fun, happy settings. It is also a great opportunity for North Metro TV to film these positive interactions and show off the dedication of our local officers. This year, Eric Nelson visited a party in Blaine while TJ Tronson visited one in Lino Lakes. Each recorded interviews with police and fire personnel and with community members alongside video of all of the fun activities. Night to Unite is always a popular event in the north metro and on our social media channels, where the two videos have already attracted more than 2,500 views.



Return to Golden Lake

NMTV staff has been excited to follow a rare story this year. After 40 years of hard work, Circle Pines' Golden Lake has been taken off the impaired water list. This past month, North Metro TV visited a party celebrating the effort. News Producer Eric Nelson interviewed city officials and watershed staff, all of whom were thrilled about this rare delisting that has restored Golden Lake's golden status. And because we just can't get enough Golden Lake, we also did a story about the lake's new No Wake Zone.

Blaine Safety Camp

Believe it or not, TJ Tronson just filmed his 20th Blaine Safety Camp. The annual two day event, which provides safety training to incoming fourth grade students, is a community staple and TJ always does an amazing job capturing the action and providing much needed publicity for the event, not to mention a fun opportunity for the kids to see themselves on TV. To get the proper coverage of the kids, fire department, and police officers in action, TJ has to work tirelessly for two straight days.



Dogs!

In August, North Metro TV really went to the dogs with a pair of stories about our furry friends and their people. First, Interim Co-Executive Director and News Director Danika Peterson attended Blaine Parks and Recreation's Bark in the Park. The event includes everything from dog ice cream to visits with veterinarians to free licensing. Trevor Scholl, meanwhile, headed to Centerville's Main Street Market for Pet Night, which included a cutest pet contest, vendors, and a much needed chance to highlight rescue and special needs dogs.



Centennial Lakes Bike Rodeo

TJ Tronson met some young cyclists as he russed up footage of the Centennial Lakes Police Department's Bike Rodeo. An event literally demanded by the community, the bike rodeo offered kids bike safety tips, helmet fittings, tune ups and fun.

Legislative Forum

Circle Pines City Hall was proud to host a North Metro Mayors Association Legislative Forum this August. The forum focused on candidates for Minnesota House of Representatives District 36A. TJ Tronson recorded the forum at the city's request and provided the city with a copy. The finished program will also air on our channel and be available to watch online. It was a lively and informative discussion and we were happy to be a part of it.



Local Decision 2024 Launch

Local Decision 2024 coverage is officially underway. Danika Peterson and Eric Nelson are covering 18 different contests this year with 43 total candidates. All of the candidates have been invited to submit a biography for our website and to record an in person interview. Those interviews typically last 15 minutes and will be available on Channel 15 and on our social media pages. The news team has already started taping interviews and the goal is to have all of the interviews and candidate biographies posted in time for the start of early voting on September 20.

City Productions

Of course, August is State Fair season in Minnesota and Municipal Producer Trevor Scholl spent an entire day covering stories with local connections. He highlighted a pair of local breweries in his visit with the Brewers Guild, interviewed a local kid involved in Anoka County 4H, and even had the chance to meet and profile some therapy horses.

But it wasn't all popcorn and corndogs for Trevor. He also found time this month to profile Curious Crow, a new collectibles store in Lexington, film Pet Night at Centerville's Main Street Market, and profiled Blaine's new Foxtail Hollows. Trevor directed a whopping seven city meetings this month, filling in for part-time staffers who were either sick or on vacation, and started the task of overhauling each city's Brightsign video player.



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 (5 episodes)	Chance Amundsen	4 hours 58 minutes
Christ Lutheran Church Worship Message (5 episodes)	Chance Amundsen	2 hours 33 minutes
Glen Cary Lutheran Church (4 episodes)	Vincent Schneider	3 hours 57 minutes
Hope Church (10 episodes)	Al Gorace	9 hours 15 minutes
Lord of Life (3 episodes)	Jean Stauffer	2 hours 57 minutes
Lovepower (6 episodes)	Rick Larson	6 hours
Power of Love (6 episodes)	Rick Larson	3 hours
Rice Creek Watershed District Meeting (2 episodes)	Theresa Stasica	2 hours 38 minutes
The Hidden Truth (5 episodes)	Paul Dendy	4 hours 56 minutes
What Does the Bible Say (3 episodes)	George Degidio	1 hour 29 minutes
49 New Programs		43 New Hours



NMTV Staff Full Length Programs

Title	Producer	Runtime
Football: Moorhead at Spring Lake Park (8/30)	Kenton Kipp and Ted Leroux	2 hours 16 minutes
Lino Lakes Parade 2024 - Blue Heron Days	Kenton Kipp and Ted Leroux	40 minutes
NMTV News (2 episodes)	Danika Peterson and Eric Nelson	54 minutes
North Metro Mayors Association Legislative Forum - MN House 36A	TJ Tronson	28 minutes
Sports Den 2024 Football Preview	Kenton Kipp and Ted Leroux	18 minutes
6 New Programs		5 New Hours



City Meetings

Title	Producer	Runtime
Lexington City Council Meeting (8/2)	City Staff	11 minutes
Spring Lake Park City Council Meeting (8/5)	Ray Flint	32 minutes
Ham Lake City Council Meeting (8/5)	Ben Brannon and Eric Houston	46 minutes
Blaine City Council and EDA Meeting (8/5)	TJ Tronson	51 minutes
Blaine City Council Workshop (8/5) (Not Televised)	TJ Tronson	1 hour 30 minutes
Centerville Parks & Recreation Committee Meeting (8/7)	TJ Tronson	2 hours 43 minutes
Lino Lakes City Council Meeting (8/12)	Anne Serwe	30 minutes
Anoka County Board Meeting (8/13)	Tj Tronson	52 minutes

Blaine Planning Commission Meeting (8/14)	TJ Tronson	1 hour 20 minutes
Centerville City Council Meeting (8/14)	Colin Branch	3 hours 16 minutes
Lino Lake Planning and Zoning Meeting (8/14)	Anne Serwe	38 minutes
Circle Pines City Council Meeting (8/14)	Trevor Scholl	30 minutes
Lexington City Council Meeting (8/15)	City Staff	10 minutes
Blaine City Council Workshop (8/19) (Not Televised)	Trevor Scholl	2 hours 30 minutes
Spring Lake Park City Council Meeting (8/19)	Ray Flint	1 hour 5 minutes
Ham Lake City Council Meeting (8/19)	Ben Brannon and Eric Houston	36 minutes
Blaine City Council Meeting (8/19)	Trevor Scholl	47 minutes
Blaine Natural Resouce Conservation Board Meeting (8/20)	Trevor Scholl	1 hour 11 minutes
Centerville EDA Meeting (8/21)	TJ Tronson	1 hour 14 minutes
Spring Lake Park Planning Commission Meeting (8/26)	Eric Houston	12 minutes
Lino Lakes City Council Meeting (8/26)	Trevor Scholl	1 hour 9 minutes
Lino Lakes Environmental Board Meeting (8/28)	Trevor Scholl	1 hour 1 minute
Circle Pines Utilities Commission Meeting (8/27)	Ray Flint	14 minutes
Circle Pines City Council Meeting (8/27)	Ray Flint	56 minutes
Blaine Park Board Meeting (8/28)	Trevor Scholl	1 hour 13 minutes
Anoka County Board Meeting (8/28)	TJ Tronson	1 hour 2 minutes
Centerville City Council Meeting (8/28)	TJ Tronson	2 hours 16 minutes
Lino Lakes Environmental Board Meeting (8/28)	Trevor Scholl	2 hours 16 minutes
28 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).