

Program Production

In November, **92 new programs** were produced using the North Metro TV facilities, funds, and services. That's **76 hours of new programming**.

- 35 programs were produced by the public
- 55 programs were produced by NMTV staff
- 2 programs were produced by city staff



Truck Shoots

The HD production truck was used for 20 hours of production. The following events were produced live and/or recorded for additional playback:

- Football 6AAAAA Final – Spring Lake Park at Monticello (11/1)
- Football State 6-A Quarter Final – Blaine vs Minnetonka (11/7)
- Girls Basketball – Spring Lake Park at Centennial (11/26)



Most Watched Sports Video on Social Media

Game Recap
Girls Basketball
Spring Lake Park at Centennial

824 views





Live, In Person Classes

Eric Houston hosted one live, in person class this past month. 8 total students attended.

- November 6, 2024
 - Internet Training – DIY Antiques Appraisal
 - Ham Lake Senior Center
 - 8 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
Columbo: One More Thing	Mini	2,333	252.75 hours
The Cult of Caroline Munro	Mini	1,072	40.25 hours
Chicago Christmas Classics	Mini	974	44.5 hours
Diana Rigg: Avenger	Mini	919	80.5 hours
The Immortal Ingrid Pitt	Mini	280	11.5 hours
The Marx Brothers: Groucho, Harpo, Chico...	Full	263	9.75 hours
King of the Cowboys 2 – Autry/Rogers	Mini	141	8.25 hours
Monster Movies of the 40s and 50s	Full	122	4 hours
Batman's Greatest Villains	Mini	107	6.25 hours
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	100	10 hours

The Movie Man Eric Archive is home to 38 VOD classes. This month, those classes received **6,674 total views with 490.25 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
Blaine Shooting - November 19, 2024	Eric Nelson	8,364	1 minute
SBM Fire Department Joins Community Grocery Giving at Hy-Vee	Danika Peterson and Trevor Scholl	1,906	2 minutes
November Student of the Month Tyler Cook, Centennial High School	Eric Nelson	1,679	4 minutes
SBM Fire Department Holiday Safety Tips	Eric Nelson	1,093	2 minutes
Game Recap - Girls Basketball Spring Lake Park at Centennial	Ted Leroux	824	2 minutes
Game Recap – Football (Section 6AAAAA Championship) Spring Lake Park at Monticello	Ted Leroux	751	1 minute
Game Recap - Football State Quarter Finals Blaine v Minnetonka	Ted Leroux	540	2 minutes
Blaine HS Students Collect Record Amount of Coats for Charity	Eric Nelson	425	2 minutes

Harvest Hustle 5K	Trevor Scholl	275	3 minutes
Chain of Lakes Rotary Is Serving the Community	Danika Peterson	230	3 minutes
Game Recap - Section 7AAAA Volleyball Championship Centennial v Anoka	Ted Leroux	173	1 minute
Ham Lake Senior Center Promo	TJ Tronson	154	2 minutes
Metro Transit Proposes New Bus Routes for Blaine	Eric Nelson	146	3 minutes
Section 6AAAAA Championship Promo	Ted Leroux	100	1 minute
Geese in the Fog	Trevor Scholl	92	1 minute
Video Tape Home Movie Transfer Promo	Eric Houston	47	1 minute
Election 2024 Turnout in Blaine	Eric Nelson	40	2 minutes
17 New Short Form Videos		16,839 Total Views	33 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	1,517	61	344,500
September	23,200	44,000	1,638	132	398,500
October	21,900	32,200	1,971	85	354,200
November	19,000	28,000	1,209	76	276,000
TOTAL:	270,730	388,883	20,839.5	916	3,834,236

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
September	6,400	16,000	1,993
October	6,900	16,000	2,076
November	7,700	13,559	2,327
TOTAL:	61,494	110,255	26,103

VOD Views

In addition to airing on our cable channels and on social media sites, many of our programs – like city meetings - are available On Demand on our website and on Roku.

This month, 99 NMTV programs and city meetings were viewed on VOD with 1,100 total views.

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
September	222.5	65	25	46	0	\$317.97
October	124.75	35	8	19	0	\$1,391.57
November	96.5	28	7	26	0	\$573.05
TOTAL:	2493.25	774	254	449	99	\$16,450.79

Station Highlights

Local Decision 2024

As election season continues, we are continuing to monitor online reception for our election programming. Interim Co-Executive Director and News Director Danika Peterson and News Producer Eric Nelson interviewed 32 candidates this year and their videos are currently airing on Channel 15, on the relevant city channels, on YouTube, Facebook, and on northmetrotv.com. Voters can also see biographies of all of the candidates on our website. The chart below will track social media views for each program over the three months of election season.

With Election Season officially over, we are proud to report that NMTV election videos received **8,181 views** this year.

Program	Sept Views	Oct Views	Nov Views
Alex Moe - Minnesota House District 32B	26	21	41
Andrew Hallberg - Ham Lake City Council	125	159	136
Anita Rios - Centerville City Council Special Election	38	80	22
Ashton Ramsammy - Minnesota House District 32A	96	23	20
Barbara Goodboe-Bisschoff - Spring Lake Park City Council	26	70	27
Barbara Mahr - Lexington City Council	31	51	25
Brandon Winge - Lexington City Council	18	46	19
Chris Ford - Blaine City Council Ward 1	176	206	50
Chris Massoglia - Blaine City Council Ward 3	60	81	18
Craig Johnson - Centennial School Board	59	144	112
D. Love - Centerville Mayor	116	384	79
Dave Draeger - Ham Lake City Council	106	171	113
David Kubat - Centerville City Council	61	106	33
Erin Koegel - Minnesota House District 39A	8	6	5
Gary Grote - Lexington Mayor	30	81	29
Heidi Hansen - Centennial School Board	109	262	166
Ini Udomah - Blaine City Council Ward 2	252	204	52
Jill Hunt - Lexington City Council	40	52	42
Julie Jeppson - Anoka County Commissioner District 6	48	133	91
Laura Gannon - Centennial School Board	82	168	104

Leslie Larson - Blaine City Council Ward 2	129	235	54
Lisa Dircks - Spring Lake Park City Council	34	54	26
Lori Saroya - Blaine City Council Ward 1	149	195	51
Matt Norris - Minnesota House District 32B	32	4	11
Mike Murphy - Lexington Mayor	32	94	26
Nancy Golden - Centerville Mayor	153	175	122
Nolan West - Minnesota House District 32A	54	17	10
Russ Koski - Centerville City Council	37	155	46
Ryan Hollihan - Spring Lake Park City Council	38	100	50
Sharon Weighous - Spring Lake Park City Council	70	73	35
Sue Linser - Centennial School Board	98	212	149
Tim Sanders - Blaine Mayor	95	170	57
TOTAL:	2,428	3,932	1,821

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:

- 2024 Election Turnout in Blaine
- Metro Transit Proposes New Bus Routes for Blaine
- November Student of the Month
- Chain of Lakes Rotary



In addition to daily playbacks of North Metro TV News on the cable systems, there are **1,398 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

Blaine Shooting
November 19, 2024

8,364 Views



Blaine Police Action

On November 19, a flurry of sirens signaled trouble just blocks from the North Metro TV studio. The NMTV news team jumped into action, racing to the scene and filming the Blaine Police Department and Anoka County Sheriff's Office responding to reports of shots fired. News Producer Eric Nelson was the only reporter on the scene and secured an exclusive interview with Chief Brian Podany. Interim Co-Executive Director and News Director Danika Peterson edited the piece, getting it online within just a couple of hours. The story quickly received a number of likes and shares along with some 5,000 views in its first 24 hours of posting. This is a great example of NMTV's successful pivot to short form content and social media posting, which allows us to quickly publish timely content with broad local appeal.

Grocery Shopping with SBM Fire

Members of the SBM Fire Department participated in the Serving Others event at the Spring Lake Park Hy-Vee. The event saw firefighters shopping for groceries, toys, and other essentials, gifting them to the less fortunate this holiday season. The firefighters enjoyed another opportunity to serve the community. Municipal Producer Trevor Scholl was on hand to film the event and interview the deputy chief. Back at the station, Danika Peterson put it all together, sharing the heartwarming footage with our viewers.



Website Accessibility

Programming Coordinator Michele Silvester attended a seminar hosted by the Alliance for Community Media that focused on Web Content Accessibility Guidelines. She learned about future requirements for alternative text, audio description, font colors, and more. Interim Co-Executive Director Danika Peterson completed an accessibility class through the University of Illinois that highlighted legal requirements through the ADA, learning about captioning, subtitles, and audio description. Staff will continue learning about the upcoming requirements for the commission and its member cities that begin in April of 2026.

Fall and Winter Sports Update

Kenton Kipp, Ted Leroux and the NMTV Sports Team covered a whopping nine playoff games between October and November. Teams from all three north metro high schools competed in the playoffs this year with football, volleyball, and soccer all receiving North Metro TV coverage. And with fall behind us, the winter season is just getting underway. Kenton has crafted a really exciting schedule this year with all 20 of the planned games exclusively featuring matchups between our three local schools.



Ham Lake Senior Center Promo

Producer TJ Tronson started out filming a story about the Ham Lake Senior Center bake sale. That story quickly expanded into a promo for the center and all of its great services. Over the course of a couple of months, TJ worked with senior center staff to compile a number of photographs and create a script to tell the center's story. The new promo is now available online and on the Ham Lake City Channel where, we hope, it will reach even more our area's wonderful senior citizens.



City Productions

This month, Municipal Producer Trevor Scholl profiled the Harvest Hustle 5k. The annual Thanksgiving morning run brings together members of the community with the City of Blaine, Burn Boot Camp, TPC Twin Cities, and the 3M Open to highlight charity during the holidays. Runners can have a good time, collect some goodies, and donate to Toys for Tots.

Trevor also worked with Blaine Police Officer Wesley Villegas to produce a Community Notification and Education Meeting video regarding a level three sex offender moving into the community. Brad Vandervegt of the Department of Corrections came to our station to record a presentation that Trevor then shared with the City of Blaine and the Blaine Police Department. Trevor typically records one to two of these meetings a year. While the subject matter is often upsetting, these meetings are a necessary and valuable service to the community.

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 (3 episodes)	Chance Amundsen	3 hours
Christ Lutheran Church Worship Message (3 episodes)	Chance Amundsen	1.5 hours
Every Movie Ever: Moana 2	Eric Houston	.25 hours
Glen Cary Lutheran Church (3 episodes)	Vincent Schneider	3 hours
Hope Church (6 episodes)	Al Goracke	5.75 hours
Lord of Life (4 episodes)	Jean Stauffer	3.75 hours
Lovepower (4 episodes)	Rick Larson	4 hours
Power of Love (4 episodes)	Rick Larson	2 hours
Rice Creek Watershed District Meeting (1 episode)	Emmet Hurley	1 hour
The Hidden Truth (4 episodes)	Paul Dendy	4 hours
What Does the Bible Say (2 episodes)	George Degidio	1 hour
35 New Programs		30.25 New Hours



NMTV Staff Full Length Programs

Title	Producer	Runtime
Anoka County Board Meeting (11/12)	TJ Tronson	32 minutes
DOC Level 3 Offender in Blaine	Trevor Scholl and Danika Peterson	1 hour
Football 6AAAAA Final - Spring Lake Park at Monticello (11/1)	Kenton Kipp and Ted Leroux	1 hour 56 minutes
Football State 6-A Qtr-Final - Blaine v Minnetonka (11/7)	Kenton Kipp and Ted Leroux	2 hours 13 minutes
Girls Basketball - Spring Lake Park at Centennial (11/26)	Kenton Kipp and Ted Leroux	1 hour 29 minutes
NMTV News (2 episodes)	Danika Peterson and Eric Nelson	43 minutes
Sports Den (2 episodes)	Kenton Kipp and Ted Leroux	51 minutes
9 New Programs		9 New Hours



City Meetings

Title	Producer	Runtime
Blaine City Workshop (10/4) (Not Televised)	TJ Tronson	1 hour 30 minutes
Blaine City Council Meeting (11/4)	TJ Tronson	2 hours
Ham Lake City Council Meeting (11/4)	Ben Brannon	2 minutes
Spring Lake Park City Council Meeting (11/4)	Ray Flint	44 minutes
Centerville Park & Recreation Committee Meeting (11/6)	Colin Branch	2 hours 36 minutes
Lexington City Council Meeting (11/7)	City Staff	6 minutes
Blaine Planning Commission Meeting (11/12)	TJ Tronson	22 minutes
Centerville City Council Meeting (11/13)	Colin Branch	1 hour 56 minutes
Centerville Planning & Zoning Committee Meeting (11/12)	Eric Houston	2 hours 8 minutes

Circle Pines City Council Meeting (11/12)	Ray Flint	25 minutes
Ham Lake Planning Commission Meeting (11/12)	Ben Brannon	2 hours
Lino Lakes City Council Meeting (11/12)	Anne Serwe	1 hour 30 minutes
Blaine City Workshop (11/13) (Not Televised)	TJ Tronson	3 hours
Lino Lakes Planning & Zoning Board Meeting (11/13)	Anne Serwe	52 minutes
Blaine City Council Meeting (11/18)	Trevor Scholl	1 hour 37 minutes
Blaine City Workshop (11/18) (Not Televised)	Trevor Scholl	3 hours
Centerville EDA Meeting (11/18)	Colin Branch	51 minutes
Ham Lake City Council Meeting (11/18)	Ben Brannon	51 minutes
Spring Lake Park City Council Meeting (11/18)	TJ Tronson	32 minutes
Lino Lakes City Council Special Joint Meeting (11/21)	TJ Tronson	1 hour 33 minutes
Lexington City Council Meeting (11/21)	City Staff	9 minutes
Ham Lake City Council Meeting (11/25)	Ben Brannon	1 hour 32 minutes
Lino Lakes City Council Meeting (11/25)	Anne Serwe	36 minutes
Spring Lake Park Planning Commission (11/25)	Ray Flint	1 hour 5 minutes
Blaine Park Board Committee Meeting (11/26)	Trevor Scholl	36 minutes
Circle Pines City Council Meeting (11/26)	Ray Flint	1 hour 5 minutes
Circle Pines Utilities Commission (11/26)	Ray Flint	9 minutes
Lino Lakes Environmental Board Committee Meeting (11/26)	Anne Serwe	1 hour
26 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).