

NEW PROGRAMS

102

- 49 programs produced by NMTV staff
- 2 programs produced by city staff
- 51 programs produced by the public
- 72.75 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

US 10 Road Construction Project to
Increase Lane Capacity

2,606 Views



Construction season is here again and, this year, US10 is getting a major upgrade. The state is spending \$40 million to add a third lane to the highway to provide smoother sailing for everyone traveling to and through Anoka County. Eric Nelson spoke to a MNDOT representative about adding the third lane, noise barriers, and resurfacing a full mile of road. The project should be done this October, so while there may be some detours and delays in 2025, the drive through Anoka County should be much smoother in the future. [Watch the video here.](#)

Police Pilot Program

The Blaine Police Department participated in a new pilot program to help officers combat impaired driving. Danika took a look at the project, which saw officers testing new oral fluid devices. The devices use an oral swab to detect drugs in drivers' systems. The pilot program compared the devices to formal blood tests. If effective, the new devices could prove to be an important new tool in keeping Minnesota's roads safe. [See the story here.](#)



Teacher of the Year

A local teacher is one of this year's nominees for Minnesota Teacher of the Year. Ted Erickson teaches English and Special Education at Blaine High School and is also the baseball coach. He enjoys his job and having fun with his students, giving back to the very school he graduated from. Eric Nelson spoke with Ted, who considers himself an underdog for the honor. As Eric found out, though, there is no shortage of students, players, and fellow teachers who think the distinction is well deserved. [Click here to see the story.](#)



CHS Robotics

Danika Peterson visited Centennial High School to meet the Robotics Team. The STEM focused group works together to design, build, and program an actual robot to perform a specific task. Danika saw their impressive work and interviewed some of the students, including team captain Margaret Crowder. The students are especially proud of their work this year, having just taken third place (out of fifty teams) at a competition in Duluth. Of course, the Robotics Team isn't just about competing; it's an opportunity to learn from the industry professionals who serve as coaches and even to mentor the younger kids competing at the middle school level. [See the robot in action.](#)



Blizzard Wizard

Dylan Rehnke is the winner of this year's Centerville Name a Snowplow contest. His winning entry: Blizzard Wizard. Eric Nelson was on hand for the naming ceremony, interviewing Mayor Nancy Golden, Dylan, and Dylan's wife Erin, who won the contest last year. The city awarded Dylan \$50 and emblazoned the name on the back of a plow. Now it's up to Centerville's other families to give the Rehnke's a run for their money next year. [See the story here.](#)



Local Hero

Each year, the Blaine Police Department takes a moment to celebrate local people who helped their fellow citizens during a time of crisis. Eric Nelson spoke to one of these heroes: Mason Nordman, a man who saved a child from drowning. Mason showed Eric the pond where it all happened when, one day, he spied a shoeless child walking near the water. After calling 911, Mason kept tabs on the boy and intervened when he began to walk into the water. Officer Joe Gerhard told Eric about how important it is for the department to celebrate these heroes in a public forum. [Watch the story here.](#)



Plant Grant

Native plants are making a comeback with more and more people interested in planting them in their yard. Eric Nelson met Molly Nelson from the Rice Creek Watershed district, who told him about some generous grants for people interested in planting native plants in their yards. The grants range from \$500 to \$10,000 and are available to residents in the watershed district, including Blaine, Centerville, Circle Pines, Lexington, Lino Lakes, and Spring Lake Park. These native plants are hardy enough to withstand Minnesota weather and are great for the environment, helping pollinators and even absorbing pollutants from stormwater.

[Learn all about it here.](#)



Heroes and Hydrants

The SBM Fire Department has a brand-new show on North Metro TV. Heroes and Hydrants is the brainchild of Community Relations Officer Chuck Fleury. Chuck wanted to find a way to highlight the issues facing the department as well as the good they do in the community. Danika Peterson and Eric Nelson immediately jumped on board and the result is a new, monthly series that brings the department right into people's homes. Each episode features new topics and guests. The most recent episode features a fascinating conversation between Chuck and Fire Chief Dan Retka.

[Watch the latest episode.](#)



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 Municipal Video

Blaine's Running Man

1,480 Views

Justin Ernst has run every street in the City of Blaine. That's 533 roads, 330 Cul de Sacs, and 40 miles of trails, equaling 1,000 miles overall. It's an amazing achievement that has given this local resident the unique opportunity to see every inch of the city. Trevor Scholl was on hand to see him run the last few feet, capping off a yearlong health journey. Justin hopes his story will inspire others to get outside and get active. Now, he just has to figure out which city to run to next. [See the story here.](#)



Hops for Hunger

Trevor visited the Hops for Hunger fundraiser at Anoka County's SACA Food Shelf. The food shelf served a record 68,000 people last year and expects to serve even more in 2025. Events like Hops for Hunger helps them to buy food and pay the bills. Trevor spoke to SACA representatives and to some of the 38 local brewers who attended the event. [Watch the story here.](#)



On the Horizon

Trevor has many more videos in the works for next month. He is working with Blaine to record the first of a series of fitness training videos for city staff. He also visited a Blaine fish fry and Spring Lake Park pancake breakfast. Trevor assisted TJ Tronson with footage for the annual Arrive Alive event and is working on a new series about local entrepreneurs. Many of these videos will be ready for air in April.



[News, Events and Municipal Videos on Social](#)

These are all 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
US 10 Road Construction Project to Increase Lane Capacity	Eric Nelson	2,606	2 minutes
Blaine PD Salutes Local Heroes in City	Eric Nelson	2,012	3 minutes
Blaine's Ted Erickson Is a Minnesota Teacher of the Year Semifinalist	Eric Nelson	1,807	3 minutes
Blaine Running Man	Trevor Scholl and TJ Tronson	1,480	6 minutes
Centennial Robotics Team Prepares Students for the Future	Danika Peterson	1,333	5 minutes
Game Recap: Boys Basketball - Duluth East at Blaine - 7AAAA Quarterfinal (3/5)	Ted Leroux	1,225	2 minutes
Blaine Police Part of Drug Testing Pilot Project	Danika Peterson	244	2 minutes
RCWD Gives out Grants to Put Native Plants in Yards	Eric Nelson	223	3 minutes
Centennial Lakes Police Departments New E-Bikes	TJ Tronson	165	2 minutes
Blizzard Wizard Wins Centerville Name a Snowplow Contest	Eric Nelson	145	3 minutes
Snowstorm Video Montage	Eric Nelson	144	1 minute
Hops for Hunger	Trevor Scholl	46	3 minutes
12 New Short Form Videos		11,430 Total Views	50 minutes

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 video here.](#)

Most Watched Sports Video Online

Game Recap
Boys Basketball – Duluth East at Blaine
7AAAA Quarter-Final

1,225 views



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

Game	Type	Views Across All Social Media	Length
Girls Basketball: Forest Lake at Centennial - 7AAAA Semi-Final (3/1)	Truck	N/A*	1 hour 14 minutes
Boys Basketball: Duluth East at Blaine - Section 7AAAA Quarter-Final (3/5)	Truck	N/A*	1 hour 18 minutes
Boys Basketball: Centennial vs Blaine - 7AAAA Semi-Final (3/8)	Truck	N/A*	1 hour 30 minutes
3 New Games		2,731 Total Views	17.5 Hours

*MN High School League rules prevent us from airing or streaming finals games live. These games are typically recorded and played back on our channel “tape delayed.”

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 - Duluth East at Blaine - 7AAAA Quarter-Final (3/5)	1,225	2 minutes
1 New Video	1,225 Total Views	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 a 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.

Eisenhower Elementary

Eric Houston teamed up with Danika Peterson to welcome students from Eisenhower Elementary to the station. The 13 fifth graders – many from Blaine and Ham Lake - were all members of the school's E-News video club, which teaches students the basics of video production and journalism. The kids got to tour the station, interview television professionals, and even use the NMTV News set to film a segment for their morning announcements.



Blaine High School BPA

One Blaine High School BPA team is moving on to nationals. Each year, members of the Business Professionals of America club compete against other schools to create mock news broadcasts. NMTV typically hosts two to three of these teams each year, providing training and equipment as they make their videos. Jordan Blair, Kareem Ibrahim, Ali Khan, and Bona Terfassa recently returned to the station for some reshoots ahead of their trip to the nationals competition in Orlando. NMTV wishes the team the best of luck!



Antiques at MAYC

Eric returned to the Mary Ann Young Center with another installment of his popular DIY Antiques Valuation class. Students are invited to bring an interesting item or cherished heirloom. Eric offers free valuations of the items and teaches the students how to research them online. This time, the students brought in a wide variety of items, including turn of the century postcards, art from the 1892 World's Fair, and a collection of signed children's books.

Regan MOVES

Regan Birr is North Metro TV's newest public access producer. Regan is a fitness instructor who specializes in low impact, low torque exercises that ease the burden on the joints. Her classes are designed to take students who may not have been able to exercise at all to someone who can! Regan herself has lupus and arthritis and knows the value of these low impact classes. Starting this past month, Regan brought her classes to channel 14 with Regan MOVES. She produces three new episodes each week.



Live, In Person Classes

Eric Houston hosts live, in person classes each month. The classes are held at the North Metro TV studio or at community partners like the Mary Ann Young Center and Spring Lake Park Parks and Recreation.

Class	Date	Location	Attendees
DIY Antiques Valuation	3/12	MAYC	16
The Quiz Show Scandals and Other Game Shows	3/17	SLP Parks & Rec	14
Tour – Eisenhower Elementary	3/31	NMTV	14

VOD Class Views

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
The Cult of Caroline Munro	Mini	23,222	774
Columbo: One More Thing	Mini	1,407	158
Diana Rigg: Avenger	Mini	1,042	100
The Immortal Ingrid Pitt	Mini	328	16
The Marx Brothers: Groucho, Harpo, Chico...	Full	289	10
The Oscars: 90 Years of the Academy Awards	Full	233	39
King of the Cowboys 2 – Autry/Rogers	Mini	172	9
Batman's Greatest Villains	Mini	154	12
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	146	19
Chicago Christmas Classics	Mini	140	5

The Movie Man Eric Archive is home to 38 VOD classes. This month, those classes received **27,694 total views with 1,197 total hours watched.**

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	120.25	31	28	7	0	\$965.04
February	193	32	51	28	400	\$833.63
March	186.5	35	22	26	63	\$1,391.56
TOTAL:	499.75	98	101	61	463	\$3,190.23

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
February	17,900	26,400	1,573	67	320,100
March	46,500	63,200	2,266.5	155	454,700
TOTAL:	102,800	155,200	6,214	276	1,080,300



Facebook Stats

Month	Viewers	Videos Viewed	Hours Watched	New Subscribers	Content Interactions
January	26,264	8,073	76	21	485
February	46,036	18,113	200	50	2,329
March	23,275	9,080	96	19	878
TOTAL:	95,575	35,266	372	90	3,692



NMTV Website Stats

Month	Number of Users	Number of Views	Live Stream Views
January	9,275	27,273	2,076
February	7,587	21,759	1,907
March	7,673	22,110	1,294
TOTAL:	24,535	71,142	5,277



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.

Month	Programs with VOD Views	Total Viewers
January	66	563
February	80	560
March	68	645
TOTAL:	214	1,768

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
Chit Chat	Sharon Carlson	30 minutes
Christ Lutheran Church Worship (3 episodes)	Chance Amundsen	2 hours 52 minutes
Christ Lutheran Church Worship Message (4 episodes)	Chance Amundsen	2 hours 2 minutes
Glen Cary Lutheran Church (4 episodes)	Vincent Schneider	3 hours 49 minutes
Hope Church (1 episodes)	Al Goracke	57 minutes
Lord of Life (4 episodes)	Jean Stauffer	3 hours 54 minutes
Lovepower (4 episodes)	Rick Larson	4 hours
Power of Love (4 episodes)	Rick Larson	2 hours
Regan Moves (1 episodes)	Regan Birr	30 minutes
Regan MOVES Gentle (5 episodes)	Regan Birr	2 hours 27 minutes

Regan MOVES Intermediate (6 episodes)	Regan Birr	3 hours
Regan MOVES Intermediate Midweek (5 episodes)	Regan Birr	2 hours 30 minutes
Rice Creek Watershed District Meeting (2 episodes)	Emmet Hurley	2 hours 46 minutes
The Hidden Truth (3 episodes)	Paul Dendy	2 hours 57 minutes
What Does the Bible Say (3 episodes)	George Degidio	1 hour 28 minutes
50 New Programs		34 New Hours



NMTV Staff Full Length Programs

Title	Producer	Runtime
Anoka County Board Meeting (3/11)	TJ Tronson	1 hour
Anoka County Board Meeting (3/25)	TJ Tronson	37 minutes
Centennial High School Choir Concert (3/27)	Kenton Kipp	1 hour 30 minutes
Heroes and Hydrants with Chief Dan Retka	Danika Peterson and Eric Nelson	30 minutes
NMTV News (2 episodes)	Danika Peterson and Eric Nelson	43 minutes
North Metro Now	Danika Peterson and Eric Houston	29 minutes
Sports Den (3 episodes)	Ted Leroux	1 hour 26 minutes
10 New Programs		6 New Hours



City Meetings

Title	Producer	Runtime
Blaine City Council Meeting (3/3)	TJ Tronson	43 minutes
Ham Lake City Council Meeting (3/3)	Ben Beckers	25 minutes
Spring Lake Park City Council Meeting (3/3)	Ray Flint	19 minutes
Blaine City Council Workshop (3/3) (Not Televised)	TJ Tronson	2 hours 30 minutes
Centerville Planning and Zoning Meeting (3/4)	Colin Branch	1 hour 7 minutes
Lexington City Council Meeting (3/6)	City Staff	12 minutes
Ham Lake Planning and Zoning Meeting (3/10)	Ben Beckers	10 minutes
Lino Lakes City Council Meeting (3/10)	Anne Serwe	22 minutes
Blaine City Council Workshop (3/10) (Not Televised)	TJ Tronson	3 hours
Circle Pines City Council Meeting (3/11)	Eric Nelson	14 minutes
Blaine Planning Commission Meeting (3/11)	TJ Tronson	7 minutes
Lino Lakes Planning & Zoning Meeting (3/12)	Anne Serwe	1 hour 38 minutes
Centerville City Council Meeting (3/12)	Colin Branch	38 minutes

Spring Lake Park City Council Meeting (3/17)	TJ Tronson	1 hour 14 minutes
Ham Lake City Council Meeting (3/17)	Ben Beckers	19 minutes
Blaine City Council Meeting (3/17)	Trevor Scholl	32 minutes
Blaine Natural Resource Conservation Committee Meeting (3/18)	Trevor Scholl	1 hour 34 minutes
Centerville EDA Meeting (3/19)	Trevor Scholl	35 minutes
Lexington City Council Meeting (3/20)	City Staff	31 minutes
Ham Lake Planning Commission Meeting (3/24)	Ben Beckers	1 hour 15 minutes
Lino Lakes City Council Meeting (3/24)	Anne Serwe	1 hour 12 minutes
Circle Pines Utilities Commission Meeting (3/25)	Danika Peterson	43 minutes
Circle Pines City Council Meeting (3/25)	Danika Peterson	35 minutes
Blaine Park Advisory Committee Meeting (3/25)	Trevor Scholl	1 hour 22 minutes
Centerville City Council Meeting (3/26)	Colin Branch	1 hour 55 minutes
Lino Lakes Environmental Board Meeting (3/26)	Anne Serwe	2 hours 41 minutes
Blaine City Council Meeting (3/3)	TJ Tronson	43 minutes
Ham Lake City Council Meeting (3/3)	Ben Beckers	25 minutes
Spring Lake Park City Council Meeting (3/3)	Ray Flint	19 minutes
Blaine City Council Workshop (3/3) (Not Televised)	TJ Tronson	2 hours 30 minutes
30 New Programs		29.5 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).