

NEW PROGRAMS

121

- 85 programs produced by NMTV staff
- 2 programs produced by city staff
- 36 programs produced by the public
- 86.5 hours of new programming



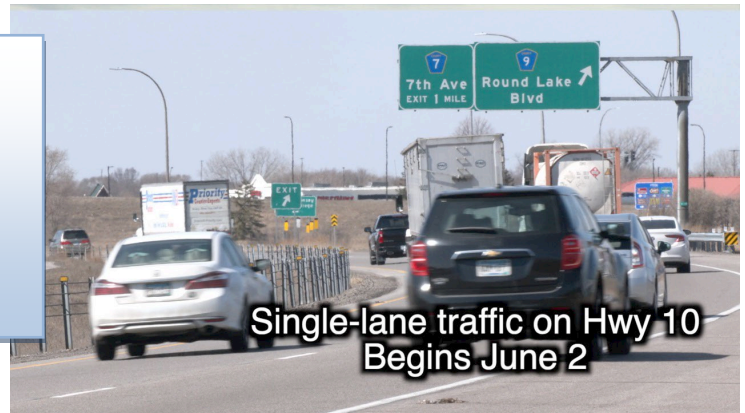
NEWS AND EVENTS

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

Single Lane Traffic Coming to
North Metro Roads

29,700 Views



Road construction videos are always popular on social media, but few break through the way Eric Nelson's latest video did. At the end of May, Eric created a short, one minute video updating viewers on lane closures coming to Highway 65 and Highway 10. The video, which features a brief interview with MnDOT's Kent Barnard, quickly accumulated nearly 200 shares, helping to drive it to almost 30,000 views in a matter of days.

[See the story here.](#)

His Last Bow

TJ Tronson paid tribute to Bruce Olson, the longtime Director of Bands for Blaine High School. Bruce led and inspired students for 22 years and his retirement brings to an end what has been called an era of excellence, heart, and unforgettable music. TJ cut together footage of the numerous concerts he's taped for the school over the years, showcasing Bruce's work not only as director and conductor, but as a member of the band himself, occasionally taking out his trumpet and joining his students. You can see TJ's tribute [here](#).



Top Chef

Barbi King is not interested in the spotlight, but her hard work and spirit have earned her a top honor in her field. Barbi works in the lunchroom at Centennial Middle School. Tara Malinski, the Director of Child Nutrition for Centennial Schools, calls her “an outstanding employee who goes above and beyond everyday” for both students and her coworkers. The National School Nutrition Association agreed, honoring Barbi with the title of Midwest Region Employee of the Year. Barbi calls her job fast paced as she helps to serve 1,100 entrees to students every day. That hard work has clearly been noticed and Barbi will be honored again this summer at a national conference in San Antonio. [You can meet Barbi here.](#)



Sale Season

Garage sales are a sure sign of the summer and with many people feeling economic anxiety, they are about to become more popular than ever. Eric Nelson and TJ Tronson took their cameras – and even the drone – around the area to visit some sales and talk to buyers and sellers about what they love about the annual American tradition.

[Check it out here.](#)



Saving Lives at the Library

A trip to an Anoka County Library could now save your life. That is thanks to free naloxone kits available at all eight county libraries. Nasal and injectable kits are available and are free to anyone who thinks they may encounter an opioid overdose or to those who just want to be prepared. The kits are funded by Minnesota's opioid settlement, which specifies that the funds must be used to directly address the opioid crisis. Danika spoke to Anoka County Commissioner Mandy Meisner and Opioid Prevention Specialist Patti Constant about the new program. They said that the libraries were chosen because they offer a safe and comfortable place where anyone could access the kits. The kits are proving successful and have already had to be restocked at two libraries.

[See the story here.](#)



Mosquito Coast

The Metropolitan Mosquito Control District launched its new bug fighting tool in Blaine. Rather than using a helicopter to reach swamps and wetlands too dangerous for staff to walk through, the district is now using a large, mosquito killing drone. The drone can carry 40 pounds of larva killing granules, flying itself over pre-mapped coordinates and covering 50 acres a day. The new drone is a powerful and eye-catching tool for fighting bugs and the diseases they carry.

[See it in action here.](#)



Softball Record

Blaine High School softball pitcher Emmie Sylvia-Cochran did not realize what she had done until she was riding back home on the team bus. In a one to nothing win over Brainerd, Emmie struck out 26 batters in 12 innings, a new Minnesota high school record. Emmie was too busy throwing strikes and making plays to notice and still does not quite believe it. She credits her success to her tireless practicing, even during the off season, and to her 65 mile per hour fastball.

[See Emmie in action here.](#)



NCAA Champion

A Blaine High School graduate and Ham Lake native is making big strides in the world of competitive gymnastics. Elle Mueller just finished her first year at the University of Oklahoma where she was part of the gymnastics team that took home the NCAA title. Eric Nelson spoke to Elle and her parents to hear about the years of hard work and dedication that brought this talented student athlete into the world of elite gymnastics.

[Check it out here.](#)



Play Time

The playground at Centennial Elementary has needed a major upgrade for years. Danika Peterson met a group of parents who decided to do whatever it took to see that happen. The parents worked tirelessly, holding fundraisers, filling out dozens of grant applications, and launching a Gofundme to gather the money needed to make the new playground a reality. All the hard work paid off and the group now has enough money to buy the new equipment. Students and Centennial Elementary Principal Jen Schwartz are excited and overwhelmed by the generosity. The new playground should be ready for the first day of school in the fall. [See the story here.](#)



Road Warrior

Eric Nelson took the time to check out two more road construction projects this month. First up, Eric headed to Radisson Road and spoke to Anoka County Commissioner Julie Jeppson about the makeover coming to a two mile stretch from 109th to just north of Main Street. The goal is to smooth out the road and get it in quality shape in time for MNDOT detours connected to construction on Highway 65. Radisson Road is an important north/south reliever road that currently sees 16,000 to 19,000 cars a day. Then it was off to 35W in Lino Lakes where Eric spoke to the Ramsey County Project Manager about the addition of two roundabouts and a new bridge on County Road J. That project is budgeted at \$23 million, with \$19 million coming from federal funding. You can learn about the Radisson Road project [here](#) and the County Road J project [here](#).



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

SBM Senior Safety Fair

777 Views



Trevor Scholl visited the recent SBM Fire Department Senior Safety Fair. The fair offers prevention and wellness tips to local seniors and seeks to help them avoid trips, slips, falls, and fires. Trevor spoke to Community Relations Specialist Natalie Streich, who talked about how much the department enjoys hosting these fairs. Natalie says they offer firefighters a chance to get to know the seniors and learn their backgrounds, while the seniors get to learn about the many services available to them.

[You can watch Trevor's story here.](#)

Lake Street

Trevor spoke to Lino Lakes City Engineer Diane Hankee to learn all about the recent Lake Street closure. The street is being closed to allow the city to extend municipal sewer and water. Trenchless options were explored, but, when they proved untenable, the city worked with Anoka County to close the street for four weeks. The city asks for public patience while they work to oversee a safe project. [Learn all about it here.](#)



Walk for Animals

More than 140,000 people – many of them from the north metro – headed down to the state fair last month for the Animal Humane Society's Walk for Animals. Trevor profiled the event and learned all about the Humane Society's largest and most important fundraiser of the year. There was music, a vendor village, and a pet costume contest, all meant to celebrate the human/animal bond. [See the animals here.](#)



Physical

For the past two months, Trevor has been hard at work on a special video series for Blaine city employees. The 18 one to two minute videos feature a trainer demonstrating some of the great exercise equipment available to city and police staff at city hall. Trevor worked with city Communications Specialist Tom Clements to make the videos a reality.



News, Events and Municipal Videos on Social Media

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
Single-Lane Traffic Coming to North Metro Roads	Eric Nelson	29,700	1 minute
Ham Lake Gymnast Becomes a Sooner Sensation for Oklahoma	Eric Nelson	5,100	4 minutes
Free Naloxone at Anoka County Libraries	Danika Peterson	4,815	3 minutes
Blaine Softball Pitcher Sets Minnesota High School Single Game Strikeout Record	Eric Nelson	1,574	3 minutes
Fundraising Success Means Centennial Elementary Will Get Expanded Playground	Danika Peterson	781	2 minutes
SBM Senior Safety Fair	Trevor Scholl	777	2 minutes
Blaine High School - Bruce Olson Retirement	TJ Tronson	575	1 minute
Mosquito Control District Deploys Drone	Danika Peterson	542	2 minutes
Waldoch Farm Adding an Apple Orchard in Lino Lakes	Eric Nelson	515	3 minutes
Madison Elementary in Blaine Stages Bike Safety Event	Eric Nelson	496	4 minutes
Centennial Middle School Staff Wins National School Nutrition Award	Danika Peterson	496	2 minutes
County Road J Construction Starts in July in Lino Lakes	Eric Nelson	480	2 minutes
City of Spring Lake Park Ribbon Cutting	Trevor Scholl	442	1 minute
Blaine Garage Sales	Eric Nelson	441	3 minutes
Circle Pines and Ham Lake Save Money on Street Projects	Eric Nelson	425	2 minutes
Radisson Road Construction Begins in Blaine	Eric Nelson	362	3 minutes
Coon Creek Watershed Volunteers Clean up Springbrook Creek	Eric Nelson	361	2 minutes
Spring Lake Park High School Flag Football Players Learning New Sport	Eric Nelson	336	3 minutes
Public Works Week	Eric Nelson	287	1 minute
Circle Pines Story Workshop	TJ Tronson	258	2 minutes
Anoka County Master Gardeners Herbs 101	Trevor Scholl	257	2 minutes
Animal Humane Society Summer Camps	Trevor Scholl	230	3 minutes
Animal Humane Society Walk for Animals	Trevor Scholl	148	3 minutes
Blaine Workout: Cable Row (Internal Video - Not Televised)	Trevor Scholl	N/A	1 minute
Blaine Workout: Calf Raise (Internal Video - Not Televised)	Trevor Scholl	N/A	1 minute
Blaine Workout: Cardio Bike (Internal Video - Not Televised)	Trevor Scholl	N/A	2 minutes
Blaine Workout: Chest Press (Internal Video - Not Televised)	Trevor Scholl	N/A	1 minute
Blaine Workout: Elliptical (Internal Video - Not Televised)	Trevor Scholl	N/A	1 minute
Blaine Workout: Hack Squat (Internal Video - Not Televised)	Trevor Scholl	N/A	2 minutes
Blaine Workout: Intro (Internal Video - Not Televised)	Trevor Scholl	N/A	1 minute

Blaine Workout: Knee Raises and Dips (Internal Video - Not Televised)	Trevor Scholl	N/A	1 minute
Blaine Workout: Lat Pull Down (Internal Video - Not Televised)	Trevor Scholl	N/A	1 minute
Blaine Workout: Leg Extension (Internal Video - Not Televised)	Trevor Scholl	N/A	1 minute
Blaine Workout: Leg Press (Internal Video - Not Televised)	Trevor Scholl	N/A	1 minute
Blaine Workout: Olympic Rack (Internal Video - Not Televised)	Trevor Scholl	N/A	3 minutes
Blaine Workout: Outro (Internal Video - Not Televised)	Trevor Scholl	N/A	1 minute
Blaine Workout: Rowing Machine (Internal Video - Not Televised)	Trevor Scholl	N/A	1 minute
Blaine Workout: Seated Leg Curls (Internal Video - Not Televised)	Trevor Scholl	N/A	1 minute
Blaine Workout: Shoulder Press (Internal Video - Not Televised)	Trevor Scholl	N/A	1 minute
Blaine Workout: Stair Climber (Internal Video - Not Televised)	Trevor Scholl	N/A	1 minute
Blaine Workout: Treadmill (Internal Video - Not Televised)	Trevor Scholl	N/A	2 minutes
41 New Short Form Videos		50,096 Total Views	76 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
Baseball (7AAAA 1st Round)
Anoka at Centennial (5/28)

698 views



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

Game	Type	Views Across All Social Media	Length
Softball: Totino-Grace at Spring Lake Park (5/13)	vMix	N/A	1 hour 38 minutes
Boys Lacrosse: Duluth Marshall at Blaine (5/15)	vMix	203	1 hour 28 minutes
Boys Volleyball 7A Semifinal: Irondale at Spring Lake Park	vMix	331	1 hour 11 minutes
Boys Volleyball: Spring Lake Park at Blaine (5/21)	Truck	415	1 hour 46 minutes
Baseball: Anoka at Centennial (5/28)	Truck	N/A	3 hours 10 minutes
Boys Lacrosse 7A Quarter-Final: Chisago Lakes vs Centennial (5/29)	vMix	88	1 hour 38 minutes
Girls Lacrosse 7A Quarter-Final: Forest Lake vs Centennial (5/29)	vMix	45	1 hour 18 minutes
7 New Games		1,082 Total Views	12 Hours

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: Baseball (7AAAA 1st Round): Anoka at Centennial (5/28)	698	1 minute
1 New Video	698 Total Views	1 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.

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
The Marx Brothers	5/14	MAYC	11
Mary Pickford: The World's First Movie Star	5/21	SLP Parks & Rec	6

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	4,788	180 hours
Columbo: One More Thing	Mini	2,296	268 hours
Diana Rigg: Avenger	Mini	1,714	129 hours
The Immortal Ingrid Pitt	Mini	375	16 hours
The Marx Brothers: Groucho, Harpo, Chico...	Full	309	8 hours
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	168	18 hours
Batman's Greatest Villains	Mini	140	14 hours
Chicago Christmas Classics	Mini	133	7 hours
King of the Cowboys 2 – Autry/Rogers	Mini	133	7 hours
Monster Movies of the 40s and 50s	Full	101	4 hours

The Movie Man Eric Archive is home to 38 VOD classes. This month, those classes received **10,593 total views with 707 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
April	220.5	22	86	8	0	\$1159.1
May	167	24	44	24	0	\$805.51
TOTAL:	887.25	144	231	93	463	\$5,154.84

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
April	93,600	132,000	5,200	257	911,100
May	33,300	46,200	1,872	80	423,300
TOTAL:	229,700	333,400	13,286.5	613	2,414,700



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
April	52,094	18,674	199	53	1,802
May	307,336	43,973	274	225	3,566
TOTAL:	455,005	97,913	845	368	9,060



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
April	8,594	25,292	1,116
May	8,121	25,830	841
TOTAL:	41,250	122,264	7,234



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
April	70	744
May	65	568
TOTAL:	349	3,080

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 (4 episodes)	Chance Amundsen	3 hours 51 minutes
Christ Lutheran Church Worship Message (4 episodes)	Chance Amundsen	1 hour 58 minutes
Glen Cary Lutheran Church (4 episodes)	Vincent Schneider	3 hours 56 minutes
Hope Church (1 episodes)	Al Goracke	57 minutes
Lord of Life (4 episodes)	Jean Stauffer	3 hours 54 minutes
Lovepower (2 episodes)	Rick Larson	2 hours
Power of Love (2 episodes)	Rick Larson	1 hour

Regan MOVES Gentle (2 episodes)	Regan Birr	1 hour
Regan MOVES Intermediate (1 episodes)	Regan Birr	30 minutes
Regan MOVES Intermediate Midweek (2 episodes)	Regan Birr	59 minutes
Rice Creek Watershed District Meeting (2 episodes)	Emmet Hurley	1 hour 46 minutes
The Hidden Truth (4 episodes)	Paul Dendy	3 hours 55 minutes
What Does the Bible Say (4 episodes)	George Degidio	1 hour 58 minutes
36 New Programs		28 New Hours



NMTV Staff Full Length Programs

Title	Producer	Runtime
Anoka County Board Meeting (5/13)	TJ Tronson	30 minutes
Anoka County Board Meeting (5/27)	TJ Tronson	43 minutes
Arabesque Dance Recital (5/18) (Not Televised) (For Hire)	Kenton Kipp & Ted Leroux	2 hours 30 minutes
Centennial High School Choir Concert (5/27) (Not Televised) (For Hire)	Kenton Kipp & Ted Leroux	2 hours 12 minutes
Centennial Middle School Choir Concert (5/22) (Not Televised) (For Hire)	Kenton Kipp & Ted Leroux	1 hour 55 minutes
North Metro Now	Danika Peterson and Eric Houston	26 minutes
North Metro TV News (2 episodes)	Danika Peterson and Eric Nelson	16 minutes
8 New Programs		8.75 New Hours



City Meetings

Title	Producer	Runtime
Lexington City Council Meeting (5/1)	City Staff	11 minutes
Blaine City Council Meeting (5/5)	TJ Tronson	1 hour 25 minutes
Blaine City Council Workshop Meeting (5/5) (Not Televised)	TJ Tronson	3 hours
Ham Lake City Council Meeting (5/5)	Ben Brannon & Matthew Leonetti	28 minutes
Spring Lake Park City Council Meeting (5/5)	Ray Flint	1 hour 50 minutes
Centerville Planning & Zoning Meeting (5/6)	Colin Branch	54 minutes
Centerville Park & Recreation Meeting (5/7)	Colin Branch	2 hours 42 minutes
Lino Lakes Park Board Meeting (5/7)	Anne Serwe	1 hour 15 minutes
Blaine City Council Workshop Meeting (5/12) (Not Televised)	Trevor Scholl	3 hours 30 minutes
Ham Lake Planning Commission Meeting (5/12)	Ben Brannon & Matthew Leonetti	10 minutes
Lino Lakes City Council Meeting (5/12)	Ann Serwe & Samantha Nolan	1 hour 32 minutes
Blaine Planning Commission Meeting (5/13)	Trevor Scholl	21 minutes
Circle Pines City Council Meeting (5/13)	Ray Flint	49 minutes
Centerville City Council Meeting (5/14)	Colin Branch	1 hour 49 minutes
Lexington City Council Meeting (5/16)	City Staff	10 minutes

Lino Lakes Planning & Zoning Meeting (5/14)	Anne Serwe & Samantha Nolan	2 hours 41 minutes
Blaine City Council Workshop (5/19)	Trevor Scholl	2 hours
Ham Lake City Council Meeting (5/19)	Ben Brannon & Matthew Leonetti	43 minutes
Spring Lake Park City Council Meeting (5/19)	Ray Flint	1 hour 42 minutes
Blaine Park's Advisory Committee Meeting (5/27)	Trevor Scholl	1 hour 8 minutes
Circle Pines City Council Meeting (5/27)	Ray Flint	44 minutes
Circle Pines Utilities Commission Meeting (5/27)	Ray Flint	26 minutes
Ham Lake Planning Commission Meeting (5/27)	Ben Brannon & Matthew Leonetti	26 minutes
Lino Lakes City Council Meeting (5/27)	Anne Serwe & Samantha Nolan	1 hour 43 minutes
Spring Lake Park Planning Commission Meeting (5/27)	TJ Tronson	37 minutes
Centerville City Council Meeting (5/28)	TJ Tronson	1 hour 39 minutes
Lino Lakes Environmental Board Meeting (5/28)	Anne Serwe & Samantha Nolan	50 minutes
Blaine City Council Meeting (5/19)	Trevor Scholl	18 minutes
28 New Programs		35 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).