

NEW PROGRAMS

100

- 57 programs produced by NMTV staff
- 2 programs produced by city staff
- 41 programs produced by the public
- 65 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

Johnsville Library Reopens

9,168 Views



After a three and a half month wait, Blaine's Johnsville Library has reopened. Eric Nelson visited the library to see the new, \$500,000 renovation that included carpets, furniture, and a fresh coat of paint. The library was first built in 1995 and after thirty years of constant use, was in need of a little freshening up. Eric spoke with both library staff and patrons who are thrilled with the bright new space. [See the story here.](#)

Suspicious Fire

The playground at Blaine's Eastside Park is a total loss, following what the police are calling a "suspicious fire." On a recent night, police responded to a call that the equipment was on fire and found the structure ablaze, with flames shooting 15 feet into the air. The equipment was left partially melted, partially burned, and completely unusable. Danika Peterson spoke to Blaine Senior Parks and Recreation Manager Jerome Krieger who said that this was a popular structure, frequented by neighborhood families and local daycares. He hopes a replacement playground will be in place before winter. Police, meanwhile, are investigating. [Click here for the story.](#)



Main Street Market

The Centerville Main Street Market has started its fifth year. The weekly gathering brings together vendors, customers, food, and music – not to mention an amazing waterski show! Eric Nelson talked to Angela Conley, the volunteer who brings it all together. Angela said it is a joy to watch families have so much fun at the market and that it has been a pleasure for her to watch it grow year after year. Eric also talked to a few customers, including Mayor Nancy Golden, who shared their favorite treats and activities. [Watch the story here.](#)



Mayor Looks Back

At a recent city council meeting, longtime Circle Pines Mayor Dave Bartholomay announced his retirement. Mayor Dave sat down with Danika Peterson to discuss the highlights of his career, from early days in Washington DC and in Governor Rudy Perpich's office to the big and small changes he has seen in the City of Circle Pines. They discussed lessons learned along the way and the immense honor the mayor felt when he received the League of Minnesota Cities' C. C. Ludwig Award, the organization's top honor for elected officials. Mayor Dave has only a few months left in his final term and the North Metro TV staff is looking forward to a few more stories with this dedicated civil servant.



[See what Mayor Dave had to say here.](#)

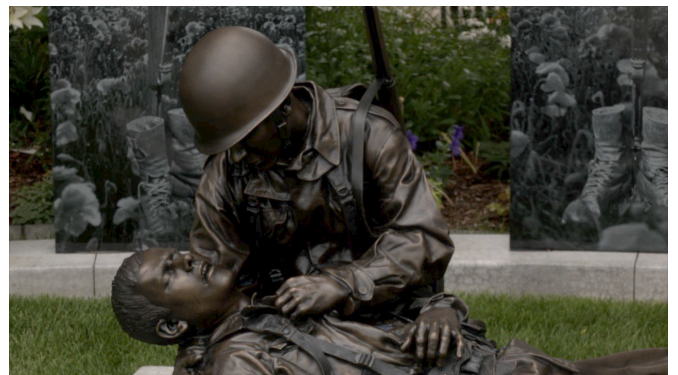
Bus Safety

Amina Muhamed is a student at McKinley Elementary in Ham Lake. Maria Shinto goes to Madison Elementary in Blaine. And both of them are passionate about school bus safety. This year, both girls created their own, original bus safety posters and entered them in a statewide contest, with both winning first place. The girls' fantastic posters will now go on to a national competition in New York. Amina and Maria, meanwhile, will be honored by the Twins and the Minnesota Highway Patrol at Target Field, where they will get to take the field and see their posters displayed on the jumbotron. It is a remarkable honor for both girls and a much-needed showcase to everyday safety. [See the posters here.](#)



Memorial Statue

Tell My Mom I Love Her. That is the name of the new statue in Blaine's Veterans Memorial Park. The detailed statue depicts a fallen World War II soldier in the arms of his comrade. Eric Nelson visited the statue and spoke to park president Steve Guider. Steve explained that the statue is meant to honor all of the nation's 1.5 million fallen soldiers and, in particular, the many who lost their lives in the second World War. To Steve, the statue is as emotional as it is important. He sees it as the most important statue not just in the park, but in the entire state.



[See the statue here.](#)

Presidential Library

This month, North Metro TV staff was surprised to receive an email from a researcher working with the Lyndon Baines Johnson Library and Museum. The presidential library is working on a special veterans exhibit and was looking for help finding a local veteran featured on the NMTV website. That veteran, Kay Bauer, was featured in a 2020 NMTV News story about her time as a Navy Nurse in Vietnam. NMTV staff reached out to Steve Guider, President of Veterans Memorial Park in Blaine, who gladly put them in touch with Kay. Kay was delighted by the request and is honored to have her photograph featured in the gallery. The entire North Metro TV staff is excited to have a hand in telling this local veteran's story on a national stage.



Adopt-a-Highway

Anoka County is looking for volunteer group to join its Adopt-a-Highway program. NMTV's Eric Nelson helped get the word out with a new video looking at the program, which began in 1991. Eric spoke to Volunteer Coordinator Dawn Hill, who explained just who the county is looking for. She said any group can adopt a highway for two years and that the group only needs to clean the highway two time a year, once in the spring and once in the fall. The county provides bags, vests, and a highway sign with the group's name. [Learn about the program here.](#)



Park Pass

Danika Peterson recently discovered that the most popular items at the Anoka County libraries are not books, magazines, or DVDs; they are park passes. Starting this year, the Minnesota Department of Natural Resources has expanded a program providing state park passes to local libraries. The passes are now available at every Anoka County branch. There are 34 passes in total, each available for seven days. The program, which seeks to remove financial barriers to enjoyment of the outdoors, is extremely popular. Every Anoka County Library Pass is currently either checked out or on hold. [See the story here.](#)



USA Cup

Target USA Cup celebrated its 40th anniversary in Blaine with 1,250 teams from 17 countries and 27 states, the most to ever play at the tournament. Eric Nelson previewed this celebration of soccer with an interview with Sara Soli of the National Sports Center. Sara detailed the games and other fun activities at the tournament and called Blaine "the sports capital of Minnesota." Eric also spoke to Blaine Mayor Tim Sanders who shared his enthusiasm for the event he says "brings the world to the City of Blaine." Eric later teamed up with Trevor Scholl to create a video montage of the amazing sights and sounds of this unique tournament.

[See the preview here.](#)

[And check out the sights and sounds 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

Scheels Will Open New Store
in Blaine

5,729 Views



The 3M Open Golf Tournament returned to Blaine for its seventh year and North Metro TV was delighted to cover the event with a series of four stories. Eric Nelson created a kick-off video to help generate excitement for the Open and then visited the Golf for All Day event, speaking to some of the Vikings and Timberwolves athletes who were on hand to help introduce golf to the next generation. Trevor Scholl produced a snappy montage of the sights and sounds of the tournament that also included an interview with Blaine City Councilmember Chris Ford. Last but certainly not least, Danika Peterson and Eric Nelson pitched in to help Municipal Producer Trevor Scholl with Blaine's blockbuster announcement of the new Scheels store coming to the city's entertainment district. The trio spent hours consulting and working with the Blaine communications department to find the best way to film the announcement and get it in front of local eyeballs. The community loved all the coverage, too, with the four videos generating nearly 5,000 views on social media.

[3M Open Kick Off Video](#)

[Golf for All Day](#)

[Sights and Sounds of the Tournament](#)

[Blaine's Scheels Announcement](#)

Ham Lake Farmers Market

The Ham Lake Farmers Market is back in full swing every Wednesday in the Mickman Brothers parking lot. Trevor Scholl visited the market to meet the vendors and see what was for sale. He spoke to bakers and designers about their love for Ham Lake and all of the fun they have working with their families at the market. It may be a lot of early mornings and late nights getting everything ready, but they all agreed it is an amazing experience every single Wednesday. [See the market here.](#)





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 |
|--|---|-------------------------------|-------------------|
| Johnsville Library Reopens | Eric Nelson | 9,291 | 3 minutes |
| Suspicious Fire Closes Playground at Eastside Park | Danika Peterson | 7,091 | 2 minutes |
| Scheels Will Open New Store in Blaine | Trevor Scholl, Eric Nelson, and Danika Peterson | 6,065 | 1 minute |
| Target USA Cup Preview | Eric Nelson | 1,793 | 3 minutes |
| Main Street Market in Centerville Opens for the Season | Eric Nelson | 1,449 | 3 minutes |
| Elevate Hope House Opens Second Home | Danika Peterson | 1,346 | 2 minutes |
| Ham Lake Farmers Market 2025 | Trevor Scholl | 1,331 | 4 minutes |
| State Representative Matt Norris Thanks Blaine Police Department | Danika Peterson | 1,297 | 2 minutes |
| Free State Park Passes at Anoka County Library | Danika Peterson | 1,239 | 2 minutes |
| Two North Metro Students Advance to the Nationals in Bus Safety Poster Contest | Eric Nelson | 1,197 | 5 minutes |
| 3M Open Preview | Eric Nelson | 992 | 2 minutes |
| Mayor Dave Bartholomay Says He Won't Seek Re-Election | Danika Peterson | 847 | 1 minute |
| Adopt-a-Highway Volunteers Wanted in Anoka County | Eric Nelson | 843 | 2 minutes |
| Veterans Memorial Park in Blaine Gets New Monument | Eric Nelson | 766 | 3 minutes |
| Target USA Cup Video Montage | Eric Nelson and Trevor Scholl | 643 | 5 minutes |
| Scorching Hot Kurt Kitayama Thrives in 3M Open Heat Wave | Eric Nelson | 585 | 2 minutes |
| Circle Pines 75th Anniversary Promo | TJ Tronson | 395 | 3 minutes |
| 3M Open Brings Crowds, Community, and Commerce to Blaine | Trevor Scholl | 372 | 2 minutes |
| Lino Lakes Welcomes Newest Police Officer | Danika Peterson | 346 | 3 minutes |
| Storms Knock Out Power to Thousands of Homes | Eric Nelson and Danika Peterson | 325 | 1 minute |
| Golf 4 All Day Event Kicks off 3M Open | Eric Nelson and Trevor Scholl | 258 | 4 minutes |
| Mayor Dave Bartholomay Wins Statewide Award | Danika Peterson | 211 | 3 minutes |
| Every Movie Ever - The Fantastic Four: First Steps | Eric Houston | 168 | 3 minutes |
| Operation Dry Water Aims to Curb Boating While Intoxicated | Danika Peterson | 167 | 1 minute |
| Lino Lakes Welcomes Eight New Firefighters | Danika Peterson | 136 | 3 minutes |
| Film Transfer Service - Summer 1960 | Eric Houston | 97 | 3 minutes |
| 26 New Short Form Videos | | 39,250 Total Views | 68 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.

With school out for the summer, the sports team is taking the time to prepare for fall sports, including an extensive redesign of the weekly Sports Den program. The team attempted to film this year's USA Cup Opening Ceremonies, but storms forced organizers to cancel the event at the last minute. The sports crew were able to complete one truck production this month, though, the Centerville Fete des Lacs Parade!



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 |
|--|------|-----------------|-----------|
| Hollywood Goes to War | 7/9 | MAYC | 31 |
| At the Movies: The Birth of Sound, Color, and... | 7/16 | 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 |
|---|------|------------|--------------|
| Columbo: One More Thing | Mini | 1,439 | 174 hours |
| The Cult of Caroline Munro | Mini | 1,010 | 38 hours |
| Diana Rigg: Avenger | Mini | 932 | 70 hours |
| The Marx Brothers: Groucho, Harpo, Chico... | Full | 408 | 13.5 hours |
| The Immortal Ingrid Pitt | Mini | 293 | 13.5 hours |
| Yabba-Dabba-Do! The Fantastic World of Hanna... | Full | 180 | 25.5 hours |
| King of the Cowboys 2 – Autry/Rogers | Mini | 147 | 8 hours |
| Batman's Greatest Villains | Mini | 121 | 6 hours |
| The Quiz Show Scandals and Other Game Shows... | Full | 97 | 27 hours |
| Monster Movies of the 40s and 50s | Full | 68 | 2 hours |

The Movie Man Eric Archive is home to 38 VOD classes. This month, those classes received **5,005 total views with 407 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 |
| June | 158.5 | 3 | 82 | 0 | 0 | \$179.48 |
| July | 217.5 | 13 | 51 | 76 | 6 | \$1,375.34 |
| TOTAL: | 1263.25 | 160 | 364 | 169 | 469 | \$6,709.66 |

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 |
| June | 25,100 | 38,300 | 2,755 | 89 | 351,000 |
| July | N/A* | 17,700 | 908 | 41 | 316,100 |
| TOTAL: | 254,800 | 389,400 | 16,949 | 743 | 3,081,800 |

*YouTube did not provide data for individual viewers in July. It may be unavailable going forward.



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 |
| June | 336,663 | 51,689 | N/A* | 236 | 4,147 |
| July | 135,232 | 39,456 | N/A* | 120 | 2,469 |
| TOTAL: | 926,900 | 189,058 | 845 | 724 | 15,676 |

*Facebook did not provide data for the total time videos were watched in June or July. It may be unavailable going forward.



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 |
| June | 6,729 | 22,574 | 733 |
| July | 4,810 | 15,080 | 545 |
| TOTAL: | 52,789 | 159,918 | 8,512 |



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 |
| June | 28 | 151 |
| July* | 635 | 8,583 |
| TOTAL: | 377 | 11,814 |

*Beginning this month, Cablecast, our scheduling and program management software, changed the way it records VOD views and viewers to be more accurate. As you can see, the new data shows that many thousands of viewers were going unreported.

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 | 5 hours 1 minute |
| Christ Lutheran Church Worship Message (5 episodes) | Chance Amundsen | 2 hours 33 minutes |
| Glen Cary Lutheran Church (5 episodes) | Vincent Schneider | 4 hours 45 minutes |
| Lord of Life (5 episodes) | Jean Stauffer | 4 hours 38 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 22 minutes |
| The Hidden Truth (5 episodes) | Paul Dendy | 4 hours 57 minutes |
| What Does the Bible Say (6 episodes) | George Degidio | 2 hours 56 minutes |
| 41 New Programs | | 32.25 New Hours |



NMTV Staff Full Length Programs

| Title | Producer | Runtime |
|--|----------------------------------|--------------------|
| Anoka County Board Meeting (7/8) | TJ Tronson | 29 minutes |
| Anoka County Board Meeting (7/22) | TJ Tronson | 31 minutes |
| Centerville Fete des Lacs Parade | Kenton Kipp and Ted Leroux | 48 minutes |
| NMTV News (2 episodes) | Danika Peterson and Eric Nelson | 45 minutes |
| North Metro Now | Danika Peterson and Eric Houston | 30 minutes |
| North Metro Telecommunications Commission Special Meeting (7/16) | TJ Tronson | 10 minutes |
| 7 New Programs | | 3 New Hours |



City Meetings

| Title | Producer | Runtime |
|---|----------------|-------------------|
| Centerville Planning & Zoning Committee Meeting (7/1) | Colin Branch | 1 hour 43 minutes |
| Lexington City Council Meeting (7/3) | City Staff | 13 minutes |
| Spring Lake Park City Council Meeting (7/7) | Samantha Nolan | 55 minutes |

| | | |
|--|----------------------------------|---------------------|
| Ham Lake City Council Meeting (7/7) | Matthew Leonetti | 13 minutes |
| Blaine City Council Meeting (7/7) | TJ Tronson | 1 hour 44 minutes |
| Blaine Council Workshop (7/7) (Not Televised) | TJ Tronson | 1 hour 30 minutes |
| Centerville EDA Meeting (7/7) | Colin Branch | 41 minutes |
| Lino Lakes Park Board Meeting (7/7) | Anne Serwe | 1 hour 7 minutes |
| Circle Pines City Council Meeting (7/8) | Danika Peterson | 40 minutes |
| Blaine Planning Commission Meeting (7/8) | TJ Tronson | 50 minutes |
| Centerville City Council (7/9) | Colin Branch | 1 hour 54 minutes |
| Lino Lake Planning & Zoning Meeting (7/9) | Anne Serwe | 2 hours 42 minutes |
| Ham Lake Planning Commission Meeting (7/14) | Ben Brannon and Matt Leonetti | 1 hour 8 minutes |
| Lino Lakes City Council Meeting (7/14) | Anne Serwe and Samantha Nolan | 31 minutes |
| Blaine City Council Workshop (7/14) (Not Televised) | TJ Tronson | 4 hours 30 minutes |
| Lexington City Council Meeting (7/17) | City Staff | 10 minutes |
| Spring Lake Park City Council Meeting (7/21) | Samantha Nolan | 35 minutes |
| Ham Lake City Council Meeting (7/21) | Ben Brannon and Matt Leonetti | 42 minutes |
| Blaine City Council Meeting (7/21) | Trevor Scholl | 37 minutes |
| Blaine City Council Workshop (7/21) (Not Televised) | Trevor Scholl | 2 hours |
| Circle Pines Utilities Commission Meeting (7/22) | Eric Houston | 11 minutes |
| Circle Pines City Council Meeting (7/22) | Eric Houston | 29 minutes |
| Blaine Park Advisory Committee Meeting (7/22) | Trevor Scholl | 41 minutes |
| Centerville City Council Meeting (7/23) | Colin Branch | 1 hour 51 minutes |
| Ham Lake Planning Commission Meeting (7/28) | Ben Brannon and Matt Leonetti | 38 minutes |
| Lino Lakes City Council Meeting (7/28) | Anne Serwe | 28 minutes |
| 26 New Programs | | 29 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).