

## Program Production

In October, **111 new programs** were produced using the North Metro TV facilities, funds, and services. That's **82 hours of new programming**.

- 37 programs were produced by the public
- 72 programs were produced by NMTV staff
- 2 programs were produced by city staff



## Truck Shoots

The HD production truck was used for 48 hours of production. The following event was produced live and/or recorded for additional playback:

- Volleyball - Centennial at Blaine (10/3)
- Football - Anoka at Centennial (10/4)
- Football - Monticello at Spring Lake Park (10/10)
- Football - Shakopee at Blaine (10/17)
- Football - 5AAAAAA 1st Round - Rochester Mayo at Centennial (10/25)
- Volleyball - 7AAAA Semi-Final - Blaine at Centennial (10/29)
- Volleyball - 7AAAA Final - Centennial vs Anoka (10/31)



## vMix Live Streaming Shoots

Staff used the vMix single camera production system to record and stream 9 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 Swimming and Diving - Centennial at Spring Lake Park (10/8)
- Girls Soccer 5AAA Semifinal - Mounds View at Spring Lake Park (10/10)
- NMYFL 2nd Grade Championship - Blaine White vs Centennial Mud Dogs (10/13)
- NMYFL 3rd Grade Championship - Blaine Columbia vs Spring Lake Park Red (10/13)
- NMYFL 4th Grade Championship - Spring Lake Park Blue vs Centennial Spartans (10/13)
- NMYFL 5th Grade Championship - Blaine Columbia vs Blaine White (10/13)
- NMYFL 6th Grade Championship - Blaine Bearcats vs Centennial Cougars (10/13)
- Boys Soccer 7AAA Final - Andover at Blaine (10/15)
- Football 6AAAA Semifinal - Spring Lake Park at Rogers (10/26)



### Most Watched Sports Video on Social Media

Game Recap  
Football – Shakopee at Blaine

863 views

## Live, In Person Classes

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Eric Houston hosted five live, in person classes this past month. 60 total students attended.

- October 2, 2024
  - Internet Training - How to Search the Internet
  - Mary Ann Young Center
  - 12 attendees
- October 3, 2024
  - TV History Class – Monty Python: Completely Different
  - NMTV Studio
  - 18 attendees
- October 17, 2024
  - Internet Training – DIY Antiques Appraisal
  - NMTV Studio
  - 10 attendees
- October 18, 2024
  - Camera Training Class
  - NMTV Studio for Blaine High School Business Professionals of America
  - 4 attendees
- October 23, 2024
  - TV History Class – The Monsters Come to Television
  - Mary Ann Young Center
  - 16 attendees

## VOD Class Views

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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	2,282	238 hours
The Cult of Caroline Munro	Mini	1,412	53 hours
Diana Rigg: Avenger	Mini	861	79 hours
The Immortal Ingrid Pitt	Mini	426	16 hours
Chicago Christmas Classics	Mini	224	9 hours
Batman's Greatest Villains	Mini	205	13 hours
Monster Movies of the 40s and 50s	Full	204	9 hours
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	167	10 hours
King of the Cowboys 2 – Austry/Rogers	Mini	121	6 hours
Great British Game Shows	Mini	77	5 hours

The Movie Man Eric Archive is home to 37 VOD classes. This month, those classes received **6,340 total views with 472 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
North Metro Paul Bunyan Mural	Eric Nelson	1,217	3 minutes
Student of the Month - Carter Mackey Blaine High School	Danika Peterson and Trevor Scholl	1,168	6 minutes
Coats for Kids Teaches Blaine HS Students How to Give Back	Eric Nelson	886	2 minutes
Game Recap - Football - Shakopee at Blaine	Ted Leroux	863	2 minutes
Game Recap - Volleyball - Blaine at Centennial - Section 7AAAA Semifinal	Ted Leroux	616	2 minutes
Amazing One Handed Interception	Ted Leroux	610	1 minute
Scarecrow Crawl at the Rookery	Danika Peterson	566	2 minutes
Game Recap - Football - Anoka at Centennial	Ted Leroux	500	2 minutes
Spring Lake Park Pokémon Go Event	Eric Nelson	489	3 minutes
Game Recap - Football - Monticello at Spring Lake Park	Ted Leroux	410	2 minutes
Game Recap - Football - Rochester Mayo at Centennial - 6A Playoffs	Ted Leroux	383	2 minutes
Centennial Meal Packing Event	TJ Tronson	371	2 minutes
ACCAP Senior Kinship Program	Trevor Scholl	305	3 minutes
Lexington Avenue Road Construction Project	Eric Nelson	294	3 minutes
Game Recap - Volleyball - Centennial at Blaine	Ted Leroux	290	2 minutes
NSC Sports Dome Inflation	Eric Nelson	213	2 minutes
Scout Program Provides Animal Education to Youth	Trevor Scholl	160	3 minutes
Video Montage of Autumn Colors in the North Metro	Eric Nelson	134	5 minutes
Bunker Hills Fall Camping Season a Success	Eric Nelson	123	2 minutes
Spring Lake Park Playground Upgrades	Eric Nelson	118	2 minutes
Sports Promo - Spartans vs Cougars 6A Playoff	Kenton Kipp	93	1 minute
Public Accuracy Test for Election Ballots Conducted in Blaine	Eric Nelson	82	3 minutes
City of Centerville's Trunk or Treat	TJ Tronson	82	2 minutes
Fall Colors at Blaine Parks	Trevor Scholl	78	2 minutes
Sports Promo - Magic vs Panthers	Kenton Kipp	78	1 minute
SACA Food Shelf and Team Nevertheless Partner in Beer Release	Trevor Scholl	66	4 minutes
Film Reel Promo	Eric Houston	41	1 minute
Business Matters: Nile Market	Trevor Scholl	38	4 minutes
Local Decision Promo	Danika Peterson	26	1 minute
Sports Promo - Centennial vs Anoka	Kenton Kipp	14	1 minute
Blaine Citizen Academy Montage	Trevor Scholl	N/A	8 minutes
<b>31 New Short Form Videos</b>		<b>10,314 Total Views</b>	<b>79 minutes</b>

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
<b>TOTAL:</b>	<b>251,730</b>	<b>360,883</b>	<b>19,630</b>	<b>840</b>	<b>3,558,236</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
<b>TOTAL:</b>	<b>53,794</b>	<b>96,696</b>	<b>23,776</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.


This month, 107 NMTV programs and city meetings were viewed on VOD with 1,303 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
<b>TOTAL:</b>	<b>2396.75</b>	<b>746</b>	<b>247</b>	<b>423</b>	<b>99</b>	<b>\$15,877.74</b>



## 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.

Program	Sept Views	Oct Views	Nov Views
Alex Moe - Minnesota House District 32B	26	21	
Andrew Hallberg - Ham Lake City Council	125	159	
Anita Rios - Centerville City Council Special Election	38	80	
Ashton Ramsammy - Minnesota House District 32A	96	23	
Barbara Goodboe-Bisschoff - Spring Lake Park City Council	26	70	
Barbara Mahr - Lexington City Council	31	51	
Brandon Winge - Lexington City Council	18	46	
Chris Ford - Blaine City Council Ward 1	176	206	
Chris Massoglia - Blaine City Council Ward 3	60	81	
Craig Johnson - Centennial School Board	59	144	
D. Love - Centerville Mayor	116	384	
Dave Draeger - Ham Lake City Council	106	171	
David Kubat - Centerville City Council	61	106	
Erin Koegel - Minnesota House District 39A	8	6	
Gary Grote - Lexington Mayor	30	81	
Heidi Hansen - Centennial School Board	109	262	
Ini Udomah - Blaine City Council Ward 2	252	204	
Jill Hunt - Lexington City Council	40	52	
Julie Jeppson - Anoka County Commissioner District 6	48	133	
Laura Gannon - Centennial School Board	82	168	
Leslie Larson - Blaine City Council Ward 2	129	235	
Lisa Dircks - Spring Lake Park City Council	34	54	
Lori Saroya - Blaine City Council Ward 1	149	195	
Matt Norris - Minnesota House District 32B	32	4	
Mike Murphy - Lexington Mayor	32	94	
Nancy Golden - Centerville Mayor	153	175	
Nolan West - Minnesota House District 32A	54	17	
Russ Koski - Centerville City Council	37	155	
Ryan Hollihan - Spring Lake Park City Council	38	100	
Sharon Weighous - Spring Lake Park City Council	70	73	
Sue Linser - Centennial School Board	98	212	
Tim Sanders - Blaine Mayor	95	170	
<b>TOTAL:</b>	<b>2,428</b>	<b>3,932</b>	

## 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:

- Spring Lake Park Playground Upgrades
- Lexington Avenue Road Construction Project
- Bunker Hills Fall Camping Season a Success



In addition to daily playbacks of North Metro TV News on the cable systems, there are **1,388 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

North Metro Paul Bunyan Mural

1,217 Views



### North Metro Youth Football

For more than 25 years, North Metro TV Sports has covered the North Metro Youth Football League championships. The games feature second through sixth grade players from Blaine, Centennial, and Spring Lake Park and are extremely popular with all of the kids and their parents. This year, NMTV broadcast five games live on Channel 15 and on YouTube. The League even chips in a little money to hire announcers and defray costs on our end. The event is an annual station highlight and we receive calls and emails every year from viewers who cannot wait to see the kids take the gridiron.



### Coats for Kids

With chilly winter weather looming, Blaine High School once again held its Coats for Kids drive. The annual student driven event provides hundreds of much needed coats to Minnesotans who may not be able to afford their own. This year, NMTV News Producer Eric Nelson was on hand to interview students and faculty about the benefits of the charity and the valuable lessons students are learning along the way.



### Meal Packing Event

“Centerville is a community who truly cares about our neighbors,” so said volunteer Susan Love at the October 26 meal packing event hosted by Meals from the Heart and Beyond the Yellow Ribbon at the Centennial Fire Station. TJ Tronson was on hand to film the event and interview some of the dozens of volunteers who were gladly trading their Saturday morning for a joy-filled experience of community and service.



## Fall Activities

The leaves are changing and temperatures are dropping, which means fall is here! The NMTV staff spent October covering numerous fun fall activities. News producer Eric Nelson filmed the vibrant fall colors of our part of Anoka County. TJ Tronson visited Centerville's fun family Trunk or Treat event. Danika Peterson covered Lino Lakes' Scarecrow Crawl and Eric Houston visited the Mary Ann Young Center with a special class about Bewitched, The Munsters, and other spooky TV shows.

## Gotta Catch 'Em All

In early October, 50 local people came to Lakeside Lions Park to hunt monsters with their cellphones. The event was the brainchild of Spring Lake Park Police Officer Aaron Imig, who is a big fan of the popular mobile game Pokemon Go! Aaron knew that a special Pokemon event would be a great opportunity for some department sponsored community outreach. The result was a unique afternoon of community building that was captured on tape by our own Eric Nelson, who filmed the fun alongside interviews with the participants and Officer Imig.



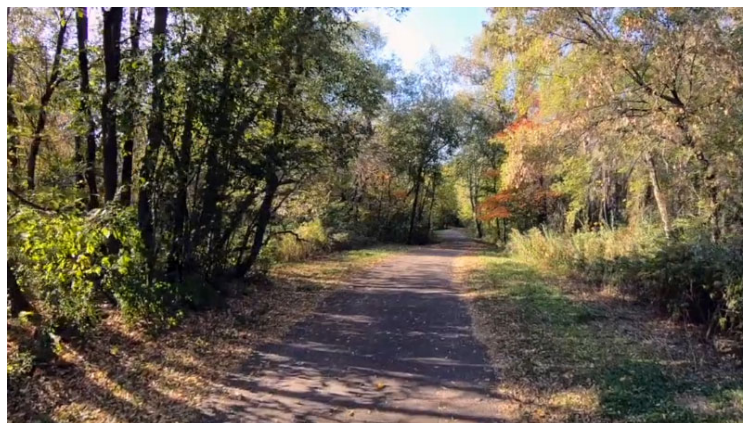
## Election Accuracy Test

Minnesota Secretary of State Steve Simon visited Blaine this month to host an event aimed at reassuring voters about election integrity. Election officials publicly tested all 26 Blaine voting machines to ensure they work perfectly for November 5. North Metro TV News was on hand to film the testing, offering local citizens valuable insight into the voting process and the security that surrounds it.

## City Productions

Municipal Producer Trevor Scholl had a busy October that started with updating the Brightsign devices at all seven of our city halls. The Brightsign is an important piece of technology that provides constant video and audio signal to the North Metro TV Master Control Room, allowing us to be certain that the city hall signal is working hours before city meetings are set to start. The devices are programmed with city specific videos so they can also be used as broadcast sources immediately before and after city meetings.

Trevor also took the time to learn some new filming and editing techniques this month, allowing him to create videos in both horizontal mode, the standard for television, and vertical, which is popular on social media sites like Facebook and TikTok. Trevor was able to use what he learned to produce a special fall colors tour for the Blaine Parks and Recreation social media channels. The city of Blaine also approached Trevor about creating a custom video montage, featuring photos and videos taken as part of this year's Citizen Academy.



Trevor visited the Animal Humane Society to tape a story about their special programs for educating scout groups, attended a card writing event hosted by the Anoka County Community Action Program, and made a story about a special beer release at Torg brewing that benefits the Southern Anoka Community Assistance Food Shelf.

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	6 hours
Christ Lutheran Church Worship Message (5 episodes)	Chance Amundsen	3 hours
Every Movie Ever	Eric Houston	.5 hours
Glen Cary Lutheran Church (5 episodes)	Vincent Schneider	5 hours
Lord of Life (5 episodes)	Jean Stauffer	5 hours
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	2 hours
The Hidden Truth (4 episodes)	Paul Dendy	4 hours
What Does the Bible Say (2 episodes)	George Degidio	1 hour
<b>37 New Programs</b>		<b>32.5 New Hours</b>



## NMTV Staff Full Length Programs

Title	Producer	Runtime
Anoka County Board Meeting (10/8)	TJ Tronson	53 minutes
Anoka County Board Meeting (10/22)	TJ Tronson	1 hour 12 minutes
Boys Soccer 7AAA Final - Andover at Blaine (10/15)	Kenton Kipp	2 hours 26 minutes
Football - 5AAAAAA 1st Round - Rochester Mayo at Centennial (10/25)	Kenton Kipp and Ted Leroux	2 hours 9 minutes
Football - Anoka at Centennial (10/4)	Kenton Kipp and Ted Leroux	1 hour 59 minutes
Football - Monticello at Spring Lake Park (10/10)	Kenton Kipp and Ted Leroux	2 hours 5 minutes
Football - Shakopee at Blaine (10/17)	Kenton Kipp and Ted Leroux	2 hours 14 minutes
Football 6AAAAA Semifinal - Spring Lake Park at Rogers (10/26)	Kenton Kipp	1 hour 56 minutes
Girls Soccer 5AAA Semifinal - Mounds View at Spring Lake Park (10/10)	Kenton Kipp	1 hour 31 minutes
Girls Swimming and Diving - Centennial at Spring Lake Park (10/8)	Kenton Kipp	2 hours 5 minutes
NMTV News (2 episodes)	Danika Peterson and Eric Nelson	41 minutes
NMYFL 2nd Grade Championship - Blaine White vs Centennial Mud Dogs (10/13)	Kenton Kipp	1 hour 22 minutes
NMYFL 3rd Grade Championship - Blaine Columbia vs Spring Lake Park Red (10/13)	Kenton Kipp	1 hour 24 minutes
NMYFL 4th Grade Championship - Spring Lake Park Blue vs Centennial Spartans (10/13)	Kenton Kipp	1 hour 16 minutes
NMYFL 5th Grade Championship - Blaine Columbia vs Blaine White (10/13)	Kenton Kipp	1 hour 26 minutes
NMYFL 6th Grade Championship - Blaine Bearcats vs Centennial Cougars (10/13)	Kenton Kipp	1 hour 24 minutes
Sports Den (4 episodes)	Kenton Kipp and Ted Leroux	1 hour 29 minutes
Volleyball - 7AAAA Final - Centennial vs Anoka (10/31)	Kenton Kipp and Ted Leroux	2 hours 28 minutes



Volleyball - 7AAAA Semi-Final - Blaine at Centennial (10/29)	Kenton Kipp and Ted Leroux	1 hour 59 minutes
Volleyball - Centennial at Blaine (10/3)	Kenton Kipp and Ted Leroux	1 hour 51 minutes
<b>24 New Programs</b>		<b>34 New Hours</b>



## City Meetings

Title	Producer	Runtime
Centerville Planning & Zoning Committee Meeting (10/1)	Colin Branch	2 hours 31 minutes
Lino Lakes Park Board Committee Meeting (10/2)	Anne Serwe	1 hour 22 minutes
Centerville Parks & Recreation Committee Meeting (10/2)	Colin Branch	1 hour 5 minutes
Spring Lake Park City Council Meeting (10/7)	Trevor Scholl	25 minutes
Ham Lake City Council Meeting (10/7)	Ben Brannon	1 hour 2 minutes
Blaine City Council Workshop Meeting (Not Televised)(10/7)	TJ Tronson	1 hour 30 minutes
Blaine City Council Meeting (10/7)	TJ Tronson	1 hour 34 minutes
Blaine Planning Commission Meeting (10/8)	TJ Tronson	2 hours 19 minutes
Circle Pines City Council Meeting (10/8)	Eric Houston	10 minutes
Centerville City Council Meeting (10/9)	Colin Branch	45 minutes
Lino Lakes Planning and Zoning Commission Meeting (10/9)	Anne Serwe	1 hour 56 minutes
Lino Lakes City Council Meeting (10/14)	Anne Serwe	52 minutes
Blaine City Council Workshop Meeting (Not Televised)(10/14)	Trevor Scholl	3 hours
Blaine Natural Resources Commission Meeting (10/15)	Trevor Scholl	52 minutes
Centerville Economic Development Authority Meeting (10/16)	Colin Branch	1 hour 14 minutes
Spring Lake Park City Council Meeting (10/21)	Ray Flint	43 minutes
Ham Lake City Council Meeting (10/21)	Ben Brannon	43 minutes
Blaine City Council / EDA Meeting (10/21)	TJ Tronson	46 minutes
Circle Pines Utility Commission Meeting (10/22)	Ray Flint	8 minutes
Circle Pines City Council Meeting (10/22)	Ray Flint	44 minutes
Blaine Park Advisory Board Meeting (10/22)	Trevor Scholl	1 hour 13 minutes
Centerville City Council Meeting (10/23)	Colin Branch	1 hour 25 minute
Centennial Fire Steering Committee Meeting (10/24)	Ray Flint	41 minutes
Spring Lake Park Planning Commission Meeting (10/28)	Ray Flint	13 minutes
Lino Lakes City Council Meeting (10/28)	Anne Serwe	16 minutes
Lino Lakes Environmental Board Meeting (10/30)	Anne Serwe	1 hour 18 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)).