

## Program Production

In December, **82 new programs** were produced using the North Metro TV facilities, funds, and services. That's **72 hours of new programming**.

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



## Truck Shoots

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

- Boys Basketball: Centennial at Blaine (12/5)
- Boys Basketball: Spring Lake Park at Blaine (12/17)



## vMix Live Streaming Shoots

Staff used the vMix single camera production system to record and stream 2 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.

- Girls Basketball: Blaine at Centennial (12/5)
- Girls Basketball: Blaine at Spring Lake Park (12/17)



### Most Watched Sports Video on Social Media

Game Recap  
Boys Basketball  
Centennial at Blaine (12/5)

2,436 views



## Live, In Person Classes

Eric Houston hosted four live, in person classes this past month. 23 total students attended.

Class	Date	Location	Attendees
Christmas in Hollywood	12/10	MAYC	16
Camera Training – BHS BPA	12/12	NMTV	3
Intro Class	12/16	NMTV	2
Camera Training	12/17	NMTV	2

## 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
Chicago Christmas Classics	Mini	2,333	250 hours
Columbo: One More Thing	Mini	1,072	214 hours
The Cult of Caroline Munro	Mini	974	53 hours
Diana Rigg: Avenger	Mini	919	99 hours
The Marx Brothers: Groucho, Harpo, Chico...	Mini	280	7 hours
The Immortal Ingrid Pitt	Full	263	10 hours
King of the Cowboys 2 – Autry/Rogers	Mini	141	8 hours
Batman's Greatest Villains	Full	122	11 hours
Monster Movies of the 40s and 50s	Mini	107	3 hours
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	100	7 hours

The Movie Man Eric Archive is home to 38 VOD classes. This month, those classes received **11,488 total views with 732 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
New Developments Come to 105th Avenue in Blaine	Danika Peterson	3,446	4 minutes
Sixth Grade Student, Hayuu Seeroo, Publishes First Book	Danika Peterson and Trevor Scholl	3,323	4 minutes
Game Recap: Boys Basketball Centennial at Blaine (12/5)	Kenton Kipp and Ted Leroux	2,436	2 minutes
Heroes Shopping Spree at Blaine Super Target	Eric Nelson and Trevor Scholl	1,469	2 minutes
Game Recap: Boys Basketball Spring Lake Park at Blaine (12/17)	Kenton Kipp and Ted Leroux	1,258	2 minutes
Blaine Welcomes New Development on 105th Avenue (teaser)	Danika Peterson	851	1 minute
Blaine Skating Rinks Open Up	Eric Nelson and Trevor Scholl	838	2 minutes
Medlink Transportation Program Provides Vital Rides to Residents	Trevor Scholl	520	4 minutes
New Playgrounds for Blaine Parks	Trevor Scholl	408	3 minutes

Centerville's Junior Councilmember's Term Comes to an End	Danika Peterson	205	1 minute
Lino Lakes Christmas Tree Farm	Eric Nelson	198	2 minutes
Christmas Tree Recycling Program in Anoka County	Eric Nelson	105	2 minutes
<b>12 New Short Form Videos</b>		<b>15,057 Total Views</b>	<b>29 minutes</b>

## 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
December	17,100	36,500	1,470	83	304,500
<b>TOTAL:</b>	<b>287,830</b>	<b>425,383</b>	<b>22,309</b>	<b>999</b>	<b>4,138,736</b>

## 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
December	8,131	24,244	1,197
<b>TOTAL:</b>	<b>69,625</b>	<b>134,499</b>	<b>27,300</b>

## 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, AppleTV, and Amazon Fire.

This month, 76 NMTV programs and city meetings were viewed on VOD with 1,016 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
December	79.25	18	9	28	397	\$1,087.75
<b>TOTAL:</b>	<b>2581.5</b>	<b>792</b>	<b>263</b>	<b>523</b>	<b>496</b>	<b>\$17,538.54</b>

## 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:

- Sixth Grade Student Publishes First Book
- Blaine Skating Rinks Open
- Lino Lakes Christmas Tree Farm
- Christmas Tree Recycling Program in Anoka County



In addition to daily playbacks of North Metro TV News on the cable systems, there are **1,402 local stories** archived for viewers on the **NMTV YouTube channel**. The channel can be also be accessed through [northmetrotv.com](http://northmetrotv.com)

### Most Viewed Online News Story

New Developments Come to 105<sup>th</sup> Avenue in Blaine

4,297 Views



## 105<sup>th</sup> Avenue

The NMTV News Team took a look at new developments near the National Sports Center along 105<sup>th</sup> Avenue in central Blaine. The developments include a new pizza place and a high end steakhouse from a local developer. The news team also previewed new construction that will include a baseball and event stadium. Local residents must be curious about all the construction as the video quickly amassed more than 4,000 views on social media in just its first four days.

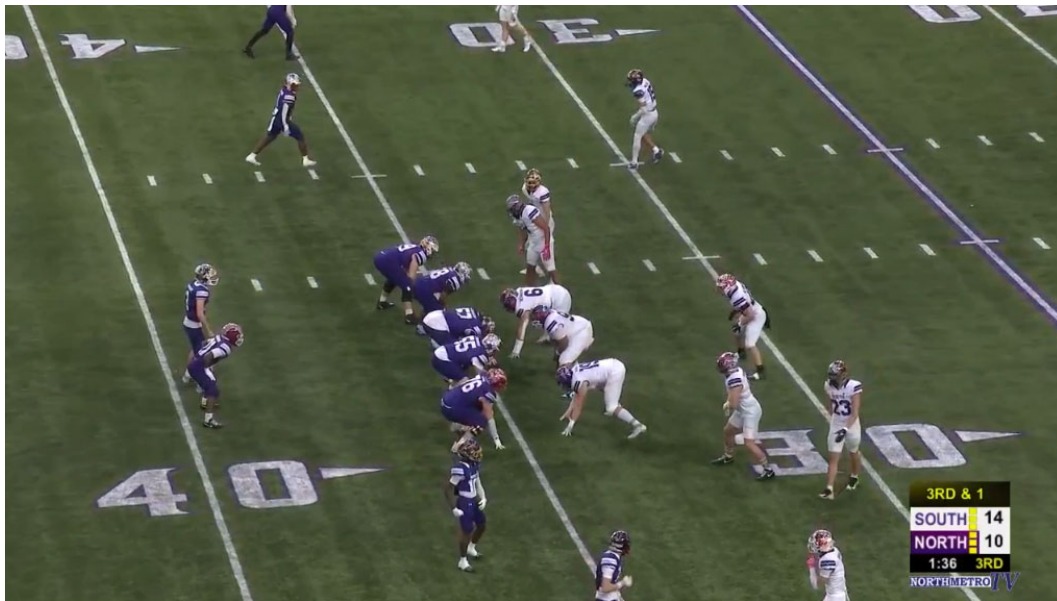
## Heroes and Helpers

News Producer Eric Nelson and Municipal Producer Trevor Scholl teamed up for a video about the Heroes and Helpers holiday event. The annual event saw local police officers, first responders, and fire personnel help area children in need with a shopping spree at the Blaine Target. The Blaine Police Department coordinated the event, which provided a great opportunity to show these departments doing what they do best: helping the community.



## Minnesota High School All-Star Football Game

Kenton Kipp, Ted Leroux and the NMTV Sports Team were thrilled to cover the 2024 Minnesota High School All-Star Football Game at US Bank Stadium. While the production offered ample technical challenges, the NMTV team rose to the occasion, working with Vikings staff to create an exceptional looking broadcast. Circumstances required the team to use the Vikings' own control room and the staff relished the opportunity. The entire production boasted the North Metro TV logo, offering exposure for our station and for our exceptional sports coverage to viewers across the metro. The game aired on our channel and was streamed free live on NSPN. This was also a for hire production for NSPN, earning the station \$6,000.



## City Productions

In addition to assisting with several other videos this month, Municipal Producer Trevor Scholl updated Blaine residents on new improvements and playground equipment coming to three city parks. He also profiled the county Medlink Transportation Program, which assists seniors in need with rides to medical appointments.

Trevor also got a number of projects on the calendar for 2025! He'll be working with the



Blaine Police Department on a retail theft prevention video, visiting the Mary Ann Young Center for a look at Puzzle-palooza, and visiting a Spring Lake Park Lions Club pancake breakfast. He's even starting to look ahead to this summer's Tower Days celebration.

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 50 minutes
Christ Lutheran Church Worship Message (4 episodes)	Chance Amundsen	2 hours 9 minutes
Glen Cary Lutheran Church (4 episodes)	Vincent Schneider	3 hours 54 minutes
Lord of Life (4 episodes)	Jean Stauffer	3 hours 11 minutes
Lovepower (6 episodes)	Rick Larson	6 hours
Power of Love (6 episodes)	Rick Larson	3 hours
Rice Creek Watershed District Meeting	Emmet Hurley	42 minutes
The Hidden Truth (3 episodes)	Paul Dendy	2 hours 57 minutes
What Does the Bible Say (3 episodes)	George Degidio	1 hour 27 minutes
<b>35 New Programs</b>		<b>27 New Hours</b>



## NMTV Staff Full Length Programs

Title	Producer	Runtime
Anoka County Board Meeting (12/17)	TJ Tronson	1 hour 39 minutes
Anoka County Board Meeting (12/3)	TJ Tronson	1 hour 36 minutes
Boys Basketball: Centennial at Blaine (12/5)	Kenton Kipp and Ted Leroux	1 hour 40 minutes
Boys Basketball: Spring Lake Park at Blaine (12/17)	Kenton Kipp and Ted Leroux	1 hour 26 minutes
Centennial High School Choir Concert	Kenton Kipp	2 hours
Girls Basketball: Blaine at Centennial (12/5)	Kenton Kipp	1 hour 28 minutes
Girls Basketball: Blaine at Spring Lake Park (12/17)	Kenton Kipp	1 hour 12 minutes
Minnesota High School Football All-Star Game	Kenton Kipp	2 hours 53 minutes
NMTV News (2 episodes)	Danika Peterson and Eric Nelson	41 minutes
North Metro Telecommunications Commission Meeting (12/18)	TJ Tronson	11 minutes
Sports Den	Ted Leroux	19 minutes
<b>12 New Programs</b>		<b>15 New Hours</b>



## City Meetings

Title	Producer	Runtime
Blaine City Council Meeting (12/2)	Trevor Scholl	1 hour
Blaine City Council Workshop (12/2) (Not Televised)	Trevor Scholl	3 hours
Ham Lake City Council Meeting (12/2)	TJ Tronson	34 minutes
Spring Lake Park City Council Meeting (12/2)	Ray Flint	1 hour 55 minutes

Centerville Planning & Zoning Committee Meeting (12/3)	Colin Branch	1 hour 42 minutes
Centerville City Council Meeting (12/5)	Colin Branch	2 hours 4 minutes
Ham Lake Planning & Zoning Committee Meeting (12/9)	Ben Brannon	32 minutes
Lino Lakes City Council Meeting (12/9)	Anne Serwe	47 minutes
Blaine City Council Workshop (12/9) (Not Televised)	TJ Tronson	3 hours 30 minutes
Blaine Planning Commission Meeting (12/10)	TJ Tronson	35 minutes
Circle Pines City Council Meeting (12/10)	Trevor Scholl	51 minutes
Centerville City Council Meeting (12/11)	Colin Branch	2 hours 40 minutes
Lino Lakes Planning & Zoning Committee Meeting (12/11)	Anne Serwe	2 hours 3 minutes
Spring Lake Park City Council Meeting (12/16)	Eric Houston	53 minutes
Ham Lake City Council Meeting (12/16)	Ben Brannon	11 minutes
Blaine City Council & EDA Meeting (12/16)	TJ Tronson	1 hour 50 minutes
Circle Pines City Council Meeting (12/16)	Eric Nelson	14 minutes
Circle Pines Utility Commission Meeting (12/23)	Ray Flint	9 minutes
Circle Pines City Council Meeting (12/23)	Ray Flint	31 minutes
<b>19 New Programs</b>		<b>33 New Hours</b>

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