

## NEW PROGRAMS

# 120

- 76 programs produced by NMTV staff
- 2 programs produced by city staff
- 44 programs produced by the public
- 90 hours of new programming



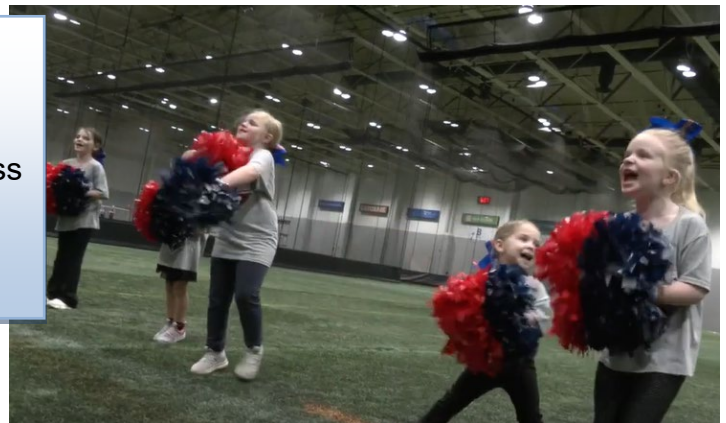
## NEWS AND EVENTS

North Metro TV News is produced by Danika Peterson and Eric Nelson. Each month, the news team researches, shoots, and edits several news stories. Special Events Coordinator TJ Tronson also contributes videos, when not managing city meetings. These stories are distributed online via NMTV social media channels and compiled into the NMTV News program, which airs on channel 15. The stories relevant to each member city also air in between scheduled programs on the city channel.

### Most Viewed Online News Story

National Sports Center Cheerleading Class

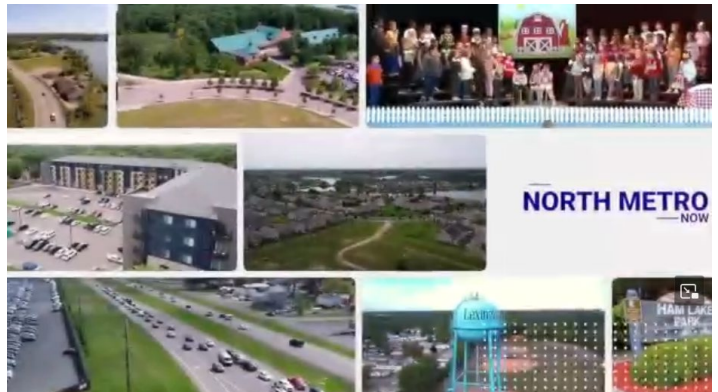
626 Views



In recent years, cheerleading has taken a much deserved spot in the limelight, moving from the sidelines to center stage. No one knows that better than Ellen Jones, a former University of Minnesota cheerleader who now teaches a course for kids at Blaine's National Sports Center. Eric Nelson profiled Ellen last month and learned all about the eight week course that focuses on cheering, dancing, and tumbling. [Click here to watch the story.](#)

### North Metro Now

North Metro Now is a brand new series that will have a greater reach than any other NMTV show. Each episode will feature a compilation of all of the best stories from the previous month, combined with new in studio anchor footage. While North Metro Now will air online and on channel 15, it is specifically designed to be shared with other area community stations. The idea, inspired by recent Cable Commission conversations, is to widen North



Metro TV's reach and share our member cities' stories across the metro. The premier episode is currently airing in 14 additional cities, including Coon Rapids, Anoka, Andover, Plymouth, Brooklyn Park, Brooklyn Center, and Maple Grove. We plan to add even more cities throughout the year. [Watch North Metro Now here.](#)

### **Curling Day in Minnesota**

This year, Curling Day in Minnesota came to the Fogerty Arena in Blaine. Eric Nelson previewed the event, which was hosted by the Four Seasons Curling Club. Curling Day included an open house that allowed anyone in the community to get on the ice. Eric interviewed several curling enthusiasts, who praised the sport's sense of camaraderie and addictive nature. [Check out the story here.](#)



### **Fine Free Libraries**

In a bold move, Anoka County Libraries have eliminated fines for overdue books. The move is designed to make the library more accessible. Danika Peterson spoke to library staff and Anoka County Commissioner Julie Jeppson about the change. They say that research shows that fines make patrons afraid to come to the library. Eliminating those fines, then, may bring in more people, especially kids. Staff also says they are not worried about patrons keeping books forever. Instead, they typically become more likely to both use the library and return their books without the threat of fees. [See the story here.](#)



### **Skate and Sled Night in Centerville**

Each winter, the City of Centerville hosts two skate and sled nights at Laurie LaMotte Park. Everyone is welcome to come and enjoy the ice and snow as well as refreshments of popcorn, hot chocolate, and even s'mores! TJ Tronson visited January's skate night and spoke to some Centervillians, who were all having a blast. One young skater called the event "pretty sweet." [Watch this story here.](#)



### **Safe Haven for Pets**

New, pet friendly housing is now a reality at Alexandra House, a haven for women fleeing violent situations at home. The goal is to make it so that survivors no longer have to choose between their own safety and their pets. In her reporting, Danika Peterson learned that 40 percent of women delay leaving unsafe domestic situations out of fear for their pets. Alexandra House, which is located in Blaine, was inspired in part by a local survivor and advocate who stayed in a violent situation because she was concerned for her dog, Linus. The new pet friendly units are named Linus' Safe Haven in their honor. [Click here for the story.](#)



# MUNICIPAL PRODUCTIONS

Trevor Scholl is North Metro TV's Municipal Producer. Trevor works with city staff to create videos and stories at city request. Examples include promotional videos, instructional videos, and specialty videos for city social media channels. Trevor touches base with contacts on a regular basis and also encourages cities to contact him with ideas for new videos.

## Most Viewed Online News Story

Lino Lakes Public Safety Director Retires

412 Views



This month, Trevor profiled outgoing Lino Lakes Public Safety Director John Swenson. Chief Swenson reminisced to Trevor about his long career in law enforcement, starting with military service before moving on to Minneapolis, White Bear Lake, and, finally, Lino Lakes. Chief Swenson spoke glowingly about his experiences working with the Lino Lakes community and of his pride in the men and women under his command. [See the story here.](#)

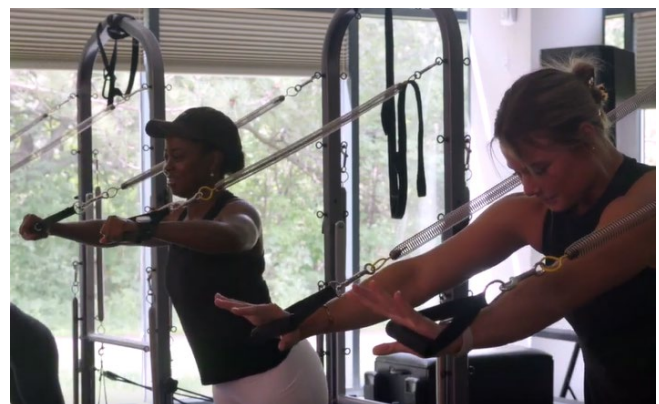
### Puzzle Palooza

There's always something exciting happening at Blaine's Mary Ann Young Center. Trevor took the time to learn all about one of the newest activities: the fast paced world of competitive puzzles. At Puzzle Palooza, teams of seniors work separately to solve the same puzzle in the fastest time. The seniors enjoyed the activity and the opportunity to make new friends, not to mention the fun and exciting twist on the age old rainy day activity. MAYC will offer Puzzle Palooza again and they hope that even more seniors will come for a piece of the action. [Catch the action here.](#)



### Stay in Shape at the Rookery

Trevor has created a new series of videos that highlight how to stay in shape at the Rookery in Lino Lakes. Working with Rookery staff on and off for several months, Trevor has ultimately completed seven great videos covering everything from yoga to pilates to silver sneakers. Trevor is releasing the videos one at a time on Facebook, in hopes of offering viewers regular reminders of the fun activities available in Lino Lakes. [See one of the segments here.](#)



### Storm Water Training

Danika Peterson teamed up with Trevor to produce a new training video on storm water discharge. The duo invited Rebecca Houg of the Anoka County Transportation Department to our studios to record a training video that Houg will distribute to every city in Anoka County that they can use free of charge to train their storm water experts, also called MS4s. The video should streamline training for city staff and the transportation department. NMTV staff hopes this is only the first of such collaborations.



## News, Events and Municipal Videos on Social

Here you can see all of the short form videos produced by our news, events, and municipal video staff. These videos are available to watch on the NMTV YouTube, Facebook, and X (formerly known as Twitter) accounts.

Title	Producer	Views Across All Social Media	Length
NSC Cheerleading Class	Eric Nelson	626	4 minutes
Lino Lakes Public Safety Director Retires	Trevor	412	5 minutes
Anoka County Library Goes Fine-Free	Danika Peterson	399	3 minutes
Blaine Snowplow Operators Give out Tips for Future Storms	Eric Nelson	357	3 minutes
Bunker Beach Water Park Hiring for 2025 Season	Eric Nelson	290	1 minute
Curling Day in Minnesota Coming to Fogerty Arena	Eric Nelson	265	4 minutes
Minnesota's Road Salt Problem Is Accelerating	Eric Nelson	265	3 minutes
Stay in Shape at the Rookery: BodyStep	Trevor Scholl	249	2 minutes
Centerville Skate Night	TJ Tronson	202	2 minutes
Mark Statz Reflects on Seven Years of Service	Danika Peterson and Trevor	184	2 minutes
Updates on 20th Avenue Progress in Centerville and Lino Lakes	Eric Nelson and Trevor	167	2 minutes
Puzzle Palooza at the Mary Ann Young Center	Trevor Scholl	142	2 minutes
Stay in Shape at the Rookery: BodyPump	Trevor Scholl	129	2 minutes
Alexandra House Opens Linus Linus' Pet Haven	Danika Peterson and TJ Tronson	102	3 minutes
Stay in Shape at the Rookery: Silver Sneakers	Trevor Scholl	99	2 minutes
Stay in Shape at the Rookery: Yoga	Trevor Scholl	99	2 minutes
Stay in Shape at the Rookery: BodyCombat	Trevor Scholl	98	2 minutes
Stay in Shape at the Rookery: Group Cycle	Trevor Scholl	93	2 minutes
Centennial Area Chamber Winterfest 2025	TJ Tronson	85	1 minute
Stay in Shape at the Rookery: Pilates	Trevor Scholl	60	2 minutes
<b>20 New Short Form Videos</b>		<b>4,323 Total Views</b>	<b>59 minutes</b>

# HIGH SCHOOL SPORTS

NMTV presents high school sports games live on channel 15 and on YouTube. Kenton Kipp and Ted Leroux lead a team of talented videographers in capturing every exciting moment for Blaine, Centennial, and Spring Lake Park High Schools. Games are produced using our HD production truck and the vMix single camera system. [You can watch this month's most popular game here.](#)

### Most Watched Live Game Online

Boys Hockey: Blaine at Spring Lake Park/Coon Rapids  
January 16

740 views



### Sports Are Free on NMTV!

Yes, you heard right. North Metro TV Sports are free again! After a 14 month trial, NMTV has decided not to extend our monthly streaming partnership with the Neighborhood Sports Network. We will instead continue to work with them on post season games and special events. Regular season games, meanwhile, will once again stream live for free on northmetrotv.com and Youtube. The free games started airing in mid-January and are already a big success, attracting nearly 2,500 views. Compare this to January 2024, when just 202 total viewers watched our games on NSPN. We are excited to once again offer these games free to a wide audience and are looking forward to adding even more viewers as word gets out. [Watch all the action live on YouTube!](#)



These are all of the games covered by the NMTV Sports Team in the past month.

Game	Type	Views Across All Social Media	Length
Girls Hockey: Elk River at Centennial/Spring Lake Park (1/7)	vMix	N/A	1 hour 18 minutes
Boys Swim & Dive: Centennial at Spring Lake Park (1/9)	vMix	71	1 hour 40 minutes
Girls Basketball: Spring Lake Park at Blaine (1/15)	Truck	246	1 hour 30 minutes
Boys Basketball: Blaine at Spring Lake Park (1/15)	vMix	237	1 hour 33 minutes
Boys Hockey: Blaine at SpringLake Park/Coon Rapids (1/16)	Truck	740	2 hours 22 minutes
Girls Hockey: Rogers at Blaine (1/16)	vMix	123	1 hour 52 minutes
Girls Basketball: Centennial at Spring Lake Park (1/21)	vMix	224	1 hour 4 minutes
Boys Basketball: Spring Lake Park at Centennial (1/21)	Truck	193	1 hour 29 minutes
Boys Swim & Dive: Centennial at Spring Lake Park (1/23)	vMix	N/A	1 hour 59 minutes
Girls Hockey: Blaine at Centennial/Spring Lake Park (1/28)	Truck	606	2 hours 2 minutes
Wrestling: Forest Lake at Spring Lake Park/Irondale (1/29)	vMix	27	56 minutes
Wrestling: Roseville at Spring Lake Park/Irondale (1/29)	vMix	22	56 minutes
Wrestling: Centennial at Spring Lake Park/Irondale (1/29)	vMix	27	1 hour 4 minutes

The sports team also produces game recap videos for all truck-based productions. These have proven especially popular on social media.

Video	Views Across All Social Media	Length
Game Recap: Boys Basketball - Spring Lake Park at Centennial (1/21)	566	2 minutes
Game Recap: Boys Hockey - Blaine vs Spring Lake Park/Coon Rapids (1/16)	433	2 minutes
Game Recap: Girls Hockey - Centennial Spring Lake Park at Blaine (1/28)	366	2 minutes
Game Recap: Girls Basketball - Spring Lake Park at Blaine (1/15)	322	2 minutes

# CLASSES & PUBLIC ACCESS

North Metro TV offers its facilities and equipment to members of the public and helps them make and air their own programs! Eric Houston manages the department and offers support to our local producers. He teaches classes on variety of topics, including video production, film history, and even how to use the internet. Eric also runs NMTV's popular home movie transfer program, which helps community members put their old tapes, photos, and film reels on digital formats.

## **Business Professionals of America**

Each year, teams of high school students participating in the Business Professionals of America club create mock news broadcasts, competing against other teams on local, state, and national levels. This year, students from Blaine High School have formed three teams, comprised of twelve total students. The teams have worked hard with Eric over the last couple of months to complete their videos, which include anchor segments, field interviews, and even weather reports. All three teams did well at regionals and are now reshooting and reediting their videos to compete at the state tournament.



## **Internet Training Classes**

Eric returned to the Mary Ann Young Center this month to present another of his popular internet training classes. Attendance was at record levels in January, with 31 seniors coming to learn how to avoid common internet and phone scams. The students, some of whom had previously been victims of internet scammers, asked questions and looked at real world examples.

Spring Lake Park Parks and Recreation also hosted one of our Internet Training classes this month, in this case the DIY Antiques Appraisal course. Participants brought in a variety of interesting antiques and learned how to use online resources to discover their history and value. Some of the most unique items were a 100 year old toothpick holder and a buffalo skin coat.

## **ECHO Home School Tours**

Kids and parents from the ECHO home school group toured the station in two groups this month. The kids who hailed from Blaine, Spring Lake Park, and the surrounding area, learned all about how television is made and even had the opportunity to go in front of the cameras and tell a joke. The resulting video proved popular, earning 447 views on social media. [You can see their jokes here.](#)

## Live, In Person Classes

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Eric Houston hosted two live, in person classes and two studio tours this past month. 74 total people attended.

Class	Date	Location	Attendees
Internet Training: DIY Antiques Appraisal	1/4	Spring Lake Park	11
Studio Tour: ECHO Home School	1/23	NMTV	18
Studio Tour ECHO Home School	1/23	NMTV	14
Internet Training: Look out for Scams!	1/29	MAYC	31

## VOD Class Views

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Over the last several years, Eric 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	2,229	223 hours
The Cult of Caroline Munro	Mini	1,489	56 hours
Diana Rigg: Avenger	Mini	1,037	86 hours
Chicago Christmas Classics	Mini	374	17 hours
The Marx Brothers: Groucho, Harpo, Chico...	Full	299	11 hours
The Immortal Ingrid Pitt	Mini	212	10 hours
King of the Cowboys 2 – Autry/Rogers	Mini	204	8 hours
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	111	9 hours
The Quiz Show Scandals and Other Game Shows...	Full	110	26 hours
Monster Movies of the 40s and 50s	Full	107	2 hours

The Movie Man Eric Archive is home to 38 VOD classes. This month, those classes received **6,802 total views with 495 total hours watched.**

## Home Movie Transfers

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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	120.25	31	28	7	0	\$965.04
<b>TOTAL:</b>	<b>120.25</b>	<b>31</b>	<b>28</b>	<b>7</b>	<b>0</b>	<b>\$965.04</b>

# ONLINE VIEWING STATS

While North Metro TV does not have access to cable TV ratings, we can track how many people watch our shows and videos online.

## YouTube Stats

Month	Viewers	Videos Viewed	Hours Watched	New Subscribers	Total Impressions
January	38,400	65,600	2,375	54	305,500
<b>TOTAL:</b>	<b>38,400</b>	<b>65,600</b>	<b>2,375</b>	<b>54</b>	<b>305,500</b>

## Facebook Stats

Month	Viewers	Videos Viewed	Hours Watched	New Subscribers	Content Interactions
January	26,264	8,073	76	21	485
<b>TOTAL:</b>	<b>26,264</b>	<b>8,073</b>	<b>76</b>	<b>21</b>	<b>485</b>

## NMTV Website Stats

Month	Number of Users	Number of Views	Live Stream Views
January	9,275	27,273	2,076
<b>TOTAL:</b>	<b>9,275</b>	<b>27,273</b>	<b>2,076</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, 66 NMTV programs and city meetings were viewed on VOD with 563 total views.

# FULL LENGTH PROGRAMS

North Metro TV's staff produces dozens of traditional, full length television programs each month. These programs air on cable channels 15 and 16. Programs produced by members of the public air on cable channel 14.

## Public Access Programs

Title	Producer	Runtime
Christ Lutheran Church Worship (5 episodes)	Chance Amundsen	4 hours 56 minutes
Christ Lutheran Church Worship Message (5 episodes)	Chance Amundsen	2 hours 33 minutes
Every Movie Ever Remembering David Lynch	Eric Houston	25 minutes
Glen Cary Lutheran Church (5 episodes)	Vincent Schneider	4 hours 57 minutes
Hope Church (4 episodes)	Al Goracke	3 hours 41 minutes
Lord of Life (5 episodes)	Jean Stauffer	4 hours 47 minutes



Lovepower (4 episodes)	Rick Larson	4 hours
Power of Love (4 episodes)	Rick Larson	2 hours
Rice Creek Watershed District Meeting (2 episodes)	Emmet Hurley	1 hour 25 minutes
The Hidden Truth (6 episodes)	Paul Dendy	5 hours 55 minutes
What Does the Bible Say (3 episode)	George Degidio	1 hour 26 minutes
<b>44 New Programs</b>		<b>36.5 New Hours</b>



## NMTV Staff Full Length Programs

Title	Producer	Runtime
Anoka County Board Meeting (1/28)	TJ Tronson	1 hour 4 minutes
Anoka County Board Meeting (1/7)	TJ Tronson	32 minutes
Blue Heron Elementary 2 <sup>nd</sup> Grade Concert (1/31) (Not Televised)	Kenton Kipp	30 minutes
Golden Lake Elementary School 4 <sup>th</sup> Grade Concert (1/16) (Not Televised)	Kenton Kipp	22 minutes
NMTV News (2 episodes)	Danika Peterson and Eric Nelson	25 minutes
North Metro Now	Danika Peterson and Eric Houston	30 minutes
Sports Den (3 episodes)	Ted Leroux	1 hour 3 minutes
Training for Anoka County MS4s – 2025	Danika Peterson and Trevor Scholl	25 minutes
<b>11 New Programs</b>		<b>16 New Hours</b>



## City Meetings

Title	Producer	Runtime
Lexington City Council Meeting (1/2)	City Staff	26 minutes
Spring Lake Park City Council Meeting (1/6)	Ray Flint	56 minutes
Ham Lake City Council Meeting (1/6)	Ben Brannon	16 minutes
Blaine City Council Meeting (1/6)	TJ Tronson	1 hour 33 minutes
Centerville Planning and Zoning Committee Meeting (1/7)	Colin Branch	1 hour 3 minutes
Centerville City Council Meeting (1/8)	Colin Branch	2 hours 23 minutes
Lino Lakes Planning & Zoning Meeting (1/8)	Anne Serwe	1 hour 24 minutes
Lino lakes City Council (1/13)	Anne Serwe	48 minutes
Blaine City Council Workshop (1/13) (Not Televised)	TJ Tronson	3 hours
Circle Pines City Council Meeting (1/14)	Ray Flint	36 minutes
Centerville EDA Meeting (1/15)	Colin Branch	45 minutes
Lino Lakes City Council Special Joint Meeting (1/15)	Anne Serwe	1 hour 46 minutes
Lexington City Council Meeting (1/16)	City Staff	11 minutes
Blaine Natural Resource Meeting (1/21)	Trevor Scholl	1 hour 17 minutes
Spring Lake Park City Council Meeting (1/21)	TJ Tronson	27 minutes
Ham Lake City Council Meeting (1/21)	Ben Brannon	21 minutes
Centerville City Council Meeting (1/22)	TJ Tronson	2 hours 17 minutes
Blaine City Council Workshop (1/22) (Not Televised)	Trevor Scholl	2 hours
Blaine City Council Meeting (1/22)	Trevor Scholl	3 hours 15 minutes
Spring Lake Park Planning Commission Meeting (1/27)	Ray Flint	19 minutes
Lino Lakes City Council Meeting (1/27)	Anne Serwe	8 minutes

Lino Lakes Special Council Meeting (1/27)	Anne Serwe	2 minutes
Circle Pines Utilities Commission Meeting (1/28)	Ray Flint	35 minutes
Circle Pines City Council Meeting (1/28)	Ray Flint	30 minutes
Blaine Park Advisory Committee Meeting (1/28)	Trevor Scholl	58 minutes
Lino Lakes Environmental Board Meeting (1/29)	Anne Serwe	1 hour 28 minutes
<b>26 New Programs</b>		<b>29 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)).